

EEO PUBLIC FILE REPORT
WAFB-TV Baton Rouge, LA
(February 01, 2010 – January 31, 2011)

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]

Creative Services/Marketing	(#1-25)	Hiree: [# 5]
Weekend Anchor/Reporter	(#1-25)	Hiree: [# 25]
News Producer, Web	(#1-25, 27)	Hiree: [# 27]
Asst. News Director	(#1-25)	Hiree: [# 24]
Sports Anchor/Reporter	(#1-25, 27)	Hiree [# 27]
Sales Account Executive	(#1-25)	Hiree: [# 24]
Sales Account Executive	(#1-25)	Hiree: [# 22]
Classified Sales	(#1-25)	Hiree: [# 22]

Total Interviewees for all Full-Time Positions

(35) # of interviewees for full-time positions

(WAFB-TV)

Number of Interviewees From Referrals Sources Used:

#5 (5 interviewees), #22 (4 interviewees), #24 (6 interviewees),
#25 (6 interviewees), #27 (14, 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 Assoc. of Broadcasters, Lou Munson, 660 Florida Blvd., Baton Rouge, LA 70801, (225)267-4522, lab@broadcasters.org.
3. LSU Manship School of Mass Comm, Maryann Sternberg, LSU, Baton Rouge, LA 70803, (225) 388-2336 msternb@lsu.edu.
4. MediaLine, Mark Shilstone, Box 51909, Pacific Grove CA 93950, (800) 237-8073, medialine@medialine.com.
5. Nicholls University, 906 East First St., Thibodaux, LA 70310, (985) 448-4508, plac-ga1@nicholls.edu.
6. Sales & Marketing Executives, Teri White, P.O. Box 86336, Baton Rouge, LA 70879, (225) 927-8014 smesec@eatel.net.
7. Shiloh Baptist Church, Rev. Charles Smith, 950 7th St., Port Allen, LA, (225) 383-7436, shilohbr@bellsouth.net.
8. Southeastern University, Mike Applin, P.O. Box 11345, Hammond, LA 70402, (504) 549-5623, mapplin@selu.deu.
9. Southern University, Mercedes Mackey, P.O. Box 9820, Baton Rouge, La 70813, (225) 771-2360 Mercedes_mackey@subr.edu
10. Xavier University, V. Davis, 1 Drexel Drive, New Orleans, LA 70124, (504) 483-7525, vdavis@xula.edu.
11. Louisiana State University, School of Journalism, Sales, kiwilson@lsu.edu.
12. Donna Tadlock, dtadlock@raycommedia.com.
13. ITT Tech Institute, kclark@itt-tech.edu.
14. CBL (LA Workforce) Malonna Peters, peters@cblouisiana.com
15. Louisiana College, roux@lacollege.edu.
16. University of North Texas, Phyllis Slocum, slocum@unit.edu.
17. S.I. Newhouse School of Public Communications, Karen Mcgee, Asst. Dean, kmcgee@syr.edu.
18. Arc Baton Rouge, Vocational Services, Randy Foil, rfoil@arcbatonrouge.org.
19. www.laworks.net click online service, user name WAFB; password, Conversion1; industry NAICS Code 515120.
20. Asian American Journalists Association AAJA, albertL@aja.org.

21. Native American Journalists Association – NAJA – www.naja.com Jeff Harjo, jharjo@ou.edu
22. WAFB-TV Jobline website – www.wafb.com
23. WAFB-TV in-house posting – Bulletin Board
24. Raycom Media, Inc. website – www.raycommedia.com
25. TVjobs.com
26. Other/Self/Walk-ins
27. Employee Referral
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
- 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. 2010 interns were assigned to News and Creative Services.

Fall 2010 – 3 interns assigned to News

Spring 2010 – 6 interns assigned to News

Summer 2010 – 3 interns assigned to News; 2 interns assigned to Creative Services.

Names of Station Personnel involved in Initiative:

Robb Hays, News Director; Robert Chandler, News Operations;
Monica Craig, News Managing Editor/Assignment Desk

WAFB Baton Rouge, LA
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): April, 2010 and October, 2010

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. Forty-two (33) participating vendors for the April 14th Job Fair and Thirty-two (28) participating vendors for the Oct. 20th Job Fair received online promotion as well as three (3) free job listings on WAFB Classifieds. (Vendor Lists attached)

Names of Station Personnel involved in Initiative:

Vicki Kellum, GSM, Sandy Breland, VP/GM, Robert Bienvenu, Internet Director, Brent Ledet, Creative Services Dir., Aimee Harris (AE), Buddy Albert (AE), Heather Alder (AE), Dan Davidson (AE), Ellen Salmon, LSM, Heidi Burris (AE), Allison Chung (AE), Jennifer Waghalter (AE), Joe Sciortino (AE), John Burke, (AE), Joey Papania (AE), Kerrie Richmond (AE), Mary LeBlanc, (AE), Kelly Miller (AE), Anita Crouch, H/R Dir, Lori Pickering, Classified Sales; Robb Hays News Director; WAFB Meteorologists and WAFB Anchors.

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

Date(s) of Initiative Event(s): June – July 2010

Describe Nature of Initiative:

Mayor Kip Holden's Office – Summer Minority Student Development (funded as part of the President's Stimulus Package)

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

Three minority students were sent to WAFB, by the Mayor's office to work up to 30 hours a week in the broadcasting arena. Each student learned all aspects of a Broadcasting television station.

Names of Station Personnel involved in Initiative:

Robb Hays, News Director; Brent Ledet, Creative Services; Chris Blades, Creative Services; Vicki Kellum, GSM; Paula Moore, Traffic Dir., Sandy Breland, GSM; Anita Crouch, H/R Dir.

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

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

Describe Nature of Initiative:

Career Day at Nichols State University, Louisiana

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

Sandy Breland, Gen. Mgr. of WAFB, sat on a panel discussing job opportunities in the field of Broadcast Television to college students at Nichols State University.

Names of Station Personnel involved in Initiative:

Sandy Breland, GM – VP, WAFB-TV

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

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

Describe Nature of Initiative:

Career Day at LSU, Baton Rouge, LA

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

Robb Hays, News Director, sat on a panel discussing the Broadcasting Television News opportunities. This was a program offered by the University to journalism students.

Names of Station Personnel involved in Initiative:

Robb Hays, News Director, WAFB-TV

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

Date(s) of Initiative Event(s): Spring 2010

Describe Nature of Initiative:

Women in Media in Louisiana

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

Women in Media held a luncheon and panel discussion on all forms of media. Discussed was the importance and availability of jobs in the media.

Names of Station Personnel involved in Initiative:

Sandy Breland, GM; Vicki Kellum, GSM; Ellen Salmon LSM

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

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

Describe Nature of Initiative:

LSU Student Media Board

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

Sandy Breland, GM, is a board member of the School of Journalism at LSU. This Board advises students in media (Newspaper, magazines, Radio and TV) And this Board is involved in selecting outstanding students as managers of all media areas at LSU.

Names of Station Personnel involved in Initiative:

Sandy Breland, GM, V-P, WAFB-TV

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

Date(s) of Initiative Event(s): December 2010

Describe Nature of Initiative:

Workplace Discrimination & Harassment Web-Seminar

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

Department Heads participated in the Discrimination & Harassment Web-Seminar on line.

Names of Station Personnel involved in Initiative:

Sandy Breland, GM; Vicki Kellum, GSM; Dale Russell, Chief Eng.; Brent Ledet, Creative Serv. Dir.; Robb Hays, News Director; Anita Crouch, H/R Dir.