

WGBY, SPRINGFIELD, MASSACHUSETTS
EEO PUBLIC FILE REPORT
(Dec 1, 2010 through November 30, 2011)

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

Appendix A is a list of schools and minority organizations that receive postings for all full-time vacancies. Along with that list, the following sources are used for recruitment:

- Help Wanted Advertisements in The Sunday Republican
- Craigslist.org
- WGBY Web Site
- MassLive.com
- Monster.com
- WGBY Internal Postings

FULL-TIME POSITIONS FILLED – 3 {recruitment source of hires}

Project Manager {responded to an internal posting}
Corporate Support Associate {responded to an internal posting}
Producer/Host {responded from ad on MassLive website}

RECRUITMENT SOURCES USED

All sources listed in Appendix A, The Sunday Republican, WGBY Web Site, MassLive.com, Monster.com, Craigslist.org, and WGBY Internal Postings.

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

5 Persons

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

Internal Posting – (3 persons)
MassLive.com - (2 persons)

SUPPLEMENTAL OUTREACH ACTIVITIES

Appendix B contains a brief description of the activities from the FCC Menu of supplemental initiatives undertaking during the reporting period.

WGBY 2011 EEO Public File Report Appendix A

(an * is placed next to any organization that has requested notice of a job opening)

Naomi White Afro-American Cultural Center – AIC 1000 State Street Springfield, MA 01109	American International College Career Services 1000 State Street Springfield, MA 01109	Bay Bath College Career Center 588 Longmeadow Street Longmeadow, MA 01106
Berkshire Training & Employ. Program 160 North Street Pittsfield, MA 01201-5	Black Mass Communications Student Union Bldg., Rm. 402 UMass Amherst, MA 01003	Career Point * 850 High Street Holyoke, MA 01040
Casa Latina Inc. 140 Pine Street Florence, MA 01062	Community Foundation of West. MA P.O. Box 15769 Springfield, MA 01115	Department of Social Services 1537 Main Street, Suite 4 Springfield, MA 01103
Elms College Career Center 291 Springfield Street Chicopee, MA 01013	Fairfield University 1073 No. Benson Rd. Fairfield, CT 06430-5	Future Works * One Federal Street, Bldg. 103-3 Springfield, MA 01105
Girls, Inc. P.O. Box 6812 Holyoke, MA 01040	Girls Inc. of Pittsfield 165 East Street Pittsfield, MA 01201	Greenfield Community College Placement Office One College Dr. Greenfield, MA 01301
Hampden County Employ. & Train. Consortium 1176 Main Street Springfield, MA 01103	Holyoke Community College Career Services * 303 Homestead Ave. Holyoke, MA 01040	Jewish Community Center of Spfld. 160 Dickinson Street Springfield, MA 01108
Jewish Federation of Greater Spfld. 1160 Dickinson Street Springfield, MA 01108	Junior League of Springfield C/O 64 Sewall Street Ludlow, MA 01056	Lighthouse * 1401 State Street Springfield, MA 01109
MA Commission Against Discrimination 436 Dwight Street Springfield, MA 01103	Martin Luther King Community Center * P.O. Box 91026 Springfield, MA 01109	Mass. Career Development Institute * 140 Wilbraham Road Springfield, MA 01109

Mount Holyoke College Career Development Center South Hadley, MA 01075	Northern Educational Services 67 Mulberry Street Springfield, MA 01105	Kevin Noonan Open Pantry P.O. Box 5127 Springfield, MA 01101
Puerto Rican Cultural Center, Inc. 38 School Street Springfield, MA 01105-1	Puerto Rican Veteran's Association P.O. Box 70185 Springfield, MA 01107	Regional Employment Board 1441 Main Street, Suite 137 Springfield, MA 01103
YWCA * Employment Opportunities 1 Clough Street Springfield, MA 01118	Smith College Career Development Office Northampton, MA 01063	Smith College Soc. Work School Northampton, MA 01063
Safe Passage 43 Center Street, # G Northampton, MA 01060-3	Spanish American Union P.O. Box 70192 2335 Main Street Springfield, MA 01107	Springfield Action Committee CARP Program 140 Wilbraham Ave. Springfield, MA 01109
Springfield Technical Community College Office of Disability Services 1 Armory Street Springfield, MA 01105	Springfield Technical Community College * Human Services Department One Armory Square Springfield, MA 01105	UMass * Employment Options Office University Career Center Amherst, MA 01003
UMass Everywoman's Center Wilder Hall Box 30520 Amherst, MA 01003	UMass Placement Office Amherst, MA 01003	Union Video Center 216 Student Union Bldg. UMass Amherst, MA 01003
United Way of Pioneer Valley P.O. Box 3040 Springfield, MA 01101	University of Massachusetts University Career Center Mather Drive Amherst, MA 01003	Comprehensive Employment Opportunities 285 Dorset Street Springfield, MA 01138
Urban League of Springfield Minority Employment Program 765 State Street Springfield, MA 01109	Valley Opportunity Council 317 Main Street Holyoke, MA 01040	Veteran Center Northgate Plaza 1985 Main Street Springfield, MA 01103
Veteran Community Care Center 583 Main Street Springfield, MA 01109	Western New England College Career & Human Resources 1215 Wilbraham Road Springfield, MA 01119	Westfield State College * Placement Office Western Ave. Westfield, MA 01085

WGBH
Human Resources Department
125 Western Ave.
Boston, MA 02134

Work Opportunity Center, Inc.
Employment Specialists
P.O. Box 481
Agawam, MA 01001

YMCA
275 Chestnut Street
Springfield, MA 01104

Westover Job Corps Center *
103 Johnson Road
Chicopee, MA 01022

Abilities Unlimited
61 Union Street
Westfield, MA 01086

Franklin Hampshire Career
Center
178 Industrial Drive – Suite 1
Northampton, MA 01060

WGBY 2011 EEO Public File Report Appendix B SUPPLEMENTAL OUTREACH ACTIVITIES

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.

During this reporting period 3 associates were employed by WGBY.

WGBY serves as a host agency for an employment training program through the Department of Elder Affairs. The Senior Aid program allows senior aides to be placed in non-profit Host agencies, where they learn and perform necessary, useful work. Senior Aides receive training in the WGBY Special Events department, for a maximum of two years with the hopes of obtaining permanent employment.

During this reporting period 1 associate was assigned to WGBY from the Senior Aid Program.

Although the training we supplied was not specific to the broadcasting industry it may indeed assist the individual in obtaining a position in the broadcasting industry if they so choose.

WGBY offers full and part-time, unpaid internships to college students, graduates and career-changers in the following departments:

THE PRODUCTION INTERNSHIP

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. Interns will be trained in the fundamentals of television production and equipment operation.

During the Reporting Period WGBY had 16 Production interns from the following Schools

- UMASS
- Holyoke Community College
- Westfield State
- Bay Path College
- Western New England University
- 5 had already graduated
- Chicopee High School

THE PROGRAMMING INTERNSHIP

The programming internship is an unpaid internship, with WGBY's Programming Department. Interns experience, first-hand the operations of a local PBS broadcast facility. Programming interns act as assistants 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.

During the Reporting Period WGBY had 1 Production Interns from the following Schools

- Springfield Technical Community College

The EDUCATIONAL SERVICES INTERNSHIP

This internship was an unpaid internship to a Senior at Westfield State University that chose WGBY from a general internship posting in the Career Center. She work in many different aspects for the Educational Services department focusing primarily in the Ready To Learn Program and the Teacherline Project.

During this Reporting Period WGBY had 1 intern the worked in the Educational Serviced Department

- Westfield State University

In addition, WGBY participated in community as well as college career fairs targeting students and job seekers interested in internships as well as career opportunities at our company which includes:

WGBY-TV participated in 4 job/internship fairs for the period covered. The following is a listing of the job fairs we were present at:

American International Collage December 2010

University of Massachusetts February 2011

Westfield State College April 2011

Martin Luther King Community Center May 2011

The Director of Administration, who oversees Finance and Human Resources attended these job fairs and interacted with the students interested in a WGBY internship program or employment.

Supplemental Outreach Initiatives

(December 1, 2010 through November 30, 2011)

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
6	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.

	<p>WGBY serves as a host agency for an employment training program through the Department of Elder Affairs. The Senior Aid program allows senior aides to be placed in non-profit Host agencies, where they learn and perform necessary, useful work. Senior Aides receive training in the WGBY Special Events department, for a maximum of two years with the hopes of obtaining permanent employment.</p> <p>WGBY for the first time this year participated in a program with New England Farm Workers called the WIA Youth Program. The programs primary emphasis is to assist youth who no longer attend school in reaching educational goals and training for work readiness. As the host agency we had a youth work at our facility from July 7, 2008 through August 15, 2008 for 20 hours per week learning the ends and outs of working in a non-profit agency.</p>
5	<p>WGBY offers full and part-time, unpaid internships to college students, graduates and career-changers in the following departments:</p> <p>THE PRODUCTION INTERNSHIP 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. Interns will be trained in the fundamentals of television production and equipment operation.</p> <p>THE PROGRAMMING INTERNSHIP The programming internship is an unpaid internship, with WGBY's Programming Department. Interns experience, first-hand the operations of a local PBS broadcast facility. Programming interns act as assistants 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.</p> <p>EDUCATIONAL SERVICES INTERNSHIP This was an unpaid internship for a Senior at Westfield State University. She contacted WGBY from an "internship" contact posting at the College. She worked with our Educational Services Department on a number of projects; including a Ready To Learn Project and the TeacherLine Project.</p>
1	<p>WGBY-TV participated in 4 job/internship fairs for the period covered. The following is a listing of the job fairs we were present at:</p> <ul style="list-style-type: none"> • Career Fair – University of Massachusetts • CCGS Job Fair – Western New England College • Spring Career Fair – Westfield State College • Career Fair – American International College

Over the years, WGBY-TV a division of WGBH Educational Foundation, as a leading local institution as well as licensee of community based educational broadcast stations, has demonstrated a commitment toward achieving a workforce, as well as programming, reflecting the diversity of the community it serves. During the last three years, WGBY has continued its past broad and inclusive outreach efforts. These include

1. Announcements of Job Openings

For each of the Full Time Job Postings, notices or ads were placed at the following:

- Notices for job openings are mailed to 55 Schools and Minority Organizations (see attached posting list).
- Help Wanted Advertisements are placed in The Sunday Republican.
- WGBY's Website, <http://www.wgby.org/about/employment/index.html> (accessible through WGBY's main site at www.wgby.org)
- Other Websites used to posts positions are Monster.com, Masslive.com, and Craigslist.org.
- WGBY posts positions internally on bulletin boards located on each floor.

2. Recruitment Efforts

Additional EEO Outreach efforts include:

- 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 serves as a host agency for an employment training program through the Department of Elder Affairs. The Senior Aid program allows senior aides to be placed in non-profit Host agencies, where they learn and perform necessary, useful work. Senior Aides receive training in the WGBY Special Events department, for a maximum of two years with the hopes of obtaining permanent employment.

- WGBY offers full and part-time, unpaid internships to college students, graduates, and career-changers in various departments. Over the past year, there were approximately 17 interns annually working in our Production department. At least 5 interns in the past couple of years have done freelance work for us.
- WGBY participated in community as well as college career fairs targeting students and job seekers interested in internships as well as career opportunities at our company.

3. Implementation

In order to ensure that outreach and inclusion efforts are obtain results, all WGBH employees are responsible for ensuring enforcement of WGBY's EEO and diversity policies. Particular methods by which WGBY's policies are communicated include:

- WGBY's job descriptions include a mandate for diversity and non-discrimination.

Job descriptions for Management employees include the following language:

"The (Job Title) is responsible for maintaining a working environment that leverages the potential and diversity of the department's entire staff."

"Responsibilities include, but are not limited to: Provides direction and leadership in such a way as to nurture, create and maintain an environment that is (1) free from discrimination, intolerance and harassment and (2) provides employees with equal access to opportunities for growth and advancement including professional development whenever possible.

Job descriptions for non-Management employees include the following language:

"This position is responsible for communicating and behaving in a way that supports diversity and equality among coworkers and colleagues."

"Responsibilities include: Communicate and behave in a way that is free from discrimination, intolerance or harassment when interacting with coworkers, colleagues and clients.

- WGBY's Employee Handbook, which is a PDF file located on WGBY's Shared General Drive, contains numerous instances in which information about WGBY's efforts can be found. The Employee handbook is provided to each new employee at orientation.

4. Monitoring and Oversight

WGBY's outreach and inclusion efforts are continually monitored through a variety of internal and external means. In the past year, these have included:

- Departments are expected to engage in activities such as conducting informational interviews, attending career fairs and/or speaking at college and professional development venues.
- Management staff also participated in an ongoing professional development exercise focusing on planning and development of set professional initiatives.