

**ESPN RADIO - NEW YORK CITY  
ANNUAL EEO PUBLIC FILE REPORT 2013-14  
FEBRUARY 1, 2014**

**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.<sup>1</sup> (WEPN and WEPN Time Brokers are hereinafter collectively referred to as the “Stations.”) This report includes information from **February 1, 2013 through January 31, 2014**.

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 three (3) full-time vacancies. 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, 2013 TO JANUARY 31, 2014):**

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 three 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.

<b>DATE OF OPENING</b>	<b>JOB TITLE</b>	<b>DEPARTMENT</b>	<b>CANDIDATE INTERVIEWED</b>	<b>HIRED (H) OR NOT HIRED (NH)</b>	<b>DATE HIRED</b>	<b>REFERRAL SOURCES FOR INTERVIEWEES</b>
Jan '13	Account Executive	Sales	Kevin Leibowitz	H	4/7/12	Industry referral
			Candidate 2	NH		Industry referral
			Candidate 3	NH		Employee referral
			Candidate 4	NH		Industry referral

<sup>1</sup> 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	ESPN Careers job site	
Jan '13	Account Executive	Sales	Judy Castello	H	3/24/13	Employee referral
				NH		ESPN Careers job site
				NH		Industry referral
				NH		Employee referral
Mar '13	Play by Play Manager	Sales	Rick Rosenfelt	H	4/8/13	Industry Referral
				NH		Existing radio partner employee
				NH		Employee referral
				NH		Employee 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 whom 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 four (4) full-time employees -- one on-air personality, one senior coordinating producer, one sales assistant, and one promotions assistant -- who are former Station interns.

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

Program Description: 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 2013:*

#### **Spring 2013 – 11 students:**

- 7 students Seton Hall University

- 1 student Fordham University
- 1 student Montclair State University
- 1 student Hofstra University
- 1 student Ramapo College

**Summer 2013 – 12 students:**

- 1 student Washington & Lee University
- 1 student Fordham University
- 2 students Syracuse University
- 2 students William Paterson University
- 1 student Penn State University
- 1 student Indiana University
- 1 student George Mason University
- 1 student High Point University
- 1 student University of Maryland

**Fall/Winter 2013 – No interns\***

\*In September 2013 ESPN discontinued the hiring of interns.

**B. INFORMATIONAL INTERVIEWS / JOB SHADOWING / STATION TOURS**

During the reporting period, various members of the ESPN New York management team met with five (5) 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 2013:

Mar '13:	Upcoming graduate / Hofstra University	Interviewed by Pete Doherty, General Sales Manager
May '13:	Upcoming graduate / Bucknell University	Interviewed by Pete Doherty, General Sales Manager
Aug '13:	Recent graduate / Rutgers University	Interviewed by Chris Heck, Marketing Manager
Oct '13:	Recent graduate / St. Bonaventure College	Interviewed by Justin Craig, Program Director
Dec '13:	Student / Bishop Ahr High School	Interviewed by Pete Doherty, General Sales Manager

**C. CAREER DAYS / JOB FAIRS**

During the reporting period, Station managers with hiring responsibilities attended five (5) job fairs or career-related community events:

- *July 24, 2013 – WEPN-FM Community Interaction Town Hall Meeting in East Harlem, NY: WEPN-FM hosted a town hall meeting that was free and open to the public. Dave Roberts, General Manager and Stephen A.*

Smith, TV & Radio Personality, hosted an open exchange about the station's vision and commitment on a range of public issues; including staffing, content, news and public affairs programming. They encouraged the community to share ideas on how they feel ESPN New York can be a positive force in the community and a viable, successful broadcast outlet.

- *September 25, 2013 – Hispanic Sports Marketing Forum:* Rick Hernandez, Local Sales Manager for WEPN(AM), attended a Hispanic Sports Marketing Forum in New York to discuss Latino sports and marketing approaches in the NY Metro area.
- *September 2013 – Hispanic Federation Event:* Rick Hernandez, Local Sales Manager for WEPN(AM), attended a training event with the Hispanic Federation to discuss diversity in the New York Hispanic market.
- *October 3, 2013 – Hispanic Heritage Month Community Outreach Event at Bronx Borough Hall:* In October 2013 various members of WEPN attended a community outreach event to benefit small businesses and community leaders during Hispanic Heritage Month.
- *November 2013 – Manhattanville College Career Fair:* A few WEPN employees attended a career fair at Manhattanville College in Bronx, NY. The members are: Pete Doherty /General Sales Manager, Joe Stella / Digital Manager, Rick Hernandez / Local Sales Manager and Matt Bonanni /Account Executive. They spoke to current students about future opportunities at ESPN Radio and collected resumes of interested candidates.

#### **D. OTHER OUTREACH**

The Station aired the following thirty-second announcement in English on WEPN (AM) and/or WEPN-FM 208 times in varying dayparts from February 1, 2013 to January 15, 2014:

"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](http://espnnewyork.com) or call (646)699-6876. 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](http://ESPNcareers.com). WEPN is an equal opportunity employer."

In addition, the following notice has been continually posted in English on our website, [ESPNNEWYORK.com](http://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 646-699-6876 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](http://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 2013 – 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 2013.

*February 2013 – Information Security and Privacy Awareness:* This course provides an overview of information security best practices and basic privacy guidelines and how we can protect ourselves and our Company information assets. This training was completed by every WEPN full time employee in February 2013.

#### **V. SELF- ASSESSMENT: RESPONSIBLE PERSONNEL**

Management at WEPN, including the Station's General Manager, David Roberts, and its Chief Engineer, Aaron Ishmael, 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](http://www.nymrad.org)

*New York State Broadcasters Association (NYSBA)*  
Sandy Messenio  
518-456-8888  
[sandy@nysbroadcastersassn.org](mailto:sandy@nysbroadcastersassn.org)

*National Hispanic Media Coalition (NHMC)*  
55 S. Grand Avenue  
Pasadena, CA 91105  
Programs & Outreach Coordinator  
[info@nhmc.org](mailto:info@nhmc.org)

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

TV and Radio Jobs  
[www.TVandRadioJobs.com](http://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](mailto:clove@fdu.edu)

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

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