

**ESPN RADIO - NEW YORK CITY
ANNUAL EEO PUBLIC FILE REPORT 2012-13
FEBRUARY 1, 2013**

I. INTRODUCTION AND GENERAL POLICY

This Annual Equal Employment Opportunity (“EEO”) Public File Report is filed on behalf of WEPN (AM), 1050 ESPN RADIO, New York, New York (“WEPN” or the “Station”), which is owned and operated by New York AM Radio, LLC, an indirect subsidiary of The Walt Disney Company, together with that Station as time broker for WEPN-FM (“WEPN Time Brokers”), a station licensed to Emmis License Corporation of New York.¹ (WEPN and WEPN Time Brokers are hereinafter collectively referred to as the “Stations.”) This report includes information from **February 1, 2012 through January 31, 2013**.

The Stations are equal employment opportunity (“EEO”) employers and follow a consistent practice of outreach to the community and work force regarding broadcast career and job opportunities. The Station’s longstanding policy is to provide equal opportunity employment, development and advancement to all current and potential employees regardless of race, color, gender, marital status, religion, age, national origin or citizenship status, disability, sexual orientation or status as a Vietnam era or special disabled veteran.

II. VACANCY-SPECIFIC RECRUITMENT MEASURES

The Stations' job openings are disseminated widely with the goal of attracting a variety of qualified applicants from diverse sources. During the reporting period, the Stations had a total of five (5) full-time vacancies. Except for the Senior Producer position, which was filled immediately through an internal promotion, notices of all positions were sent to ESPN's Human Resources Department, which in turn posted the positions on ESPNcareers.com, Disneycareers.com and all Disney-affiliated websites for both internal and external job seekers. The Stations also sent notices of the vacancies to their local organizational recruitment list, which is set forth in Section VI below, to post continually during the time the positions were open.

The Stations endeavor to expand this mailing list through a continuous website posting and frequent on-air announcements inviting additional interested organizations to contact the Stations; see Section IV.D for details. The organizational mailing list is also updated if someone on the list notifies the Stations of a change in address or if a job notice is returned as undeliverable.

III. FULL-TIME POSITIONS FILLED (FEBRUARY 1, 2012 TO JANUARY 31, 2013):

The position title, open date, hire date, number of interviewees, interviewee referral source, name of candidate hired, and hiree source for each of the Station’s five vacancies during the reporting year are listed below. Unless otherwise specified, the employees were hired to work on WEPN-FM as well as WEPN(AM) matters.

<u>DATE OF OPENING</u>	<u>JOB TITLE</u>	<u>DEPARTMENT</u>	<u>CANDIDATE INTERVIEWED</u>	<u>HIRED (H) OR NOT HIRED (NH)</u>	<u>DATE HIRED</u>	<u>REFERRAL SOURCES FOR INTERVIEWEES</u>
Dec '11	Account Executive	Sales	Andrew Jayson	H	2/13/12	ESPNcareers website
			Candidate 2	NH		Industry referral
			Candidate 3	NH		ESPNcareers website
			Candidate 4	NH		Industry referral

¹ This time brokerage agreement with WEPN-FM went into effect on April 30, 2012. From then until September 7, 2012, WEPN(AM) and WEPN-FM simulcast essentially the same programming. Beginning September 7, 2012, WEPN(AM) switched to Spanish-language ESPN Deportes programming, while the brokered FM station continued to air English-language ESPN Radio programming.

			Candidate 5	NH		NYMRAD.org website
			Candidate 6	NH		Industry referral
			Candidate 7	NH		Employee referral
May '12	Account Executive	Sales	Matt Bonanni	H	7/8/12	Employee referral
				NH		Industry referral
				NH		ESPNCareers website
				NH		Industry referral
Aug '12	Local Sales Manager - WEPN(AM)	Sales	Rick Hernandez	H	10/1/12	Industry Referral
				NH		ESPN network radio employee
				NH		ESPNCareers website
				NH		Employee referral
Mar '12	Senior Producer	Programming	Andrew Gundling	H	4/12	Internal Promotion from Associate Producer
Mar '12	Marketing Director	Promotions	Daniel Cramer	H	4/30/12	Transferred from Marketing Manager, ESPN Consumer Marketing to Marketing Director, WEPN (higher title)
			Candidate 2	NH		Current Station employee
			Candidate 3	NH		Industry referral
			Candidate 4	NH		Industry referral

IV. LONG-TERM RECRUITMENT MEASURES

During the reporting period, the Station engaged in the following long-term outreach initiatives designed to help interest and inform young people about careers in broadcasting, to provide them with guidance and training to enhance their qualifications for such a career, and to educate and sensitize existing management and staff, including new hires, on all aspects of the FCC's and our company's EEO policies and goals.

A. INTERNSHIP PROGRAMS / COLLEGE LEVEL OPPORTUNITIES

WEPN has a long-standing and extensive semester-long internship program open to college students, who receive course credit for participating. The Station has consistently strived to hire interns from diverse backgrounds and from a wide variety of educational institutions and residences located within the community of license and throughout the United States, most of who call the tri-state area home. Internship opportunities are posted in the "jobs" section of the Station website and at the following local schools: Seton Hall University, Hofstra University, Fordham University, Montclair State University, and New York University. In addition, some students have initiated contact with the Station on their own. All interns at the Station are encouraged to speak to all Station employees about the various jobs available in broadcasting and to utilize them as a career resource. The Station internship program has served over the years as a conduit to permanent employment at WEPN. The Station's current staff includes three (3) full-time employees -- one on-air personality, one senior coordinating producer, and one sales assistant -- who are former

Station interns. During the latest reporting period covered by this report, one additional intern, from 2012, was also hired by the Station as a board operator.

Supervisors: Chris Heck, Marketing Manager / Jonathan Winthrop, Senior Producer

Program Description: This year, all Station interns worked for the marketing and programming departments of WEPN and/or WEPN Time Brokers. The Promotions & Marketing Department produces, promotes and executes live broadcasts, sports events and other station-related events as well as client-based promotional appearances. Interns assisted at these events and learned to act as event hosts. The Programming Department oversees the execution of all locally produced shows of WEPN or WEPN Time Brokers. Interns assisted in sound recording and editing, logging show breakdowns, and conducting show research. They were also assigned day-to-day office duties to learn how a radio station operates “behind the scenes”. This internship was available to college students in all semesters. Details follow:

List of Intern Participants and their Schools for 2012:

Spring 2012 – 11 students:

- 2 students Seton Hall University
- 1 student Fordham University
- 1 student Stony Brook University
- 1 student University of Tampa
- 1 student Fairfield University
- 1 student Hofstra University
- 1 student Ramapo College
- 1 student Baylor University
- 1 student Connecticut School of Broadcasting
- 1 student Montclair State University

Summer 2012 – 15 students:

- 1 student Sacred Heart University
- 1 student Yale University
- 1 student Syracuse University
- 1 student Providence College
- 1 student SUNY Brockport
- 1 student Cornell University
- 1 student SUNY Oswego
- 1 student Marist College
- 2 students Connecticut School of Broadcasting
- 1 student College of Holy Cross
- 1 student Ramapo College
- 1 student Rutgers University
- 1 Student William Patterson University
- 1 Student Seton Hall University

Fall/Winter 2012 – 7 students:

- 1 student Syracuse University
- 1 student Seton Hall University
- 1 student Hofstra University
- 1 student Stony Brook University
- 1 student Westchester Community College
- 1 student College of Charleston

B. INFORMATIONAL INTERVIEWS / JOB SHADOWING / STATION TOURS

During the reporting period, various members of the ESPN New York management team met with eight (8) college students, recent college graduates or job seekers for informal, informational interviews regarding careers in broadcasting, communications or sports marketing. In these meetings, which lasted approximately 30 minutes each, they advised interviewees on individual goals, their career path and future opportunities with ESPN. Below is the list of interviews conducted from January to December 2012:

Jan. '12:	Recent graduate/Kingsborough College	Interviewed by Mike Novara, Local Sales Manager
Feb '12:	Upcoming graduate/ SUNY Oneonta	Interviewed by Pete Doherty, General Sales Manager
Mar '12:	College student / CW Post	Interviewed by Mike Novara, Local Sales Manager
Apr '12:	Upcoming graduate / Bucknell University	Interviewed by Pete Doherty, General Sales Manager
July '12:	Recent graduate / Baruch College	Interviewed by Mike Novara, Local Sales Manager
Nov '12:	Current employee / Nelligan Sports Marketing	Interviewed by Pete Doherty, General Sales Manager
Dec '12:	Upcoming graduate/ Penn State University	Interviewed by Chris Heck, Marketing Manager
Dec '12:	Recent graduate/Mount Ida College	Interviewed by Chris Heck, Marketing Manager

In addition, in February 2012, Pete Doherty, the WEPN(AM) General Sales Manager, and Mike Brownsner, the WEPN(AM) Production Director, offered one (1) college student from Oneonta State University (Oneonta, New York) the opportunity to shadow them at work for half a day. The objective was to provide exposure to the student by giving him an introduction to and first-hand observation of their work, business objectives and challenges, and how their respective areas of the business impact ESPN's success.

On April 2, 2012, Justin Craig, Program Director of ESPN New York, gave a studio tour to nine (9) college students from Kent State University (Kent, Ohio) who were on a career field trip. Justin spoke to them about the day-to-day operations at ESPN New York and introduced them to various members of the ESPN team.

On October 26, 2012, Chris Heck, Marketing Manager of ESPN New York, gave a station and studio tour to twenty (20) college seniors from Cazenovia College (Cazenovia, NY) who were on a career exploration fieldtrip. All of the students were sports management and communication majors.

C. CAREER DAYS / JOB FAIRS

During the reporting period, Station managers with hiring responsibilities attended three job fairs and related events:

- *March 2012 – Intercollegiate Broadcasting System (IBS) College Radio & Webcasting Conference:* Justin Craig, Program Director of WEPN(AM), hosted a one-hour session about the radio audience, ratings and production and also spoke about his own experience in the radio industry.
- *November 2012 – Manhattanville College Business Fair:* Pete Doherty, General Sales Manager of ESPN New York, spoke to current students about future opportunities at ESPN Radio. In addition, Pete collected resumes of interested candidates and forwarded them to the appropriate hiring manager.
- *November 2012: Seton Hall University Career Fair:* Chris Heck, Marketing Manager of ESPN New York, spoke to college students at their annual Internship Fair on campus. In addition, Chris collected resumes of interested candidates and forwarded them to the appropriate hiring manager.

D. OTHER OUTREACH

The Station aired the following thirty-second announcement in English on WEPN(AM) and/or WEPN-FM 202 times in varying dayparts from February 1, 2012 to January 15, 2013:

“WEPN is always looking for bright, qualified individuals to fill open job positions. If you are interested in being part of the ESPN New York team, visit the “jobs” section of espnnewyork.com or call (212) 615-3245. If you work for an organization that regularly distributes employment information to job seekers, you can receive information about our job vacancies as well. College internships are also available at ESPNcareers.com. WEPN is an equal opportunity employer.”

In addition, the following notice has been continually posted in English on our website, ESPNNEWYORK.com:

“WEPN is an equal opportunity employer. We would like to widely publicize our job openings to organizations and educational institutions that provide employment information and / or job referrals. If you work for a Career Services Office at a college or university or for an organization that regularly distributes employment information to job seekers, you can receive information about our job vacancies. To receive the listings by fax, email or US Mail, please contact us. Provide your organization's name, address, telephone number, fax number and email address and we'll contact you to confirm the information. You can Email us or call our jobs line at 212-615-3245 with the information. Please note that the mailing list is not intended for individuals seeking employment. Job seekers may access our job vacancy information at ESPNcareers.com.”

E. MANAGEMENT AND EMPLOYEE TRAINING

All department heads at the Stations are aware that all hiring and promotion is to be conducted in a manner that is free of improper discrimination of any kind. The importance of equal opportunity is reinforced in management training periodically conducted by The Walt Disney Company's Legal Department and Human Resources Department, which explains the company's commitment to diversity and avoiding all forms of discrimination and harassment.

All employees of The Walt Disney Company are expected to be familiar with the company's Standards of Business Conduct, which contain a commitment to diversity and to a work environment that is free of discrimination and harassment. All employees are required to complete on-line training yearly to ensure compliance with those standards. Disney's Human Resources Department conducts new employee orientation, which includes distribution of written copies of both The Walt Disney Company EEO policy and the ABC Inc. Fair Employment Policy and a video presentation that covers, among other topics, the importance of avoiding discrimination and harassment in the workplace.

Finally, the ABC Law and Regulation Department periodically gives presentations, sends out memos and conducts conference calls and meetings with general managers and employees explaining the rules of the Federal Communications Commission (“FCC”), including EEO rules, and emphasizing the importance of strict compliance with

them. The Legal Department works closely with Station group management on an ongoing basis to address any questions and facilitate and improve compliance.

Online Training/ Career Workshops:

February 2012 – Standards of Business Conduct: This course provides Disney employees with an overview of the Standards of Business Conduct. By participating in this training, employees learn how to comply with applicable laws and Company policies, seek guidance when needed, and report violations if and when they occur. This training was completed by every WEPN full time employee in February 2012.

December 2012 – Developing Emotional Intelligence: Various members of the Station management team attended a workshop at our ESPN campus in Bristol, CT called Developing Emotional Intelligence. Researchers and business experts agree that people with high emotional intelligence (E.I.) are consistently the top performers in their organizations. They're more resilient and flexible when things get tough, and are held in the highest regard by their bosses, peers, co-workers, and others. Emotional intelligence is far more than just a handy set of "people skills," and many executives feel it's the one skill you must have to be successful in today's workplace.

V. SELF- ASSESSMENT: RESPONSIBLE PERSONNEL

Management at WEPN, including the Station's General Manager, David Roberts, and its business manager, John Shea, are responsible for overseeing, implementing, monitoring and improving compliance with FCC and company EEO policies. They are assisted in this effort by Barbara Grippe, the Station's Executive Assistant, and by the department heads responsible for hiring and promotion within their areas. All Station employees, however, are expected to be aware of the company's EEO policies and to assist in effectively maintaining them.

Management periodically tracks and evaluates its EEO programs by monitoring responses to job postings. In conjunction with Legal and Human Resources, the Station is also engaged in an ongoing effort to analyze how it might improve and refine its recruitment methods and sources to try to attract qualified applicants from more diverse sources.

VI. JOB REFERRAL SERVICES:

Notice of all full-time, non-temporary, job openings not filled through internal promotions during this reporting period were sent to the following sources, as well as all Disney owned and operated sites:

New York Market Radio (NYMRAD)
Deborah Beagan, Executive Director
New York, NY
www.nymrad.org

New York State Broadcasters Association (NYSBA)
Sandy Messenio
518-456-8888
sandy@nysbroadcastersassn.org

National Hispanic Media Coalition (NHMC)
55 S. Grand Avenue
Pasadena, CA 91105
Nilda Muhr, Programs & Outreach Coordinator
(626) 792 - 6462
info@nhmc.org

All Access Radio
www.Allaccess.com
Malibu, CA 90265

TV and Radio Jobs
www.TVandRadioJobs.com

Radio Advertising Bureau
RAB.COM

COLLEGES / TRADE SCHOOLS:

Connecticut School of Broadcasting
1400 Old Country Road, Suite 211
Westbury, NY 11590
csbwestbury@gocsb.com

Farleigh Dickinson University
Career Development Office
1000 River Road - TSU202
Teaneck, NJ 07666
201-692-2193
Cathy Love
clove@fdu.edu

Iona College
715 North Avenue
New Rochelle, NY 10801
(914) 633-2462
cmoore@iona.edu

Hofstra University
www.hofstra.edu/career
Danielle Dellilo/Recruiting Coordinator
140 Hofstra University
Hempstead, NY 11549