

**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, 2012 to and including November 30, 2013 (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, 2012 to November 30, 2013

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

	<b>Full-time Positions Filled By Job Title</b>	<b>Date Filled</b>	<b>Recruitment Source of Hiree</b>	<b>Total Number of Interviewees from All Sources for This Position</b>
1	Assistant News Director	3/4/13	WGGB.com	4
2	News Producer	3/5/13	WGGB.com	9
3	Anchor/Reporter	12/17/12	Non Employee Referral	3
4	Director	1/14/13	WGGB.com	1
5	News Producer	10/28/13	WGGB.com	3
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

Total Number of Persons Interviewed During Applicable Period: 20

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Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 12/01/12 to 11/30/13

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 <a href="http://www.wggb.com">www.wggb.com</a> 1300Liberty St Springfield MA 01104	9	4
2	Craigslist <a href="http://www.craigslist.com">www.craigslist.com</a>		
3	Newsroom Interns from area Colleges	1	
4	Internal/Non-Internal/Personal Reference	5	1
5	YouTube <a href="http://www.youtube.com">www.youtube.com</a>		
6	Monster <a href="http://www.monster.com">www.monster.com</a>		
7	Media Agency		
8	TV Jobs.com <a href="http://www.tvjobs.com">www.tvjobs.com</a> <a href="mailto:admin@tvjobs.com">admin@tvjobs.com</a>	5	
9	Society of Broadcast Engineers <a href="http://www.sbe.com">www.sbe.com</a>		
10	Media Match <a href="http://www.mediamatch.com">www.mediamatch.com</a>		

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 12-01-12 to 11-30-13

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: 10/22/2013

Cindy Paro, Accounting/HR Manager and Brendan Fontanella, Creative Services Director, talked to students about broadcasting career opportunities at Springfield College in Springfield, MA.

**Educational Events:**

Date: May 30, 2013

Cindy Paro, Accounting/HR Manager, participated in an EEO Webinar hosted by the MBA.

**Community Educational Activities**

Date: November 8, 2013

Dan Brown, WGGB Meteorologist, spoke with seniors at the Springfield Senior Center in Springfield about weather safety.

Date: September 2013

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 2013

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: October 23, 2013

Dan Brown, WGGB Meteorologist, talked about careers in Meteorology at Westfield High School Career Day.

Date: September 2012-May 2013

Dave Madsen, WGGB Anchor, teaches at UMASS as an adjunct professor, teaching news writing and reporting.

## **Outreach Through Elementary Schools:**

Date: January 4, 2013

Dan Brown, WGGB Meteorologist, spoke to 4<sup>th</sup> graders at Academy Hill in Springfield about a variety of weather topics.

Date: February 15, 2013

Dan Brown, WGGB Meteorologist, spoke to 1<sup>st</sup> graders at Finn Ryan School in Northampton about weather.

Date: February 20th, 2013

Dan Brown, WGGB Meteorologist, spoke about his weather career to elementary school children (K-7<sup>th</sup>) at Bowe School in Chicopee.

Date: February 28th, 2013

Dan Brown, WGGB Meteorologist, spoke to 3<sup>rd</sup> graders at St John Baptist in Ludlow about a variety of weather topics.

Date: March 6, 2013

Dan Brown, WGGB Meteorologist, spoke to 1<sup>st</sup> graders at the Peck Elementary in Holyoke about a variety of weather topics.

Date: March 12,26 and April 2, 2013

Dan Brown, WGGB Meteorologist, spoke about his weather career to elementary school children at Meadowbrook Elementary School in East Longmeadow

Date: March 14, April 4, August 21, 2013

Dan Brown, WGGB Meteorologist, gave a tour of the station to students interested in Meteorology..

Date: April 3, 2013

Dan Brown, WGGB Meteorologist, spoke to students at the Roberta Doering School in Agawam about a variety of weather topics.

Date: April 17, 2013

Dan Brown, WGGB Meteorologist, spoke at the Open Arms Child Care in Springfield to young children about weather.

Date: April 23, 2013

Dan Brown, WGGB Meteorologist, spoke to K Crystals Class about a variety of weather topics.

Date: May 1+8, 2013

Dan Brown, WGGB Meteorologist, spoke to 5<sup>th</sup> graders at the East Medow School about a variety of weather topics.

Date: June 12, 2013

Dan Brown, WGGB Meteorologist, spoke to 1<sup>st</sup> graders at the Highland School in Westfield about a variety of weather topics.

Date: August 14, 2013

Dan Brown, WGGB Meteorologist, gave a tour of the station to Springfield Elementary school students interested in Meteorology..

.Date: Various 2013

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

### **Internship Program 2013**

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 **49** interns during this period: 21 from UMass, 4 from Westfield University, 3 from WNEU, 3 from University of Hartford, 3 from Holyoke Community College, 1 from Ithica, 1 from Emerson, 1 from Emmanuel, 1 from Marist, 1 from Vassar, 1 from Wellesley, 1 from Quinnipiac University, 1 from Iona, 1 from Endicott College, 1 from WNEU, 1 from Lyndon State, 1 from Worcester State, 1 from Colby-Sawyer, 1 from AIC and 1 from the Roger Williams.

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

### **Scholarship Program continues for 2013**

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' <weinc@yahoo.com>
18	YMCA' CCREMONTI@SPRINGFIELDY.ORG