

EEO PUBLIC FILE REPORT

FOR

STATION WCVB-TV
BOSTON, MA

This EEO Public File Report
Covers the One-Year Period
Ending on November 30, 2005

Amended: July 31, 2006

EEO Annual Public File Report

Station WCVB-TV

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of Station WCVB-TV. This Report will be placed in WCVB's public inspection file and posted on WCVB's website.

The information contained in this Report covers the time period beginning December 1, 2004 and ending November 30, 2005 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- * The recruitment source that referred the hiree for each full-time vacancy;
- * The total number of persons interviewed for each full-time vacancy; and,
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Linda Walsh, Human Resources Department, at (781) 433-4061.

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**ATTACHMENT 1
FULL-TIME VACANCY INFORMATION**

Position Title	Total No. Interviewees for the Vacancy	Recruitment Source of Hiree	Recruitment Sources Utilized (see attached list of sources)
Traffic Assistant	5	Website	1-2, 6-8, 10-20, 23-31
Media Relations Manager	13	Website	1-2, 6-8, 10-20, 23-31, 36-38
Director of Client Development	9	Internal Referral/Posting	1-2, 6-8, 10-20, 23-31, 40
Traffic Assistant	6	Internal Referral/Posting	1-2, 5-8, 10-20, 23-31
Producer/Writer	5	WMUR-TV/Former employee	1-2, 5-8, 10-20, 23-25, 27-29, 31, 40
Night ENG Producer	7	Internal Promotion/Part-time to Full-time	1-2, 5-20, 23-25, 27-29, 31
Traffic Assistant	7	Internal Referral/Posting	1-2, 5-20, 23-28, 30-31, 33-34
Staff Accountant	6	Website	1-21, 23-26, 27-28, 30-31, 33-34
National Sales Manager	16	Internal Referral/Posting	1, 5-8, 10-20, 23-29, 31, 33, 35, 40
Operations Technician	5	Internal Referral/Posting	1-2, 5-8, 10-20, 23-25, 27-29, 31, 33
*Operations Technician	4	Rehire after above hire terminated	1-2, 5-8, 10-20, 23-25, 27-29, 31, 33
Account Executive	12	External Referral	1-2, 5-20, 23-29, 31, 33-34, 40-41
Staff Director	9	Internal Promotion/Part-time to Full-time	1-2, 5-8, 10-20, 23-25, 27-29, 31, 33-34
Traffic Assistant	1	Internal/Rehire of former employee	1-2, 5-13, 15-20, 23-28, 31, 33-34
Videographer/Editor	5	External/ Referral (Consultant)	1-2, 5-21, 23-28, 31, 33-34
Newscast Producer	8	Website	1-2, 5-20, 23-29, 31, 33-34

Total number of persons interviewed during the Reporting Period: 118

ATTACHMENT 2

RECRUITMENT SOURCE INFORMATION

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
1	0	No
2	0	No
3	0	No
4	0	No
5	0	No
6	1	No
7	0	No
8	0	No
9	0	No
10	0	No
11	0	No
12	0	No
13	0	No
14	0	No
15	0	No
16	0	No
17	0	No
18	0	No
19	0	No
20	0	No
21	2	No
22	0	No
23	1	No
24	0	No
25	0	No
26	0	No
27	48	No
28	39	No
29	0	No
30	5	No
31	0	No
32	0	No

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
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33	0	No
34	0	No
35	0	No
36	2	No
37	0	No
38	0	No
39	0	No
40	18	No
41	2	No

RECRUITMENT SOURCES

1. Urban League of Eastern Massachusetts
Job Posting
88 Warren Street
Roxbury, Mass 02119
(617) 442-4519
2. The Partnership, Inc., Job Posting
172 Newbury Street
Boston, Mass 02116
Attention: Benaree Wiley, President & CEO
(617) 262-2828
e-mail: ppage@thepartnershipinc.org
3. National Association of Black Accountants, Inc.
Job Posting
7249-A Hanover Parkway
Greenbelt, MD 20770
Attention: Challenge Okiwe, Director of CAMA
(301) 474-6222 222
www.nabainc.org
4. National Assoc. of Black Accountants-Boston Chapter
PO Box 1945
Job Posting
Boston, Mass 02105-1945
(617) 445-6222
www.nababoston.com sent to: harrisj9@aetna.com (local President)
jqhchase@hotmail.com (local President)
5. Andres Lopez
Hispanic American Chamber of Commerce
67 Broad Street
Boston, MA
617-283-3084
[Email: HACCatbos@compuserve.com](mailto:HACCatbos@compuserve.com)
6. National Association of Asian American Journalists-Boston Chapter
www.aajane.org
c/o Sangita Chandra, President, AAJA
(781) 433-4217
e-mail: schandra@hearst.com

7. National Assoc. of Black Journalists-Boston Chapter
c/o Robin Washington
The Boston Herald
One Herald Square
Boston, MA
(617) 619-6666
8. The Links, Inc., c/o Joyce Lowe
Eastern Area Vice-Director
312 Maynard Road
Sudbury, Mass 01776
9. The Coalition of 100 Black Women
Job Listings
McCormack Post Office Box 2826
Boston, Mass 02101
(617) 449-4876
10. Delta Sigma Theta Sorority
c/o Gloria Coney
PO Box 51424
Boston, Mass 02205
(781) 322-2277
11. National Council of Negro Women, Boston Chapter
c/o Barbara Robinson
PO Box 2804
Woburn, Mass 01888-1404
(978) 535-7415
12. National Association of Black Journalists
UNIVERSITY OF MARYLAND
8701-A Adelphi Road
Adelphi, Md 20783-1716
(301) 445-7100
Fax: (301) 445-7101
13. Robert Cord, Affirmative Action Officer
ABCD
178 Tremont Street
Boston, MA 02111
(617) 357-6000
14. Asian American Journalists Association
1765 Sutter Street, Suite 100
San Francisco, CA 94115
Attention: Karen Swing, Executive Assistant for Information Services
Send by e-mail at: post@aaja.org
(415) 346-2051

15. Reginald Wilson, Director
Minority Concerns
AMERICAN COUNCIL ON EDUCATION
One Dupont Circle, NW
Washington, DC 20036
(202) 939-9300
16. AAJA
1182 Market Street
Suite 320
San Francisco, CA 94102
Attention: Karen Swing, Executive Assistant for Information Services
Send by e-mail at: post@aja.org
(415) 346-2051
17. Elizabeth Zweig
Executive Director
Cardinal Cushing Spanish Ctr.
76 Union Park
Boston, MA 02118
(617) 542-9292
18. Asian American Civic Association
200 Tremont Street
Boston, MA 02116
Attention: Chantal Krmar
(617) 426-9492, Extension 213
19. Jose McMurray, Executive Director
National Association of Hispanic Journalists
1000 National Press Building, Suite 1193
Washington, DC 20045-2001
(202) 662-7145
20. Native American Journalists Association
University of S. Dakota
414 E. Clark Street
Vermillion, SD 57069
Attention: Ron Walters, Executive Director
(605) 677-5282
21. The Boston Globe
P.O. Box 2378
Boston, MA 02107-2378
(617) 929-2000
Boston Works
Phone: 888 566-4Job X3
Email: info@bostonworks.com

22. Community Newspaper Company
254 Second Avenue
Needham, MA 02494
(781) 433-7968
23. North of Boston Convention & Visitors Bureau
17 Peabody Square
Peabody, MA 01960
Attention: Aimee O'Brien Jeyarjan, Director of PR & Marketing
24. Boston Coalition
Post Office Box 191284
Boston, MA 02110
25. Career Collaborative, Inc.
711 Atlantic Avenue
Boston, MA 02111
Attention: Chris Berg
26. The Ad Club
38 Newbury Street, 5th Floor
Boston, MA 02116
27. WCVB-TV Website: www.thebostonchannel.com
28. Internal Posting – WCVB-TV Bulletin Board
29. WCVB-TV Phone Job Line (781) 433-4333
30. Yahoo Hot Jobs.com
31. Unity First Attention: Janine Fondon
Phone: (413) 734-6444
fax: (413) 737-1458
e-mail: advertising@unityfirst.com
32. Dolan Media Management
3 North Court Street
Frederick, MD 21701
Attention: Tom Dolan
Phone: (301) 668-1511
33. Boston University
Office of Career Services - Attention: Dana Faulconer
19 Deerfield Street
Boston, MA 02215
Phone: (617) 353-5862
Email: danaf@bu.edu

34. MediaLine
P.O. Box 51909
Pacific Grove, CA 93950
Attention: Mark Shilstone, Manager
Phone: (800) 237-8073
Email: medialine@medialine.com web address: www.medialine.com
35. SpotsnDots
Attention: Patrick Kelley
Phone: (607) 729-7295
Email: dai@spotsndots.com
36. The Bay State Banner
213 Drydock Avenue
Boston, MA 02210
Phone: (617) 261-4600
Email: ads@bannerpub.com
Website: www.baystatebanner.com
37. El Mundo Newspaper
Division of Caribe Communications, Inc.
408 S. Huntington Avenue
Boston, MA 02130
Phone: (617) 522-5060
Fax: (617) 524-5886
Website: www.elmundoboston.com
38. Sampan Newspaper
Published by Asian American Civic Association
200 Tremont Street
Boston, MA 02116
Phone: (617) 426-9492
Fax: (617) 482-2316
Email: sampanads@aaca.boston.org
Website: www.sampan.org
39. TV Week.com
TelevisionWeek
6500 Wilshire Blvd., Suite 2300
Los Angeles, CA 90048.
Phone: (323) 370-2415
Fax: (323) 658-6174
Email: cdaniels@crain.com
40. External Referral
41. Resume File

ATTACHMENT 3

MENU OPTION ACTIVITIES

WCVB-TV has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
5	Internship Program	<p>College students participate in unpaid internships where they earn college credit in the fall, spring and summer. We also offer 5 paid summer internships to broadcasting students based on economic or social needs college students.</p> <p>High School students participate in a spring internship during their senior year requiring students to work 6 hours per day Monday-Friday for 5 weeks (in lieu of attending classes). WCVB-TV offers 2-4 internships to various high school students applicants.</p> <p>by: Linda Walsh, WCVB-TV Internship Coordinator</p>
4	Workshop	<p>NABJ Unity Convention – August 3-7, 2005</p> <p>Convention attendees meet with job recruiters, exhibitors and vendors to learn more about the companies, opportunities and products. Rhondella Richardson, WCVB-TV Staff Reporter, is present in Hearst-Argyle’s booth at the convention.</p> <p>Attended by Rhondella Richardson, WCVB-TV Staff Reporter</p>
10	Internship Fair/Career Fairs/ Educational Institutional Events	<p>Emerson College – February 25, 2005 Boston College – March 1, 2005 Stonehill College – October 24, 2005 Emerson College – November 3, 2005</p> <p>Attended these college internship fairs to recruit interns for openings in the spring and summer of 2005.</p> <p>Attended by: Linda Walsh, WCVB-TV Internship Coordinator</p>

4	AP/Emerson RTNDA Career Fair	<p>April 2, 2005</p> <p>Career Fair for Student and Entry-Level Job Seekers</p> <p>Attended by 400+ journalism students and young working professionals. The attendees are from combined participating regions for the Society of Professional Journalists and the Radio-Television News Directors Association. Those who attended specialize in television and radio news, newspapers, magazines, overall writing and on-line journalism. Their educational level ranged from college freshman to graduate students to working journalists and represent every diverse group.</p> <p>Attended by: Coleen Marren, WCVB-TV News Director Gail Huff, WCVB-TV Staff Reporter Susan Warren, Senior News Coordinator</p>
4	Workshops (RTNDA)	<p>June 2, 2005 - RTNDA Workshops</p> <p>Coleen Marren is an RTNDA Region 10 Director. She sponsors an annual day-long workshop with job training seminars on subjects including “Getting Your First Job” and “How to be a News Producer”.</p> <p>Attended by: Coleen Marren, WCVB-TV News Director</p>
6	Programs to Promote Outreach	<p>Ongoing- RTNDA Diversity Committee</p> <p>Coleen is actively involved on the RTNDA Diversity Committee, which meets several times a year to address ways to ensure diversity in newsrooms and producers a Diversity Toolkit for newsrooms.</p> <p>Attended by: Coleen Marren, WCVB-TV News Director</p>
8	The Producer Academy	<p>June 6-9, 2005</p> <p>Week-long workshop to inspire producers and give them practical tips to bring into the newsroom, i.e. leadership, ethics, the business of television, etc.</p> <p>The Producer Academy is a comprehensive program designed to strengthen the skills of newscast producers.</p> <p>Hearst-Argyle Faculty: Candy Altman, Vice President, News; Participant: Kristin Stanley, Producer, WCVB-TV</p>
4	Foundations of Leadership Convention	<p>November 1-2, 2005</p> <p>The Foundations of Leadership program is sponsored by the Kellogg School of Media Management at Northwestern College in Chicago under the Hearst Management Institute’s umbrella.</p> <p>Attended by: Marc Fauci, WCVB-TV Local Sales Manager</p>

12	Listing Jobs with media trade groups	All job vacancy notifications are sent to: National Association of Asian American Journalists, Boston Chapter, National Association of Black Journalists – Boston Chapter, Delta Sigma Theta Society, National Council of Negro Women, Boston Chapter, National Association of Black Journalists, ABCD, American Council on Education, AAJA, Asian American Civic Association, National Association of Hispanic Journalists, Native American Journalists Association
4	Jobs Panel	Asian American Journalists Association of New England’s 4 th Annual College Pizza Night and Jobs Panel. Moderator: Sangita Chandra, WCVB-TV Producer of CityLine Panelist: Coleen Marren, WCVB-TV News Director

*** For “Activity Classification”, use “1” through “16” in accordance with attached list.**

Menu Option Classifications

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.