

Annual EEO Public File Report Form
WGGB, Springfield, MA
Annual EEO Public File Report

The purpose of the EEO Public File Report (396) is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WGGB, Springfield, MA and is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning December 1, 2011 to and including November 30, 2012 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer and started in the position. A person was deemed "interviewed" when he or she was interviewed in person.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from December 1, 2011 to November 30, 2012

Station(s) Comprising Station Employment Unit: WGGB -- SPRINGFIELD, MA

	Full-time Positions Filled By Job Title	Date Filled	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
1	Producer /Reporter	2/1/12	Word of Mouth	9
2	Online Content Manager	2/19/12	Internal Promotion	4
3	Promotions Director	2/20/12	Wggb.com	2
4	Producer/Reporter	12/19/11	Internal Reference	9
5	News Producer	12/19/11	Wggb.com	9
6	News Producer	1/1/12	Internal Promotion	9
7	News Producer	1/18/12	Internal Reference	9
8	Broadcast Technician	3/26/12	Internal Reference	7
9	Web Development Manager	12/01/11	Wggb.com	5
10	Anchor/Reporter	8/13/12	Internal Promotion	1
11	Meteorologist	7/30/12	Non-Employee Referral	5
12	Week-End Anchor	8/13/12	TVJobs.com	3
13	News Producer	9/24/12	Wggb.com	2
14	Director of Engineering	11/12/12	Non-Employee Referral	4
15	Promotions Producer/ Graphic Designer	11/12/12	Craigslist.com	6

Total Number of Persons Interviewed During Applicable Period: 84

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 12/01/11 to 11/30/12

Station(s) Comprising Station Employment Unit: WGGB

Section 2: Recruitment Source Information

For all positions we sent notices to the agencies who have requested we continue sending our job openings to them. Please see the attached addendum 1.

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-Time Positions For Which This Source Was Utilized
1	WGGB Website www.wggb.com 1300Liberty St Springfield MA 01104	30	4
2	Craigslist www.craigslist.com	1	1
3	Newsroom Interns from area Colleges	1	
4	Internal/Non-Internal/Personal Reference	30	9
5	YouTube www.youtube.com	2	
6	Monster www.monster.com	1	
7	Media Agency	1	
8	TV Jobs.com www.tvjobs.com admin@tvjobs.com	15	1
9	Society of Broadcast Engineers www.sbe.com	2	
10	Media Match www.mediamatch.com	1	

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 12-01-11 to 11-30-12

Station(s) Comprising Station Employment Unit WGGB

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
WGGB, SPRINGFIELD, MA

Type of Activity Under New EEO Rule:

Job Fairs

Date: 09/06/2012

Cindy Paro, HR Manager and Laura McGill, Promotions Producer, talked to students about broadcasting career opportunities at WNEU in Springfield, MA.

Date: 10/04/2012

Cindy Paro, HR Manager and Laura McGill, Promotions Producer, talked to students about broadcasting career opportunities at Springfield College in Springfield, MA.

Educational Events:

Community Educational Activities

Date: June 11, 2012

Description: Dan Brown, WGGB Meteorologist, spoke with school bus drivers in Russell about weather safety.

Date: August 7, 2012

Description: Dave Madsen, WGGB Anchor, visited the MDA Camp and spoke about broadcast and the media.

Date: September 2012

Description: Women's Expo, MassMutual Center- abc40/FOX 6 had a trade show booth educating the community and visitors about the station and advertising opportunities on the station and Simply Living. Gave away prizes.

Date: October 11, 2012

Description: Business Expo -- MassMutual Center -- abc40/FOX 6 had a trade show booth educating the community and business professionals about the station and advertising opportunities. All talent was at the booth throughout the day meeting and greeting with the community.

Outreach through Foundations, Colleges & High Schools

Date: April 2012

Michael Leslie, WGGB Reporter, spoke to a class at Western New England University on journalism.

Outreach Through Elementary Schools:

Date: February 8, 2012

Dan Brown, WGGB Meteorologist, spoke to children at St. Michaels Academy in Springfield about a variety of weather topics.

Date: November 1, 2012

Dan Brown, WGGB Meteorologist, spoke about his weather career to elementary school children at Glenn Wood Elementary School in Springfield.

Date: November 9, 2012

Dan Brown, WGGB Meteorologist, spoke to 5th graders at the Agawam Middle School about a variety of weather topics.

Date: Various 2012

Ed Carroll, WGGB Chief Meteorologist, hosted several events throughout the year across the valley educating kids about broadcasting and weather.

Internship Program 2012

The station has an internship program as defined below:

Program Objectives:

1. Develop links with technical schools, universities and colleges to promote the station as a prospective employer.
2. Create a symbiotic relationship between interns and station employees.
3. Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success with the broadcast industry.

Eligibility Requirements:

1. The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.
2. The applicant must be at least 18 years of age.
3. The applicant must be in good academic standing, as defined by his or her academic institution.
4. The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
5. In addition to meeting the institution's eligibility requirements, the applicant must meet the station's eligibility requirements.

WGGB, Springfield, MA had a total of 32 interns during this period: 11 from University of Massachusetts, 2 from Springfield College, 3 from Westfield State College, 2 from Holyoke Community College, 1 from American International College, 1 from Central Connecticut, 1 from Quinnipiac University, 2 from Syracuse University, 2 from Endicott College, 3 from WNEU, 1 from University of Vermont, 1 from Florida State, 1 from Brigham Young University and 1 from the University of Hartford.

Any person interested in internship opportunities should contact the station for more details.

Scholarship Program continues for 2012

Inner-City Scholarship Program

Sept. 17, 2010

The station has set up an annual inner-city scholarship program, \$1,000 Ray Hershel Scholarship, allowing students the opportunity to receive financial assistance for pursuing careers in media.

Addendum 1 to Appendix 2

Recruitment Source	
1	Afro-American Cult Center-AIC' <naomi.white-ninis@aic.edu>
2	AIC Women Career Dev' <careerservices@aic.edu>
3	Bay Path College' <salsmith@baypath.edu>
4	Berkshire Training&Employment' <tmcdonough@detma.org>
5	Career Point' <yruiz@careerpoint.ma.org>
6	Casa Latina, Inc Center' <ltorres@conversent.net>
7	Fairfield University' <cpc@fairfield.edu>
8	Future Works Career Center' <jobs@getajob.cc>
9	Mt Holyoke College' <cdc@mtholyoke.edu>
10	Open Pantry' <kkennedy@openpantry.org>
11	Puerto Rican Veterans Assoc' <gomezadam@live.com>
12	Safe Passage' <frontdesk@safepass.org>
13	Smith College' <eaccess@smith.edu>
14	UMASS' <ccnhelp@acad.umass.edu>
15	Valley Opportunity Council' <mikek@valleyopp.com>
16	Westfield State University' <careers@westfield.ma.edu>
17	Work Opportunity Center Inc' <wcinc@yahoo.com>
18	YMCA' CCREMONTI@SPRINGFIELDY.ORG