

**EEO PUBLIC FILE REPORT
WAFB-TV Baton Rouge, LA
(February 01, 2008 – January 31, 2009)**

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]**

General Manager	(# 1-23, 25, 26)	Hiree: [# 19]
Weekend Meteorologist	(#1-23, 26)	Hiree: [# 17]
Anchor	(#1-23, 25, 26)	Hiree: [# 26]
Video Journalist	(#1-23, 26)	Hiree: [# 26]
Reporter	(#1-23)	Hiree: [# 17]
Account Executive	(#1-23, 25, 26)	Hiree: [# 17]
Traffic Asst.	(#1-23, 25, 26)	Hiree: [# 26]

Total Interviewees for all Full-Time Positions

(38) # of interviewees for full-time positions

(WAFB-TV)

Number of Interviewees From Referrals Sources Used:

15 (1 interviewee), #17 (14 interviewees), #19 (3 interviewee),
#25 (9 interviewees), #26 (11 interviewees)

Supplemental Outreach Activities:

See Attachment B

¹ The numbers correspond with the numbers in Attachment A.

(WAFB-TV)

MASTER LIST OF RECRUITMENT SOURCES

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

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

1. Delgado Community College, Jean Ware, 615 City Park Ave., Baton Rouge, LA 70806 (504) 483-4114, jbware@dcc.edu.
2. LA. Dept. of Labor, Teresia Beysseance, 1991 Wooddale Blvd., Baton Rouge, La 70806, (225) 925-4311, tbeysse_lance@ldol.state.la.us.
3. LA Assoc. of Broadcasters, Lou Munson, 660 Florida Blvd., Baton Rouge, LA 70801, (225)267-4522, lab@broadcasters.org.
4. LSU Manship School of Mass Comm, Maryann Sternberg, LSU, Baton Rouge, LA 70803, (225) 388-2336 msternb@lsu.edu.
5. MediaLine, Mark Shilstone, Box 51909, Pacific Grove CA 93950, (800) 237-8073, medialine@medialine.com.
6. NCCJ Baton Rouge Region, Karen Futrell, kfutrell@nccj.org.
7. Nicholls University, 906 East First St., Thibodaux, LA 70310, (985) 448-4508, plac-qa1@nicholls.edu.
8. Sales & Marketing Executives, Teri White, P.O. Box 86336, Baton Rouge, LA 70879, (225) 927-8014 smesec@eateel.net.
9. Shiloh Baptist Church, Rev. Charles Smith, 950 7th St., Port Allen, LA, (225) 383-7436, shilohbr@bellsouth.net.
10. Southeastern University, Mike Applin, P.O. Box 11345, Hammond, LA 70402, (504) 549-5623, mapplin@selu.deu.
11. Southern University, Mercedes Mackey, P.O. Box 9820, Baton Rouge, La 70813, (225) 771-2360 Mercedes_mackey@subr.edu
12. Xavier University, V. Davis, 1 Drexel Drive, New Orleans, LA 70124, (504) 483-7525, vdavis@xula.edu.
13. Diversity Websites, diversitysearch.com - enter username: jobs@raycommedia.com , password is jobs and click on log in.
14. National Association of Hispanic Journalists – NAHJ – <http://nahj.org/career/jobbank.html> go directly to posting a job Do not login at "Members" click on the link jobbank@nahj.org.
15. TV Jobs – www.tvjobs.com
16. National Association of Broadcasters Education Foundation – www.nabef.org
17. WAFB-TV website – www.wafb.com
18. WAFB-TV in-house posting – Bulletin Board
19. Raycom Media, Inc. website – www.raycommedia.com
20. Career Women – http://careerwomen.com/employer_access_resume.jsp

21. Diversity Search – http://diversitysearch.com/employer_access_resume.jsp
22. Native American Journalists Association – NAJA – www.naja.com Jeff Harjo jharjo@ou.edu
23. NABJ – National Association of Black Journalists (c/o Donna Tadlock, Raycom Media, Inc.)
24. Other/Self/Walk-ins
25. Other/Friend
26. Other/Employee
27. Other/Word of Mouth
28. WAFB-TV (psa spots)

**WAFB-TV Baton Rouge, LA
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

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

Describe Nature of Initiative:

Full-time job postings on minority websites.

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

All job openings in top 4 EEO categories are posted on the websites of media trade groups whose membership includes substantial participation by women and minorities, including:
Diversity Search
Career Women
National Association of Hispanic Journalists (NAHJ)
Asian American Journalists Association (AAJA)
Native American Journalists Association (NAJA)
National Association of Black Journalists (NABJ)

Names of Station Personnel involved in Initiative:

EEO Coordinator/Human Resources Dir., Anita Crouch

**WAFB-TV
DESCRIPTION OF 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. 2008 interns were assigned to news.

Fall 2008 – 3 interns assigned to News
Summer 2008 – 5 interns assigned to News

Names of Station Personnel involved in Initiative:

Vicki Zimmerman, News Director, Robb Hays, Assistant News Director,
Monica Craig, News Managing Editor/Assignment Desk

WAFB Baton Rouge, LA
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): May 7, 2008 and October 1, 2008

Describe Nature of Initiative: WAFB TV.Com Employment Expo

WAFB held a job fair to help local employees find the right candidates for open positions. WAFB had a booth.

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. Sixty (60) participating vendors for the May 7th Job Fair and Fifty-five (55) participating vendors for the Oct. 1st Job Fair received online promotion as well as three (3) free job listings on WAFB Classifieds.

Names of Station Personnel involved in Initiative:

Vicki Kellum, GSM, Sandy Breland, VP/GM, Robert Bienvenu, Internet Director, Aimee Harris (AE), Buddy Albert (AE), Brittney Hess (AE), Dan Davidson (AE), Ellen Salmon, LSM, Heidi Burris (AE), Jared Broussard (AE), Jennifer Waghalter (AE), Joe Sciortino (AE), John Burke, (AE), Joey Papania (AE), Kerrie Richmond (AE), Michele Percy, (AE), Tonia Henderson (AE), Anita Crouch, H/R Dir, Andree Zamarlik, Marketing Dir., Brian Norman, Production, Vicki Zimmerman, News Director, Robb Hays, Assistant News Director, WAFB Meteorologists and WAFB Anchors.

**WAFB-TV Baton Rouge, LA
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): December 2008

Describe Nature of Initiative: On-Line Discrimination Training Course

Provide training to management level personnel and supervisors as to methods of ensuring equal employment opportunity and preventing discrimination.

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

Management level personnel and supervisors had from December 9th to December 31, 2008 to complete the on-line course and print the completion certificate for the file.

Names of Station Personnel involved in Initiative:

Sandy Breland, VP/GM, Anita Crouch, EEO Coordinator & H/R Dir., Andree Zamarlik, Marketing Dir., Dale Runnels, Chief Engineer, Vicki Kellum, General Sales Manager, Vicki Zimmerman, News Director, Robert Chandler, News Operations Supervisor, Kirk Michelet, Production.