

**EEO PUBLIC FILE REPORT
WAFB-TV Baton Rouge, LA**

February 1, 2016 – January 31, 2017

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

The Master List of Recruitment Sources (Attachment A) includes a list of recruitment sources, indicating names, address, contact person and telephone number of each as appropriate. Sources with an asterisk (*) denote organizations that have requested notification of full-time vacancies.

**FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED (#'s in parenthesis)¹
[With Hiree's Recruitment Source Noted in Brackets]**

Account Executive	[# 1-20, 24-25, 29-36]	Hiree: (#31)
Local Sales Manager	[# 1-20, 24-26, 28-36]	Hiree: (#33)
Reporter MMJ	[# 1-20, 24-25, 29-32, 34-36]	Hiree: (#34)
Reporter Anchor	[# 1-20, 24-25, 29, 31-36]	Hiree: (#33)
Traffic Specialist	[# 1-21, 24-25, 29, 31-34, 36-37]	Hiree: (#34)
Account Executive	[# 1-20, 24-25, 29, 31-37]	Hiree: (#34)
Digital Sales Assistant	[# 1-21, 24-25, 29, 31-37]	Hiree: (#31)
Assignment Editor	[#1-21, 24-25, 29, 31-34, 36-37]	Hiree: (#33)
Reporter MMJ	[#1-21, 24-25, 29, 31-37]	Hiree: (#33)
Digital Sales Manager	[#1-21, 24-26, 28-29, 31-37]	Hiree: (#34)
Sports Specialist/VJ	[#1-21, 24-25, 29, 32-37]	Hiree: (#33)
Senior Account Executive	[#1-22, 24-25, 29, 32, 34-36]	Hiree: (#34)
Nat'l Regional Sales coordinator	[#1-25, 29-30, 32-36]	Hiree: (#34)
Reporter MMJ	[1-25, 29, 32-36]	Hiree: (#33)
Digital Sales Specialist	[#1-25, 29, 32-36]	Hiree: (#34)

Total Interviewees for all Full-Time Positions

(44) # of interviewees for full time positions

(WAFB-TV)

Number of Interviewees from Referrals Sources Used:

31 (5 interviewees), # 33 (19 interviewees), # 34 (20 interviewees)

Master List of Recruitment Sources:

See Attachment A

Supplemental Outreach Activities:

See Attachment B

Station call Letters

WAFB

MASTER LIST OF RECRUITMENT SOURCES

February 1, 2016 to January 31, 2017

**Sources with an asterisk (*) denote organizations that requested notification of job vacancies*
 Certain sources were added during the 2016-2017 reporting period.

<u>*Source Number</u>	<u>Organization</u>	<u>Contact Person</u>	<u>Mailing/Email Address</u>	<u>Website</u>	<u>Phone Number</u>	<u>Number of Interviews</u>
1	La Assoc of Broadcasters	Polly Johnson	lab@broadcasters.org		225-267-4522	
2	LSU Manship Sch of Mass Comm	Maryann Sternberg	msternb@lsu.edu		225-388-2336	
3	Medialine	Mark Shilstone	medialine@medialine.com		800-237-8073	
4	Sales & Marketing Executives	Teri White	smesec@eatel.net		225-927-8014	
5	LSU Dept of Comm Studies	Mike Applin	mapplin@lsu.edu		225-578-6079	
6	So. University	Mercedes Mackey	Mercedes_mackey@subr.edu		225-771-2360	
7	ITT Tech Institute	K Clark	kclark@itt-tech.edu		225-754-5800	
8	Univ Of North Texas	Phyllis Slocum	solcum@unt.edu		940-565-2000	
9	S.I. Newhouse Sch of Public Comm	Karen McGee	kmcgee@syr.edu		315-443-2302	
10	Arc B.R. Vocational Services	Randy Foil	rfoil@batonrouge.org		225-293-3196	
11	Collective Talent.Com	Michael Bille	bille@michaelsmedia.com		813-254-9695	
12	Michelle Southern Voice	Michelle Southern	lsumichelle@gmail.com			

13	Strategic IT Staffing	Jennifer Viley	jennifer@strategicitstaffing.com			
*14	Beyondtek IT	Nathan Duong	nathan@beyondtekit.com		714-572-1544	
15	Broadcast Employment Services	Mark Holloway	markch@tvjobs.com			
16	Southeastern Univ	Rick Setton	rick.settoon@selu.edu		985-549-2418	
17	Loyola Univ		career@loyno.edu		504-855-3860	
18	Advantage Personnel	Hope	hope@advantage-inc.com			
19	Gardere Initiative		gardereinitiative@gmail.com		225-769-0305	
*20	Native American Journalists Assoc	Rebecca Landsberry	RebeccaLandsberry@naja.com	www.naja.com		
*21	Southeast LA Veteran Health Care System	Hezzie Weston	Hezzie.Weston@va.gov		504-723-2453	
*22	ITT Tech Institute	Phil Fontenot	pfontenot@itt-tech.edu		225-754-8500	
*23	Grambling State Univ	Sharon Ford-Dunn	dunns@gram.edu		318-274-2189	
*24	National Assoc of Hispanic Journalists			www.nahicareercenter.com		
*25	Asian American Journalists Assoc			www.aaja.org		
26	Spots-N-dots	Gene McKay	ads@spotndots.com		800-884-2630	
27	Meidabistro	Alexandra Spignesi	alexandra@mediabistro.com		800-205-7792	
28	News Check Media	Patty Hersh	phersh@newscheckmedia.com		610-420-6003	
29	TVB		TVB.org			
30	LinkedIn		jobs-noreply@linkedin.com			
31	WAFB Jobline			www.wafb.com		
32	WAFB Bulleting Board					
33	Raycom Media Inc			www.raycommedia.com		
34	Other/Employee/Friend/Client					

*35	Louisiana Job Connection	Brian Longstreet		www.LouisianaJobConnection.com	225-281-0173	
*36	Media Match Magazine	Anna		www.media-match.com		
37	Nicholls State Univ	Kristi Tauzin		www.collegecentral.com		

Station Call Letters

WAFB

EEO PUBLIC FILE REPORT

February 1, 2016 to January 31, 2017

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

Student Internship Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WAFB-TV offers internships to college students as a way to assess jobs and job readiness. These internships are granted to sophomore, junior and senior students majoring in Communications, Mass Communications, Journalism and Broadcast Journalism from various accredited colleges and universities throughout the U.S. who have received the approval from the Dean/Chairman and/or academic advisor of their respective department(s). Upon successful completion of the program, the student receives credit and a letter grade. Students were assigned to work with specific News, Sales, operations and engineering Department staffers. 2016 interns were assigned to News, Marketing and Digital.

Spring 2016 – 11 interns assigned to News; 1 intern assigned to Digital; 2 interns assigned to Marketing

Summer 2016 – 13 interns assigned to News; 1 intern assigned to Digital

Fall 2016 – 10 interns assigned to News; 1 intern assigned to Digital

Names of Station Personnel involved in Initiative:

Robb Hays, News Director; Robert Chandler, News Operations; Matt Stanley, News Intern Coordinator; Bent Ledet, Digital Media Dir;
Chris Blades, Marketing Director

Station Call Letters
WAFB
EEO PUBLIC FILE REPORT
February 1, 2016 to January 31, 2017

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 29, 2016

Describe Nature of Initiative:

LSU Manship School Of Mass Communication

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Chris Blades and Matt Stanley attended the networking night at LSU's school of Mass Communication. In their ongoing recruitment efforts, this networking night gave them the chance to meet with LSU students specifically interested in careers in multi-media journalism. They talked with roughly 30 students about Raycom Media and the many career opportunities our company has. They received the student's resumes and started setting up interviews for Summer and Fall internships, most of the students were Juniors and Seniors and they were looking for internships in news and/or sports.

Names of Station Personnel involved in Initiative:

Chris Blades, Marketing Director; Matt Stanley, News; WAFB-TV

Station Call Letters
WAFB
EEO PUBLIC FILE REPORT
February 1, 2016to January 31, 2017

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): May 5, 2016

Describe Nature of Initiative:

WAFB-TV.Com Employment Expo

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Event was held at the Baton Rouge River Center, Convention Hall. Eighteen (18) participating vendors for the May 5 Job Fair who received online promotion as well as three (3) free job listings on WAFB Classifieds. Businesses included: All Star Automotive Group, Baton Rouge Police Department, Associated Grocery, Baton Rouge General Hospital, Belle of Baton Rouge Hotel & Casino, Diesel Driving Academy, Hamilton Relay, Burger King, United States Army Corp., Scaffolding Rental, LLC, Baumer Foods, Chabills, American Income, Premiere South Roofing, Baton Rouge Clinic, Ochsner Baton Rouge, RPM Pizza/Domino's Pizza and Louisiana Fish Fry.

Names of Station Personnel involved in Initiative:

Lee Meredith, VP/GM; Chris Tingle, LSM; Don Lloyd, LSM; David O'Neal, DSM; Josh Jackson, Digital Sales Spec.; Marcus McGhee, Digital Sales Spec.; Tommy Doherty, NSM; Brent Ledet, Dir. New Media; Chris Blades, Marketing Dir.; Laney King, AE; Bobbie Coates, AE; Heidi Burris, AE; Susan Rittenberry, AE; Chris Campbell, AE; Kristal Howell, AE; Joni David, AE; Sally McCloud, AE; Rebecca Landry, AE; Ashley Vaughn, Digital Sales Assistant; Rachael Hughes, Sales Assistant; Anita Crouch, HR; WAFB Meteorologists and WAFB Anchors.

Station Call Letters

WAFB

EEO PUBLIC FILE REPORT

February 1, 2016 to January 31, 2017

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 8, 2016

Describe Nature of Initiative:

Louisiana Association of Broadcaster's – student workshop – journalism students from across Louisiana were invited to attend and hear about opportunities in journalism, interview for job openings, and get their questions answered.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Robb Hays was also part of a panel at that same event focusing on the fast changing pace of today's world of journalism. Other panelists included CBS Correspondent Michele Miller and CBS News Executive Kurt Davis

Names of Station Personnel involved in Initiative:

Robb Hays – News Director

Station Call Letters
WAFB
EEO PUBLIC FILE REPORT
February 1, 2016 to January 31, 2017

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): November 15, 2016

Describe Nature of Initiative:

Loyola University School of Mass Communication Networking Night

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Matt Stanley attended the networking night at Loyola University school of Mass Communications. In an ongoing recruitment efforts, this networking night gave the chance to meet with Loyola students specifically interested in careers in multi-media journalism. He talked with students about Raycommedia and the many career opportunities our company has. He received the student's resumes and started setting up interviews for Summer and Fall internships, most of the students were Juniors and Seniors and they were looking for internships in the news and/or sports.

Names of Station Personnel involved in Initiative:

Robb Hays, News Director; Robert Chandler, News Operations; Matt Stanley, News Intern Coordinator; Bent Ledet, Digital Media Dir;
Chris Blades, Marketing Director