

**Supplemental Outreach Initiatives**  
(December 1, 2018 through November 30, 2019)

**FCC Menu Categories**

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
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6	<p>WGBY has been a training center for the Human Resources Unlimited (HRU) Lighthouse program since 1992. Lighthouse is a training program for people with disabilities to learn to help them get back into the work force. Employees are trained in the Administration and Building Maintenance Departments. WGBY was named HRU “Employer of the Year” in September 2000. WGBY employs 2 employees from Lighthouse, one in the Maintenance department and one as a Mailroom Clerk.</p> <p>WGBY coordinates with area High Schools and Colleges and supervised a number of TOLD (Telling Our Stories Digitally) Workshops that taught 10 Latino youths, ages 17 to 20 how to use a computer and different software programs to prepare and the present their story about their lives in the Community. Participants learned computer and social skills designed to help prepare them for the work place.</p> <p>WGBY has an Education and Outreach Department whose main focus is community outreach. WGBY has an activity room in the Gerana School in Springfield where many community activities are held. Using the different PBS Learning Media kits and tablet programs, WGBY teaches grades K-5 a variety of learning skills, such as math and reading.</p>
5	<p><b>WGBY offers full and part-time, unpaid internships to college students, graduates and career-changers in the following departments:</b></p> <p><b>THE PRODUCTION &amp; PROGRAMMING INTERNSHIPS</b></p> <p>The production internship is a full-time, unpaid internship that provides "hands-on", practical experience in television production. Intensive training takes place the first two weeks of the program with instruction provided by the professional WGBY staff. Programming interns act as assistance to the producers, who are responsible for producing all of WGBY’s local programs. Typical assignments include project research, assisting with studio and field shoots, tape logging, operating computer teleprompter, receiving studio guests, correspondence and clerical duties. Interns will be trained in the fundamentals of television production and equipment operations. During the reporting period, productions on which the interns assisted were taped productions of the daily tapings of the Connecting Point series, and a live Productions (Live Broadcasts, not to tape and edited), Town Hall Meeting – Area Vices, November 25, 2019. This live shows gave the interns true hands on experience in TV production. The 4 interns participated in the production of these broadcasts. The interns were from the University of Massachusetts.</p> <p><b>MEDIA INTERNSHIP</b></p> <p>This is an internship program through the Latino Youth Media Institute that allows Latino youth to participate in a variety of media learning activities. 11 youths from area high schools and colleges participated in this program. They experience both the programming and production side of WGBY and learn about how WGBY interacts within the Community.</p> <p><b>Education Interns</b></p> <p>WGBY hosted 5 interns the participated in a variety of Educational activities. They were instrumental in working with the PBS Learning Media Kits in area schools.</p>

2	<b>Job Fair –</b> WGBY participated in the March 6, 2019 Job Expo put on by Westfield State University. Bess Kapetanis Education Coordinator and Zydalis Bauer, TV Host/Producer represented WGBY at the Job Fair
14	<b>Training -</b> WGBY management are required to participate annually in Respectful Workplace Training to ensure the workplace is free from discrimination or a hostile environment, and that the workplace provides equal opportunities to all its employees