

WPHL-TV, Philadelphia, PA
ANNUAL EEO PUBLIC FILE REPORT
Date: April 1, 2009

Statement of EEO Policy

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of Station WPHL-TV, Philadelphia, PA.

WPHL-TV, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at the station should contact the Human Resources Coordinator at (215) 879-1700.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer and passed a background check. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or via email. The Recruitment Sources are identified by number and listed (with complete contact information) in the attachment.

Full-Time Vacancies Filled During Reporting Period April 1, 2008 through March 31, 2009

	Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant	Total Number Interviewed (from all Referral Sources)
1	Account Executive	1, 3-7, 9-28, 30-35, 37-45, 47	45 - Word of Mouth	13
2	Account Executive, Jr.	1, 3-7, 9-28, 30-45, 47	36 - Spots N Dots	8
3	Account Executive-2	1, 3-7, 9-28, 30-35, 37-45, 47	45 - Word of Mouth	22
4	General Sales Manager	1-7, 9-45, 47	47 - myph17.com	7
5	Interactive Producer	1, 3-5, 7-34, 37-45, 47	29 - Philadelphia Ad Club	6
6	Interactive Sales Manager	1, 3-7, 9-35, 37-45, 47	18 - Internal Tribune Referral	6
7	Log Editor	1, 3-5, 7-28, 30-34, 37-45, 47	41 - Careerbuilder.com	7
8	Sales Associate	1, 3-7, 9-28, 30-35, 37-45, 47	41 - Careerbuilder.com	8
9	Traffic Clerk	1, 3-5, 7-28, 30-34, 37-47	41 - Careerbuilder.com	12

Total number of persons interviewed during applicable period:

89

Supplemental Recruitment Measures 4/1/08 - 3/31/09

Activity/Description	Date	Staff Participant	Sponsor
Internship Program: College students spend a semester in a position that gives them hands-on experience in their career field. This position is part-time, usually 20 hours per week. WPHL hosts approximately 15-20 interns per year.	Ongoing	Creative Services Director, Sales Managers, Research Director	WPHL
NATPE Panel - WPHL hosted a panel of industry leaders to meet with 150 area college students to discuss careers in broadcasting	4/12/08	Creative Services Director	NATPE, WPHL
UNITY: Journalists of Color Convention, Chicago, IL - the largest Media Showcase and Career Expo in the Industry. The Asian American Journalist Association (AAJA), National Association of Hispanic Journalists (NAHJ), National Association of Black Journalists (NABJ) and the Native American Journalist Association (NAJA) come together for professional development workshops and a career fair. Tribune Broadcasting Company's VP of Human Resources attended the conference, collected resumes, reviewed and critiqued participant demo reels, and soft-screened candidates interested in broadcast journalism careers with Tribune.	7/23/08 - 7/27/08	VP/Human Resources, Tribune Broadcasting Company	Asian American Journalist Association, National Association of Hispanic Journalists, National Association of Black Journalists, Native American Journalist Association
Temple University Fall 2008 Career Expo - WPHL staff attended career expo and provided attendees with information on careers in broadcasting as well as internship opportunities at WPHL	10/2/08	Publicity/Events Coordinator	Temple University
PAL Chess Event - National Constitution Center - discussed careers in broadcasting with high school students	12/9/08	Community Relations Director	Police Athletic League
St. Joseph's University Spring Career Fair - WPHL staff attended career fair and provided attendees with information on careers and trends in broadcasting along with internship applications and opportunities at WPHL	2/26/09	Controller/HR Director	St. Joseph's University
Notre Dame de Lourdes School, Ridley Park, DE - discussed broadcasting with 5th and 8th grade students	3/12/09	Community Relations Director	Notre Dame de Lourdes School
Temple University Students - addressed a student forum regarding carrers in broadcasting	3/18/09	Community Relations Director	Temple University

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Recruitment Sources

An asterisk ("*") denotes those sources that have requested notification of job vacancies pursuant to Section 73.2080(c) of the FCC's 2002 EEO Rule.

No.	Recruitment Source & Contact Information	Total Number of Interviewees Referred by Source during Reporting Period	Full-time Positions for which Source was Utilized
1	AMA Philadelphia Chapter P.O. Box 38 Fairless Hills, PA 19030 Attn. Christine Mucci Stewart	0	All Open Positions
2	American Women in Radio and Television 8405 Greensboro Drive, Suite 800 McLean, Virginia 22102 703-506-3290	0	Position 4
3	Art Institute of Philadelphia 1622 Chestnut Street Philadelphia, PA 19103 Attn: Maureen Chapelli, Director of Career Planning 800.275.2474 ext. 6309	0	All Open Positions
4	Aspira of Philadelphia 4322 N. 5th Street Philadelphia, PA 19140 Attn: Janira Barroso (215) 455-1300	0	All Open Positions
5	Berean Institute/Placement Dept. 1901 W. Girard Avenue Philadelphia, PA 19130 Attn: Josephine Joel (215)763.4833	0	All Open Positions
6	BKI Solutions, Inc. 125 Strafford Avenue, Suite 116 Wayne, PA 17815 Attn: Mary Duff	0	Positions 1-4, 6, 8

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7	Bloomsburg University 400 E. 2nd Street Bloomsburg, PA 17815 Attn: Joanne B. Day, Director of Co-op Ed/Internships (570) 389.4678	0	All Open Positions
8	Broadcast & Cable Varietycareers.com 5700 Wilshire Blvd., Suite 120 Los Angeles, CA 90036 Katie Rosa Account Executive B&C / Multichannel News ph: 323.965.2089 fax: 323.549.4140	0	Positions 5, 7, 9
9	Bryn Mawr College 101 N. Merion Avenue Bryn Mawr, PA 19010 Attn: Geoffrey Falen, Internship Director 610-526-5000	0	All Open Positions
10	Cabrini College* 610 King of Prussia Road Radnor, PA 19087-3698 Nancy C. Hutchison, Director Co-op Education and Career Services 610-902-8305 http://www.ecampusrecruiter2.com/cabrini- To post jobs	0	All Open Positions

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11	Cedar Crest College* 100 College Drive Allentown, PA 18104 Attn: Amy Saul (610) 606-4648 www.collegecentral/cedarcrest	0	All Open Positions
12	Centro Pedro Claver 627 W. Erie Ave Philadelphia, PA 19140-4430 Attn: Roger Zepernick (215)227.7111	0	All Open Positions
13	Community Women's Ed. Project Frankford Ave. & Somerset Philadelphia, PA 19134 Attn: Rosa Warrant (215) 426.2200	0	All Open Positions
14	Council of Spanish Speaking Org.* 709 N. Franklin Street Philadelphia, PA 19123 610-868-7800 natalia.salgado@elconcilio.net Natalia Salgado	0	All Open Positions

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15	Delaware Valley Prof. W/ Industry 6 Franklin Plaza Philadelphia, PA 19102 Natalia Salgado, Administrative Coordinator	0	All Open Positions
16	East Stroudsberg University 200 Prospect Street East Stroudsberg, PA 18301 Attn: Elzar Kemper, Media Communication and Technology (570) 422-3646	0	All Open Positions
17	Employee Referral	4	All Open Positions
18	Internal Candidate/Existing Tribune Company Employee/Intern/Temporary Employee	4	All Open Positions
19	JOB NET 2515 Frankford Avenue Philadelphia, PA 19125 Attn: Rob Kettell	0	All Open Positions
20	LaSalle University 1900 W. Olney Avenue Philadelphia, PA 19141 Attn: Sharon Javie, Department of Marketing javie@lasalle.edu 215-951-1182	0	All Open Positions
21	Latin American Community Ctr. 403 N. Van Buren Street Wilmington, DE 19805 Attn: Carlo de los Ramos (302)655-7338	0	All Open Positions

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22	MPP Employment Services* 1211 Chestnut Street, Suite 206, Philadelphia, PA 19107 267.238.3919 Fax 215.561.4158 Contact: Evelyn Alicea-Rios, Placement Counselor evelyn.rios@jevs.org	0	All Open Positions
23	Muhlenberg College 2400 Chew Street Allentown, PA 18104 Attn: Lynda Garow, Director of Career Development garow@muhlenberg.edu (484) 664-3170	0	All Open Positions
24	NAACP – Philadelphia Branch 1514 W. Cecil B. Moore Avenue Philadelphia, PA 19121 Attn: Chaena Means (215) 978.7500	0	All Open Positions
25	NABA Inc- Philadelphia Chapter P.O. Box 41898 Philadelphia, PA 19101 Attn: Yolanda McBride	0	All Open Positions
26	Nationalities Service Ctr. 1300 Spruce Street Philadelphia, PA 19107 Attn: Michael Blum (215) 893.8400	0	All Open Positions

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27	O.I.C. Philadelphia 1231 North Broad Street Philadelphia, PA 19122 Attn: Marie McCrae 215-236-7700	0	All Open Positions
28	PA Career Link (Penn State University) 201 Carnegie Building University Park, PA 16802 Attn: Robert Martin 814 863-4674	0	All Open Positions
29	Philadelphia Ad Club 4520 City Avenue, Suite 301 Philadelphia, PA 19131 215 477-1993	1	Positions 4, 5, 6
30	Philadelphia Hispanic Chamber of Commerce 2749 N. 5th Street Philadelphia, PA 19133 Attn: Judy Delgado (215) 425.7422	0	All Open Positions
31	Rider University 2083 Lawrenceville Road Lawrenceville, NJ 08648 Attn: Dr. Rick Turner, Dept. of Communications (609) 896.5659	0	All Open Positions

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32	Rosemont College 1400 Montgomery Avenue Rosemont, PA 19010 Attn: Audrey Robinson, Director of Career Counseling (610) 527-0200 ext. 2416	0	All Open Positions
33	Rowan College of New Jersey* 201 Mullica Hill Road Glassboro, NJ 08028 Attn: Lori Block, Career and Academic Planning Center (856) 256-4456 http://rowan.v2.ecampusrecruiter.com/	1	All Open Positions
34	Rutgers University* 326 Penn St. Camden, NJ 08102 Attn: Carol Young careercenter@camden.rutgers.edu	0	All Open Positions
35	Salisbury State University 1101 Camden Avenue Salisbury, MD 21801 Attn: Frances Kendall, Dept of Communication Arts	0	Positions 1-4, 6, 8

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36	Spotndots SND Publishing LLC 600 West Peachtree Street NW Suite 350 Atlanta, GA 30308 April Causey Subscriptions, Classified Ads PH: 888-884-2630 x1 FX: 866-870-6989 ads@spotsndots.com	1	Positions 2, 4
37	Swarthmore College* 500 College Avenue 135 College Ave. Swarthmore, PA 19081 610-328-8352/ 610-328-8549 (fax)	0	All Open Positions
38	Taller Puertoriquenos 2721 N. 5th Street Philadelphia, PA 19133 Attn: Dora viacava	0	All Open Positions
39	Temple University* School of Communications and Theater Annenberg Hall 011-00 Philadelphia, PA 19121 Attn:Betsy Lebron, (215) 204-2483	1	All Open Positions

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40	The Philadelphia Unemployment Project 1201 Chestnut St./Fl. #7 Philadelphia PA 19107 Attn: John Dodds 215-592-0933	0	All Open Positions
41	Tribjobs.com All of our openings are posted internally and externally. The positions are posted on the Tribune employee intranet, www.tribjobs.com as well as www.careerbuilder.com, where they are picked up by careerbuilder.com's 600+ partner sites, including www.DiversityBusiness.com, www.nafe.com and www.veteranjobs.com	43	All Open Positions
42	University of Pennsylvania* 3718 Locust Walk Suite 20, McNeil Building Philadelphia, PA 19104 Attn: Sue Russoniello, Director of Career Services 215-898-4827 215-898-2687-Fax www.vpul.upenn.edu/careerservices	0	All Open Positions
43	University of the Arts* 320 Broad Street Philadelphia, PA 19102 www.uartscareers.com	0	All Open Positions
44	Walk-in	1	All Open Positions

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45	Word of Mouth	29	All Open Positions
46	Entertainmentcareers.net 914 S. Barrington Ave. Los Angeles, CA 90049	1	Position 9
47	WPHL website - myphl17.com	3	All Open Positions

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