

EEO PUBLIC FILE REPORT

WAFB-TV 2/01/2006 – 1/31/2007

***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 Hires' Recruitment Source In Brackets]

Account Executive (#1-12, #13, #14, #15, #16) [#15 – Business Referral – Agency]
Account Executive (#1-12, #13, #14, #15, #16) [#15 – Business Referral]
Account Executive (#1-12, #13, #14, #16) [#14 – Internal Promotion – Departmental FT to FT]
Administrative Assistant (#1-12, #13, #14, #15, #16) [#15 – Business Referral – Client]
Anchor (#1-12, #13, #14, #15) [#14 – Internal Promotion – Departmental FT to FT]
Anchor (#1 – 12, #13, #14, #15) [#14 – Internal Promotion – Departmental FT to FT]
Assignment Desk Editor (#1 – 12, #13, #14, #15) [#14-Internal Promotion-Departmental FT to FT]
Broadcast Technician (#1 – 12, #13, #14) [#14 – Employee Referral]
Graphic Artist (#1 – 12, #13, #14, #15, #16) [#16 – The Advocate]
Local Sales Manager (#1 – 12, #13, #14, #15) [#14 – Internal Promotion – Departmental FT to FT]
Producer – Marketing (#1 – 12, #13, #14, #15, #16) [#14 – Internal Promotion FT to FT]
Master Control Operator (#1 – 12, #13, #14, #15) [#14 – Internal Promotion-Departmental PT to FT]
Producer – News (#1 – 12, #13, #14, #15) [#14 – Internal Promotion – Departmental FT to FT]
Producer – News (#1 – 12, #13, #14) [#13 – Transfer from Raycom Station]
Producer – News (#1 – 12, #13, #14, #15) [#15 – Business Referral]
Producer – News (#1 – 12, #13, #14, #15) [#14 – Internal Promotion – Departmental PT to FT]
Producer – News (#1 – 12, #13, #14, #15) [#14 – Internal Promotion – Departmental FT to FT]
Photographer (#1 – 12, #13, #14, #15) [#13 – Transfer from Raycom Station]
Photographer (#1 – 12, #13, #14, #15) [15 – Business Referral – Competition]
Reporter (#1 – 12, #13, #14, #15) [#13 – wafb.com]
Reporter (#1 – 12, #13, #14, #15) [#14 – Transfer from Raycom Station]
Sales Assistant (#1 – 12, #13, #14, #15) [#15 – Business Referral]
Traffic Assistant (#1 – 12, #13, #14, #15) [#14 – Internal Promotion – PT to FT]
Weather Producer (#1 – 12, #13, #14, #15) [#14 – Internal Promotion – Departmental FT to FT]

Total Interviewees for all Full-Time Positions

117 Interviewees

Number of Referrals From Sources Used

#10 (1 Referral), #11 (2 Referrals), #13 (42 Referrals), #14 (32 Referrals), #15 (13 Referrals), #16 (26 Referrals), #17 (1 Referral)

MASTER LIST OF RECRUITMENT SOURCES

(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	jware@dcc.edu	615 City Park Avenue	Baton Rouge	LA	70806 (504)
2	LA Dept of Labor		Teresia Baysseance	tbaysseance@ldol.state.la.us	1991 Wooddale Blvd.	Baton Rouge	LA	70806 (225)
3	Louisiana Association of Broadcasters		Lou Munson	lab@broadcasters.org	660 Florida Blvd.	Baton Rouge	LA	70801 (225)
4	LSU Manship School of Mass Comm		Maryann Sternberg	msternb@lsu.edu	Louisiana State University	Baton Rouge	LA	70803 (225)
5	MediaLine	X	Mark Shilstone	medialine@medialine.com	Box 51909	Baton Rouge	CA	93950 (800)
6	NCCJ Baton Rouge Region		Karen Futrell	kfutrell@nccj.org		Thibodaux	LA	70310 (985)
7	Nicholls University	X	Alaina Cavell	plac-ga1@nicholls.edu	906 East First Street	Baton Rouge	LA	70879 (225)
8	Sales & Marketing Executives		Teri White	smesec@eatel.net	P. O. Box 86336	Port Allen	LA	70402 (504)
9	Shiloh Baptist Church		Rev. Charles Smith	shilohbr@bellsouth.net	950 7th Street	Hammond	LA	70813 (225)
10	Southeastern University		Mike Applin	mappolin@selu.edu	P. O. Box 11345	Baton Rouge	LA	70813 (225)
11	Southern University		Maya Banks	mbanks@subr.edu	P. O. Box 9820	Baton Rouge	LA	70813 (225)
12	Xavier University			istrout@xula.edu	1 Drexel Drive	New Orleans	LA	70125 (504)

ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

- 13. WAFB/Raycom Websites www.raycommedia.com and www.wafb.com
- 14. Employee Referrals
- 15. Business Referrals
- 16. The Advocate/Times Picayune
- 17. Walk-Ins/Self

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 & Fall 2006

Describe Nature of Initiative:

Scholarship set up for Spring and Fall Semesters 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.

Date(s) of Initiative Event(s): November 2006 – January 2007

Describe Nature of Initiative:

Management course on harassment/discrimination issues to ensure compliance with FCC Regulations and promote quality standards at the station level.

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

Management and selected supervisors (selected by General Manager and Department Heads).

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.

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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 2006/Summer 2006/Fall 2006

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 Zamarlik (Marketing Manager)

News – Vicki Zimmerman (News Director), Robbie Chandler (Operations Manager)

Production – Brian Norman (Production Manager)

Sales – Vicki Kellum (General Sales Manager), Ellen Salmon (Local Sales Manager), Tommy Doherty (National Sales Manager)

Names of Station Personnel involved in Initiative:

Engineering – Dale Russell (Chief Engineer), Charles Lejeune (Asst Chief Engineer), and Kourtney Robillard-Thomas (MCO Supervisor)

Production – Brian Norman (Production Manager)

Marketing – Andree Zamarlik (Marketing Manager), Cheryl Craig (Art Director)

News – Vicki Zimmerman (News Director), Robb Hays (Assistant News Director), Robbie Chandler (News Operation Manager),

Sales – Vicki Kellum (GSM) and Ellen Salmon (LSM)

G & A – Nick Simonette (GM) and Angelle Dunegan (Business Manager)