

## EEO PUBLIC FILE REPORT

### WAFB-TV

2/01/2005 – 1/31/2006

**\*Note this report covers WAFB as well as WBXH (low-power licensee)**

#### Recruitment Sources Used For Full-Time Vacancies

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

#### Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis) [With Hiree's Recruitment Source In Brackets]

Internet Sales Director (# 1 - #14) [#14 - Employee Referral]  
Production Director (#1 - #14, #16, #17) [#16 - Jobs.net]  
Sales Marketing Research Director (#1 - #14) [#13 - WAFB Website]  
Assistant News Director (#1 - #14) [#13 - Raycom Transfer]  
Graphic Artist (#1 - #14, #15) [#14 - Employee Referral]  
Audio Operator (#1 - #14) [Internal Promotion PT to FT]  
Sales Account Executive (#1 - #14, #15) [Internal Promotion - Departmental]  
Sales Account Executive (#1 - #14, #15) [#14 - Employee Referral]

#### Total Interviewees for all Full-Time Positions

63 Interviewees

#### Number of Referrals From Sources Used

#13 (40 Referrals), #14 (7 Referrals), #15 (10 Referrals), #16 (1 Referral), #17 (2 Referrals), #18 (3 Referrals)

#### Supplemental Outreach Activities

FCC Menu Of Recruitment Initiative contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the period (usually the prior year), including station personnel involvement.

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): **Spring 2005/Summer 2005/Fall 2005**

Describe Nature of Initiative:

**Interns are given credit for semester hours for work done at station. Promotes greater learning of industry and careers available in Broadcasting.**

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

**Participating universities are Louisiana State University and Southern University. WAFB Department Heads are required to give evaluations of interns for them to receive credit.**

Names of Station Personnel involved in Initiative:

**Marketing – Andree Boyd (Marketing Manager)**

**News – Vicki Zimmerman (News Director), Robbie Chandler (Operations Manager), Cheryl Michelet (Executive Producer)**

**Production – Brian Norman (Production Manager)**

**Sales – Vicki Kellum (General Sales Manager), Denise Murrell (Local Sales Manager), Tommy Doherty (National Sales Manager)**

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): December 2005

Describe Nature of Initiative:

**Scholarship set up for Fall Semester to a Southern University (Minority University in Baton Rouge) Broadcast/Journalism major. Funding to the University, with the University giving WAFB a list of qualified prospects – we have final approval on the recipient each semester.**

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

**Funding as well as selection of scholarship recipient.**

Names of Station Personnel involved in Initiative:

**Nick Simonette (General Manager)**

**Angelle Dunegan (Business Manager)**

**Vicki Zimmerman (News Director) as well as members of her staff for the evaluation and selection process.**

**LOCAL COMMUNITY SOURCES** (including name of contact person, address and phone number)  
 (Sources with an asterisk (\*) denote organizations that requested notification of full-time job vacancies.)

Number	Organization	Requested	Contact	E-Mail	Address	City	State	Zip
1	Delgado Community College		Jean Ware	<a href="mailto:jbware@dcc.edu">jbware@dcc.edu</a>	615 City Park Avenue	Baton Rouge	LA	70806 (504)
2	LA Dept of Labor		Teresa Beysseance	<a href="mailto:tbeysseance@ldol.state.la.us">tbeysseance@ldol.state.la.us</a>	1991 Wooddale Blvd.	Baton Rouge	LA	70801 (225)
3	Louisiana Association of Broadcasters		Lou Munson	<a href="http://lab@broadcasters.org">lab@broadcasters.org</a>	660 Florida Blvd. Louisiana State University	Baton Rouge	LA	70803 (225)
4	LSU Manship School of Mass Comm		Maryann Sternberg	<a href="mailto:msternb@lsu.edu">msternb@lsu.edu</a>	Box 51909	Grove	CA	93950 (800)
5	Media Line	X	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	906 East First Street	Thibodaux	LA	70310 (985)
6	Nicholls University	X	Alaina Caveil	<a href="mailto:plac-ga1@nicholls.edu">plac-ga1@nicholls.edu</a>	909 Trammel Drive	Baton Rouge	LA	70815 (225)
7	Nigerian Women Association	X	Christie Onwujuba	<a href="mailto:onwujuba@msn.com">onwujuba@msn.com</a>	P. O. Box 86336	Baton Rouge	LA	70879 (225)
8	Sales & Marketing Executives		Teri White	<a href="mailto:smesec@eatel.net">smesec@eatel.net</a>	950 7th Street	Port Allen	LA	70402 (504)
9	Shiloh Baptist Church		Rev. Charles Smith	<a href="mailto:shilohbr@bellsouth.net">shilohbr@bellsouth.net</a>	P. O. Box 11345	Hammond	LA	70813 (225)
10	Southeastern University		Mike Applin	<a href="mailto:mapplin@selu.edu">mapplin@selu.edu</a>	P. O. Box 9820	Baton Rouge	LA	70125 (504)
11	Southern University		Maya Banks	<a href="mailto:mbanks@subr.edu">mbanks@subr.edu</a>	1 Drexel Drive	New Orleans	LA	70125 (504)
12	Xavier University			<a href="mailto:lstROUT@xula.edu">lstROUT@xula.edu</a>				

**ADVERTISING SOURCES** (Trades, Newspapers, Associations or Websites)

- 13. [www.wafb.com](http://www.wafb.com) Websites
- 14. [www.raycommmedia.com](http://www.raycommmedia.com) and [www.wafb.com](http://www.wafb.com) Websites
- 15. [Employee Referrals](http://www.employee-referrals.com)
- 16. [The Advocate](http://www.the-advocate.com)
- 17. [Jobs.net](http://www.jobs.net)
- 18. [TV Week](http://www.tv-week.com)
- 19. [Walk-Ins/Self](http://www.walk-ins/self.com)