

Evaluate Applicants' Writing Skills:
Open-Ended Scenario-Based Assessment

Scenario 1

Email from a Member of WGBH

To: MemberService@WGBH.org
From: LisaWinston@webfriend.com
Subject: Where is my guide?

To Whom it May Concern:

We have not been receiving the WGBH TV television guide for the last few months.

Could you please make sure it's getting mailed out? We are sustainers of both public TV and radio, and without both, our lives would not be nearly as rich and informed.

Thank you,

Lisa and Bill Winston

Scenario 1

Fact sheet applicant should use to answer Lisa Winston's e-mail to WGBH

1. The Explore! Member Magazine

- Monthly magazine is a benefit of WGBH Membership
- Magazine includes features as well as TV and Radio program guide
- Magazine is mailed to the preferred address on file or can be delivered digitally if the member requests it
- Guides are mailed to arrive in homes a week before the first of the month

2. WGBH Sustainer Program

- Donors who give an automatic contribution to WGBH every month
- Most valuable type of member in the WGBH donor program

3. The guide has not been delivered because the donor has been incorrectly listed in the database as expired, which they should not have been, since they are active donors. This issue has been corrected and they will start receiving guides again next month.

4. Extra copies of the current Month's guide are available in the Member Services Department at WGBH.

Scenario 2

Email from an Audience Member of WGBH

To: MemberService@WGBH.org
From: NormanDuke@abcmail.com
Subject: Trouble getting channel 2

Hello –

I watch digital TV over-the-air, but I'm still not getting WGBH, or it's frequently becoming pixilating and I'm seeing the words "No Signal."

Can you help?

Thanks,

Norm

Scenario 2

Fact sheet applicant should use to answer Norman Duke's

- 1. All WGBH transmissions for channel WGBH 2, WGBX 44, WGBH World, WGBH Create and WGBH Kids channels are at full power from the Needham, Massachusetts TV tower. The signal is clean and clear.**
- 2. You have confirmed that the viewer is within 90 miles of the Needham TV tower and therefore is in range to receive the signal over the air.**
- 3. The customer can use the following steps to rescan TV channels, which is what we recommend for troubleshooting this type of issue.**
 - The customer can rescan channels using digital converter box remote control.
 - If the customer has already tried to scan for channels and WGBH was not included, try to double-rescan. Tune to a Boston channel, adjust the antenna to the strongest possible signal, then disconnect antenna from converter box. Rescan without the antenna plugged in to clear the channel data, then unplug the digital converter box and power down. Reattach the antenna, power up the converter box, and scan for channels.
- 4. If none of the above methods work, the customer should consider upgrading the antenna. Resources like Antennaweb.org and tvfool.com can be helpful for more information.**

Scenario 3

Email from a viewer of a National Program that WGBH produces

To: MemberService@WGBH.org
From: JoyceBerg@UGA.edu
Subject: Antiques Roadshow ticket purchase

A friend said I could purchase Antique Road Show tickets through this website. I wanted tickets for ARS in Detroit, on June 1, 2015. s this correct?

Thanks,

Joyce Berg

Scenario 3

Fact sheet applicant should use to answer Joyce Berg's e-mail

1. How tickets are distributed for Antique Roadshow

- Tickets to the Antiques Roadshow appraisal events are free and are drawn by lottery.
- To register for tickets, visit <http://www.pbs.org/wgbh/roadshow/ontheroad.html>
- Registration happens early January; the date for 2016 has not been announced yet.
- Choose the city and fill out the short registration form.
- People who are selected in the lottery for tickets will be notified
- The status of entry into the ticket lottery can be checked online using the same site as registration.
- Tickets may also be requested via postcard to: "City Name" ROADSHOW (e.g., San Diego ROADSHOW) Box 249, CANTON, MA 02021, Postcard should include name and the complete mailing address

2. ADDITIONAL RESOURCES:

- http://www.pbs.org/wgbh/roadshow/tickets_postcard.html
- http://www.pbs.org/wgbh/roadshow/tickets_rules.html
- http://www.pbs.org/wgbh/roadshow/faq_02.html