

EEO PUBLIC FILE REPORT

WAFB-TV
2/01/2007 – 1/31/2008

***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]

Reporter (#1 – 16) [16]
Reporter (#1 – 16, 25) [25]
Research Director (#1-13, 15-17) [15]
Sales Assistant (#1-17) [13]
Account Executive (#1-17) [16]
Creative Services Director (#1-17) [15]
Sports Reporter (#1 – 17) [16]
Account Executive (#1-16) [15]
Marketing Producer (#1-17, 19-24) [15]

Total Interviewees for all Full-Time Positions

51

Number of Referrals From Sources Used

(#1-12) – 1
(#13) – 21
(#14) - 2
(#15) – 11
(#16) – 13
(#17) – 2
(#25) - 1

MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

LOCAL COMMUNITY SOURCES (including name of contact person, address and phone number)

Number	Organization	Requested	Contact	E-Mail	Address	City	State	Zip	Phone
1	Deigado Community College		Jean Ware	jbware@dcc.edu	615 City Park Avenue	Baton Rouge	LA		(504) 483-4114
2	LA Dept of Labor		Teresia Beysseance	ibeysseance@ldol.state.la.us	1991 Wooddale Blvd.	Baton Rouge	LA	70806	(225) 925-4311
3	Louisiana Association of Broadcasters		Lou Munson	lab@broadcasters.org	660 Florida Blvd.	Baton Rouge	LA	70801	(225) 267-4522
4	LSU Manship School of Mass Comm		Maryann Sternberg	msternb@lsu.edu	Louisiana State University	Baton Rouge	LA	70803	(225) 388-2336
5	MediaLine	X	Mark Shilstone	medialine@medialine.com	Box 51909	Pacific Grove	CA	93950	(800) 237-8073
6	NCCJ Baton Rouge Region		Karen Futrell	kfutrell@ncci.org					
7	Nicholls University	X	Alaina Cavell	plac-qa1@nicholls.edu	906 East First Street	Thibodaux	LA	70310	(985) 448-4508
8	Sales & Marketing Executives		Teri White	smesec@eatef.net	P. O. Box 86336	Baton Rouge	LA	70879	(225) 927-8014
9	Shiloh Baptist Church		Rev. Charles Smith	shilohbr@bellsouth.net	950 7th Street	Port Allen	LA		(225) 383-7436
10	Southeastern University		Mike Applin	mapplin@selu.edu	P. O. Box 11345	Hammond	LA	70402	(504) 549-5623
11	Southern University		Maya Banks	mbanks@subr.edu	P. O. Box 9820	Baton Rouge	LA	70813	(225) 771-2360
12	Xavier University			lstrout@xula.edu	1 Drexel Drive	New Orleans	LA	70125	(504) 483-7525

ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

13. www.wafb.com Websites www.raycommmedia.com and www.wafb.com
14. [Jobline](#)
15. [Employee Referrals](#)
16. [Business Referrals](#)
17. [The Advocate/Times Picayunne](#)
18. [Walk-Ins/Self](#)
19. [Black Enterprise](#)
20. [Diversity Inc.](#)
21. i-hispano.com
22. RetirementJobs.com
23. [Telemundo](#)
24. WomenforHire.com
25. TVJobs.com

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): August 15, 2007

Describe Nature of Initiative:

Job Fair hosted by WAFB at the Baton Rouge River Center. 50 Vendors attended and over 4,000 job-seekers – it was the largest job fair in the history of Baton Rouge.

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

WAFB was the sole sponsor of the Job Fair.

Names of Station Personnel involved in Initiative:

Nick Simonette, Angelle Dunegan, Robert Bienvenu, WAFB Sales Staff, WAFB Marketing Staff, WAFB Art Department, WAFB News Anchors/Reporters.

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

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 2007/Summer 2007/Fall 2007**

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.

Fall 2007 – 4 interns assigned to News

Fall 2008 – 3 interns assigned to News

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)

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 2007**

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.