

EEO PUBLIC FILE REPORT

FOR

STATION WCVB-TV
BOSTON, MA

This EEO Public File Report
Covers the One-Year Period
Ending on November 30, 2008

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, 2007 and ending November 30, 2008 (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)
Producer	5	Internal Referral/Posting	1-30
Credit/Collections Manager	5	Internet (Monster.com)	1-29
Engineering Maintenance Technician	4	Internal Referral/Posting	1-30
Assistant News Director	10	Internal Referral/Posting	1-28
Traffic Assistant	11	External Referral	1-29
Digital Client Specialist	13	Internal Referral/Posting	1-29
Senior Special Projects Producer	4	Internal Referral/Posting	1-28
Account Executive	15	Internal Referral/Posting	1-29
News Anchor	8	Internal Referral/Posting	1-26, 28
Producer	4	Internal Referral/Posting	1-28
News Technician	4	Internal Referral/Posting	1-28
News Technician	8	Internal Referral/Posting	1-28
Eye Opener ENG Producer	5	Internal Referral/Posting	1-28
Digital Account Executive	4	External Referral	1-28, 30-31
Graphic Designer	8	External Referral	1-28, 31, 34
IT Systems Administrator	8	Craig's List	1-28, 30, 33
Account Executive	25	WCVB-TV Website	1-28, 31, 33
Digital Client Specialist	1	Internal Promotion	1-26, 28
Sales Assistant	9	Internal Promotion	1-28
Account Executive	25	Internal Referral/Posting	1-28, 35
Traffic Assistant	11	Internal Referral/Posting	1-28, 31
Traffic Assistant	11	Internal Referral/Posting	1-28, 31

Total number of persons interviewed during the Reporting Period: 198

**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	0	No
7	0	No
8	0	No
9	0	No
10	0	No
11	0	No
12	0	No
13	0	No
14	0	Yes
15	0	No
16	0	No
17	0	No
18	0	Yes
19	0	No
20	0	No
21	0	No
22	0	No
23	0	No
24	0	No
25	0	Yes
26	0	Yes
27	70	No
28	72	No
29	0	No
30	0	No
31	40	No
32	4	No
33	11	No
34	1	No

RECRUITMENT SOURCES

1. Urban League of Eastern Massachusetts
Job Posting
88 Warren Street
Roxbury, Mass 02119
(617) 442-4519
Fax: (617) 442-0562
e-mail: acervin@ulem.org
2. The Partnership, Inc., Job Posting
545 Boylston Street, 3rd Floor
Boston, Mass 02116
Attention: Dr. Beverly Edgehill, President & CEO
(617) 262-2828
e-mail: ppage@thepartnershipinc.org
3. Andres Lopez
Hispanic American Chamber of Commerce
406 Huntington Avenue
Boston, MA 02130
617-261-4222
Fax: (617) 522-2693
e-mail: Nacevedo@hacc.com
4. National Association of Asian American Journalists-Boston Chapter
Website: www.aajane.org
c/o Sangita Chandra
(781) 433-4217
e-mail: schandra@hearst.com
5. The Links, Inc., c/o Joyce Lowe
Eastern Area Vice-Director
312 Maynard Road
Sudbury, Mass 01776
e-mail: joyce.lowe@att.net
6. The Coalition of 100 Black Women - Job Listings
McCormack Post Office Box 191284
Boston, Mass 02101
(617) 449-4876
e-mail: info@bostoncoalitionofblackwomen.org
7. Delta Sigma Theta Sorority
c/o Gloria Coney
PO Box 51424
Boston, Mass 02205
(781) 322-2277
e-mail: bac_dst@yahoo.com

8. National Council of Negro Women, Boston Chapter
c/o Barbara Robinson
PO Box 2804
Woburn, Mass 01888-1404
(978) 535-7415
e-mail: pres@ncnwgbs.org
9. Reginald Wilson, Director
Minority Concerns
AMERICAN COUNCIL ON EDUCATION
One Dupont Circle, NW
Washington, DC 20036
(202) 939-9300
e-mail: phyllis_goodwin@ace.nche.edu
10. Elizabeth Zweig
Executive Director
Cardinal Cushing Spanish Ctr.
76 Union Park
Boston, MA 02118
(617) 542-9292
e-mail: shelley_rieman@ccab.org
11. Asian American Civic Association
87 Tyler Street
Boston, MA 02111
Attention: Saraugh Bohlke, Employment Specialist
(617) 426-9492
e-mail: saraugh@aaca-boston.org
12. Jose McMurray, Executive Director
National Association of Hispanic Journalists
1000 National Press Building, Suite 1193
Washington, DC 20045-2001
(202) 662-7145
e-mail: jobbank@nahj.org
13. Native American Journalists Association
University of S. Dakota
414 E. Clark Street
Vermillion, SD 57069
Attention: Ron Walters, Executive Director
(605) 677-5282
info@naja.com
14. Latin American Student Organization, Northeastern University
104 Forsyth Street
Boston, MA 02115
e-mail: r.torres@neu.edu
(617) 373-5845
Fax: (617) 373-7888

15. Association for Women in Communications
3337 Duke Street
Severna Park, MD 22146
info@womcom.org
[www/womcom.org](http://www.womcom.org)
16. Emma L. Bowen Foundation
1299 Pennsylvania Avenue, NW, 11th Floor
Washington, DC 20004
Attention: Phylis Eagle-Oldson
e-mail: sdrice@cbs.com
17. NLGJA
1420 K Street, NW, Suite 910
Washington, DC 20005
Attention: Brian Salkin
e-mail: info@nlgiadc.org
18. South Asian Journalists Association
Columbia Graduate School of Journalism
2950 Broadway
New York, NY 10027
Attention: Professor Sreenath Sreenivasan
e-mail: sree@sree.net
19. Harvard-Radcliffe
380 Cabot Mail Center
Cambridge, MA 02138
e-mail: hrrsca@hcs.harvard.edu
20. Unity First
Attention: Janine Fondon
e-mail: advertising@unityfirst.com
(413) 734-6444
fax: (413) 737-1458
21. North of Boston Convention & Visitors Bureau
17 Peabody Square
Peabody, MA 01960
Attention: Aimee O'Brien Jeyarjan, Director of PR & Marketing
e-mail: jcook@northofboston.org
22. Career Collaborative, Inc.
711 Atlantic Avenue
Boston, MA 02111
Attention: Chris Berg
e-mail: info@careercollaborative.org

23. Medialine
P.O. Box 51909
Pacific Grove, CA 93950
Attention: Mark Shilstone, Manager
e-mail: medialine@medialine.com
www.medialine.com
24. Boston University
Office of Career Services - Attention: Dana Faulconer
19 Deerfield Street
Boston, MA 02215
Phone: (617) 353-5862
email: future@bu.edu
25. Bridgewater Television (BTV9)
80 Spring Street
Bridgewater, MA
Attention: Jeff Fowler, News Producer
e-mail: j1fw@aol.com
26. Massachusetts Rehabilitation Commission
1 Parker Street
Lawrence, MA 01843
Phone: (978) 685-1731, ext. 631
Attention: Paula F. Santagati, Job Placement Specialist
e-mail: Paula.Santagati@state.ma.us
27. WCVB-TV Website: www.thebostonchannel.com
28. Internal Referral/Posting – WCVB-TV Bulletin Board
29. Yahoo HotJobs.com
30. TVJobs.com
Broadcast Employment Services
P.O. Box 4116
Oceanside, CA 92052
Phone: Toll Free: (800) 374-0119 or (760) 754-8177 (760) 754-2115
Attention: Mark C. Holloway, Founder/Owner
e-mail: info@tvjobs.com
31. External Referral
32. Dolan Media Management
3 North Court Street
Frederick, MD 21701
Attention: Tom Dolan
Phone: (301) 668-1511
e-mail: info@smartrecruits.com

33. Craig's List
P.O. Box 225159
San Francisco, CA 94122-5159
Phone: (415) 566-6394
Fax: (415) 504-6394
e-mail: craigslist.org

34. 602 Communications
6839 Charter Hills Road
Charlotte, NC 28277
Attention: Graeme Newell
Phone: (704) 543-1426
e-mail: gnewell@602communications.com

35. Spots N Dots
600 West Peachtree Street NW
Suite 350
Atlanta, GA 30308
Attention: Gene McKay
Phone: (800) 978-7635
e-mail: sales@spotsndots.com

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
7	Massachusetts Broadcasters Association Scholarship Program	<p>January, 2008</p> <p>Financial gift went to the MBS Student Broadcaster Scholarship Program which is a statewide station/association-funded program. The Student Broadcaster Scholarship Program awards students with a \$1,500 scholarship toward pursuing a degree in over-the-air broadcasting. WCVB-TV participates in the ranking of the finalists to help determine which deserving students will be awarded a scholarship by screening the scholarship applications.</p> <p>Bill Fine, WCVB President and General Manager serves as Chairman on the MBA</p>
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 college level broadcasting students based on economic or social needs. 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 student applicants.</p> <p>Managed by: Linda Walsh, WCVB-TV Internship Coordinator</p>
10	Black Professional Consortium at John W. McCormack Middle School	<p>McCormack Middle School, Dorchester, MA – February 28, 2008</p> <p>Spoke to a class of John W. McCormack Middle School students. The speech afforded the students the opportunity to participate in the celebration of the accomplishments and achievements of black professionals and also expose them to a variety of professional and career opportunities available in their community.</p> <p>Attended by Jim Boyd, WCVB-TV Special Correspondent</p>
10	Needham High School Career Day	<p>Annual Junior Class Career Day – March 12, 2008</p> <p>Participated in the class sessions on Broadcast Journalism.</p> <p>Attended by Jim Boyd, Special Correspondent</p>

10	Ashland High School Job Shadow	<p>April 15, 2008</p> <p>Hosted an Ashland High School student for a day where she shadowed several WCVB-TV employees.</p> <p>Hosted by: Coleen Marren, WCVB-TV News Director</p>
10	Internship Fair/Career Fairs/Educational Institutional Events	<p>Boston College – January 30, 2008*</p> <p>Emerson College – February 27, 2008*</p> <p>Stonehill College – February 20, 2008*</p> <p>Emerson College – October 22, 2008**</p> <p>Stonehill College – October 22, 2008*</p> <p>Attended these college internship/career fairs to recruit interns for job openings and internships.</p> <p>*Attended by: Linda Walsh, WCVB-TV Internship Coordinator</p> <p>**Attended by Kimm DelGizzi, WCVB-TV Payroll/Benefits Administrator</p>
4	AP/Emerson RTNDA Career Fair	<p>April 4, 2008</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 represents every diverse group.</p> <p>Live Shot Experience by Gail Huff, WCVB-TV, Staff Reporter Pulitzer Prize winning Photojournalist- Stan Forman, gave presentations</p> <p>Attended by:</p> <p>Coleen Marren, WCVB-TV News Director</p> <p>Linda Walsh, Internship Coordinator</p>
4	AP/Emerson RTNDA Regional Conference and Awards Dinner	<p>Conference and Awards dinner. April 4, 2008</p> <p>Hosted by: Coleen Marren, News Director. Coleen also served on a panel.</p>
14	HTV Training Programs	<p>On-going HTV on-line training programs to management level.</p>
10	Harvard University Undergraduates Women in Business' Alternative Careers Roundtable	<p>November 1, 2008</p> <p>Coleen spoke to a group of Harvard University undergraduate women regarding alternative careers in a roundtable setting.</p> <p>Coleen Marren, WCVB-TV News Director</p>

10	West Roxbury High School Media and Communications Class	<p>December 12, 2007</p> <p>Media and Communications class. Several employees spent time with students to give them an overview of their careers in television news. WCVB-TV has a long-standing partnership with West Roxbury High School. The school's media program is three years old.</p> <p>Organizer, Karen Holmes Ward, WCVB-TV Director of Public Affairs and Community Services</p> <p>The following WCVB-TV employees also participated:</p> <p>Greg Kidd, Director Marcelle Watkins, Graphic Design Supervisor Tristan Bresnen, Graphic Designer Russ Nelligan, Director of Promotion John Rosenfeld, Technician Dorothy Will, Director Bob Fagnant, Technician Bruce Goldman, Assistant Director Dick Albert, Meteorologist Joe Venuti, Producer/Meteorologist Harvey Leonard, Meteorologist Sarah Dunleavy, Edit Facilities Manager Ron Sapp, Technician Jim Boyd, Special Correspondence Rhondella Richardson, Staff Reporter Shayna Seymour, Producer Mary Richardson, Chronicle-Program Host Stan Leven, Senior Producer Myles Gordon, Producer Kelley Tuthill, Staff Reporter Clint Conley, Producer Ellen Kerrigan, Technician</p>
4	Wellesley Kiwanis Club	<p>March 27, 2008</p> <p>Jim was guest speaker at the weekly luncheon meeting of the Wellesley Kiwanis Club which is the largest service organization in Wellesley having both men and women in their organization.</p> <p>Attended by: Jim Boyd, Special Correspondent</p>
10	Boston Partners in Education – Rogers Middle School, Hyde Park, MA	<p>February 29, 2008</p> <p>Jim spoke about his career with a classroom of students at the Rogers Middle School.</p> <p>Jim Boyd, WCVB-TV Special Correspondent</p>

10	Boston University (College of Communication) Resume Tape Reviews	April 1, 2008 Boston University College of Communication “Demo Derby”. An event that was open to the College of Communication senior and graduate broadcast journalism students. News directors and high level managers from top television and radio in Boston and Providence met with these students to review their 5-minute resume tapes and offer feedback. Over 50 students attended. Attended by: Coleen Marren, WCVB-TV News Director
10	Career Day at the Lucy Stone Elementary School	Lucy Stone Elementary School – May 2, 2008 Ten presenters representing an array of a career paths including the arts, education, science, medicine, government, computer science and the media participated in the Career Day with 4 th and 5 th grade students. Each presenter had their own career booth and the students moved from booth to booth to gather information and ask questions. Attended by: Jim Boyd, Special Correspondent
10	Marian High School, Framingham, MA Career Day	April 11, 2008 Career Day: Thirty-six guests participated and presented in an array of career paths in several clusters: medical, legal, corporate, finance/business, education, public service, human services and miscellaneous. Each cluster had four speakers and there were eight sessions with each session lasting 35 minutes. Attended by: Kimm DelGizzi, Payroll/Benefits Administrator
8	Producer Academy	June 8-13, 2008 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. The Producer Academy is a comprehensive program designed to strengthen the skills of newscast producers. Participants are nominated because their news directors believe they have the potential for long-term advancement. The program involves writing workshops, ethical decision-making using real-life examples from stations, leadership development, improved story telling, and a final exercise where individuals work as a team to produce newscast segments. In addition, participants bring their own newscasts for review by the faculty, and receive both classroom and individual feedback throughout the week. Hearst-Argyle Faculty: Candy Altman, Vice President, News Participant: Bethany Stone, Producer, WCVB-TV

10	Emerson College Journalism Class	July 29, 2008 Bob spoke in a journalism class and offered advice about careers to broadcasting students. Bob Halloran, WCVB-TV Anchor/Reporter
10	Boston University Journalism Class	January 29, 2008 Coleen participated in a journalism class and spoke about the news, watched the start of the class newscast and offered advice about careers in news and management. Coleen Marren, WCVB-TV News Director
10	Boston University Sport's Institute	Boston University Journalism Class – November 20, 2008 Coleen spoke to the students in the students. The session was entitled "How to get your first job".
7	WCVB-TV/DT and Hearst-Argyle Television Scholarship Fund Honoring Natalie Jacobson	April through August, 2008 Jacobson-Thistle Scholarship Fund at the College of Communication – Boston University Establishment of two scholarships. WCVB-TV/DT Channel 5 and its parent company, Hearst-Argyle Television, launched the creation of a scholarship fund for broadcast journalist students, in recognition of Channel 5's legendary anchor/reporter Natalie Jacobson and James J. Thistle, former news director of WCVB. Representing \$1,000 for each year of Jacobson's service to the station, the fund will be seeded with \$35,000, which will eventually be set up as a foundation in Jacobson's honor. The initial recipients will be selected from Boston University and will be majoring in broadcast journalism. The first award will be given to a student pursuing a career as an on-air reporter/anchor who will be known as the "Jacobson Scholar." The second award shall be given to a student pursuing a career as a producer/manager who will be known as the "Thistle Scholar." Recipients will spend the subsequent summer as interns in WCVB's newsroom.
4	NABJ Unity Convention	NABJ Unity Convention – August 19, 2008 Convention attendees meet with job recruiters, exhibitors and vendors to learn more about the companies, opportunities and products. WCVB-TV has a booth for recruiting black and minority journalists annually. Attended by: Coleen Marren, WCVB-TV News Director

12	Listing upper level jobs with media trade groups	<p>All job vacancy notifications are sent to media trade groups whose membership includes substantial participation by women and minorities including the following:</p> <p>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, Asian American Journalists Association, American Council on Education, AAJA, Asian American Civic Association, National Association of Hispanic Journalists, Native American Journalists Association</p>
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*** 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.