

WGBY, SPRINGFIELD, MASSACHUSETTS
EEO PUBLIC FILE REPORT

(December 1, 2012 through November 30, 2013)

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

- Appendix A is a list of schools, organizations, newspapers and websites that receive postings for all full-time vacancies (last updated 4/1/13)

FULL-TIME POSITIONS FILLED – 2 {recruitment source of hires}

- Host/Producer {responded to ad on MassLive website}
- Senior Editor {responded via MassLive website}

Part -TIME (20 hours) POSITIONS FILLED – 4 {recruitment source of hires}

- 1 – Senior Community Engagement Associates **(1)** – Internal Posting
- 3 – Community Engagement Associates **(1)** – Internal Posting

(1) The Community Engagement positions evolved from Intern positions that were paid via stipends as part of stipulated Grant Expenses. The Senior Associate has been an intern for almost 5 years and the other Associates have been interns ranging from 3 to 5 years. The grants had expired and a decision was made to make these 4 associates part time employees. The position was posted internally at WGBY.

RECRUITMENT SOURCES USED – FULL ALL POSITIONS

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

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

Host/Producer – 19 applicants – interviewed 4
Senior Editor - 12 applicants – interviewed 3

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

Host/Producer

MassLive.com - (3 people)
Indeed.com – (1 person)

Senior Editor

MassLive.com(2 people
Networking (1 person)

TOTAL INTERVIEWEES FOR PART-TIME POSITION

Senior Community Engagement Associate – (1 person)
Community Engagement Associate – (3 people)

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

Internal Posting – (4 persons)

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SUPPLEMENTAL OUTREACH ACTIVITIES

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

WGBY 2012 EEO Public File Report Appendix A

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

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| 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 |
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|---|---|--|
| Berkshire Community College Placement Office 1350 West Street Pittsfield, MA 01201 | Black Mass Communications Student Union Bldg., Rm. 402 UMass Amherst, MA 01003 | Career Point * 850 High Street Holyoke, MA 01040 |
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| 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 |
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| 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 |
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|---|---|--|
| 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 |
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| 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 |
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|---|--|--|
| 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 |
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|---|---|--|
| 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 |
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| Mount Holyoke College Career Development Center South Hadley, MA 01075 | Northern Educational Services 67 Mulberry Street Springfield, MA 01105 | Open Pantry P.O. Box 5127 Springfield, MA 01101 |
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|---|---|---|
| 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 |

Valley Advocate Newspaper
Barbara Kopacz
bkopacz@valleyadvocate.com

MassLive.Com
Springfield Newspaper
JJ Wassmuth
Jwassmuth@repub.com

WGBY website
Wgby.com

WGBY Internal Postings

Craigslist.com

WGBY 2013 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.

City of Springfield Department of Elder Affairs for Mature Workers Staffing Program (Senior Aid Program). As a host Agency for the Senior Aid Program WGBY will assist in training mature individuals that are attempting to get back into the work force. They are trained in: basic computer skills, general administrative skills, telephone and receptionist skills and general maintenance and janitorial skills.

During this reporting period **2 participants** are now working and learning at WGBY

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:

- Hampshire College
- UMASS
- Bay Path College
- Springfield Technical Community College (STCC)
- Western New England University
- Chicopee Comp 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 2 Programming Interns participate in the Programming internship Program from the following school:

- UMASS

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 hosted an Internship Career Fair at the Springfield Center Library.

The Fair has 11 Agencies and hosted over 50 perspective candidates attended the Fair. WGBY plans to hold more Career Fairs in the Future.

The Director of Community Engagement and Education was the lead on this project and met with the perspective candidates to discuss the different positions.