

EEO PUBLIC FILE REPORT¹
WAFB-TV Baton Rouge, LA
(February 01, 2013 – January 31, 2014)

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)²
[With Hiree's Recruitment Source Noted in Brackets]

News Photographer	(#1-24, 27-29, 31)	Hiree: [# 31]
News Producer	(#1-21, 23-25, 27-31, 34, 35)	Hiree: [# 28]
News Producer	(#1-21, 23-25, 27-31, 34, 35)	Hiree: [# 31]
Sales Traffic Assistant	(#1-25, 27-29, 31, 32, 34, 35)	Hiree: [# 31]
Sales Account Executive	(#1-21, 23-25, 27-29, 31, 34, 35)	Hiree: [# 27]
News Reporter	(#1-24, 27-31)	Hiree: [# 31]
Sales Account Executive	(#1-29, 31, 32, 34, 35)	Hiree: [# 29]
Sales Account Executive	(#1-29, 31, 32, 34, 35)	Hiree: [# 31]
Sales Assistant	(#1-21, 23-25, 27-29, 31, 32, 34, 35)	Hiree: [# 2]
Sales Account Executive	(#1-29, 31, 32, 34, 35)	Hiree: [# 29]
News Sports Reporter	(#1-25, 27-29, 31, 32, 34, 35)	Hiree: [# 31]
Sales Account Executive	(#1-25, 27-29, 31, 32, 34, 35)	Hiree: [# 31]
Digital Sales Specialist	(#1-21, 23-25, 27-29, 31, 32, 34, 35)	Hiree: [# 27]
Sales Account Executive	(#1-25, 27-29, 31, 32, 34, 35)	Hiree: [# 2]
Assistant News Director	(#1-21, 23-25, 27-29, 31, 32, 34, 35)	Hiree: [# 31]
News Assignments Mgr.	(#1-21, 23-25, 27-29, 31-35)	Hiree: [# 27]
Local Sales Manager	(#1-25, 27-29, 31, 32, 34, 35)	Hiree: [# 27]
News Producer	(#1-21, 24, 25, 27-32, 34, 35)	Hiree: [#31]

Total Interviewees for all Full-Time Positions

(66) # of interviewees for full-time positions

(WAFB-TV)

Number of Interviewees from Referrals Sources Used:

#2 (10 interviewees), # 27 (15 interviewees), #28 (8 interviewees),
 #29 (12 interviewees), #30 (4 interviewees), #31 (17 interviewees)

Supplemental Outreach Activities:

See Attachment B

¹ This EEO Public File Report was edited on 7-23-14 to address clerical errors.
² The numbers correspond with the numbers in Attachment A.

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@lsu.edu
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, klwilson@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@unt.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. Collective talent.com, Michael Bille; bille@michaelsmedia.com
20. Michelle Southern, Michellesouthernvoice.com, lsumichelle@gmail.com
21. Strategic IT Staffing, Jennifer Viley, Acct. Mgr.; jennifer@strategicitstaffing.com
- *22. National Association of Hispanic Journalists NAHJ – <http://www.nahjcareercenter.com>
- *23. Asian American Journalists Association AAJA, marcias@aaja.org.

- *24. Native American Journalists Association – NAJA – www.naja.com Office Managers – jharjo@ou.edu; or mark-dreadfulwater@cherokee.org; or dvalentino@naja.com; or rebeccalandsberry@naja.com.
- *25. National Association of Black Journalists NABJ keiona.davis@boxwoodtech.com
- 26. www.laworks.net
- 27. WAFB-TV Jobline website – www.wafb.com
- 28. WAFB-TV Bulletin Board
- 29. Raycom Media, Inc. website – www.raycommedia.com
- 30. markch@tvjobs.com
- 31. Other/employee/friend/client
- 32. Southeastern University - rick.settoon@selu.edu
- 33. Career Builders - lorie.moore@careerbuilder.com
- 34. Loyola University, New Orleans, LA - career@loyno.edu
- 35. Advantage Personnel – Clerical/IT Employment Consultant, Baton Rouge, LA - hope@advantage-inc.com

Attachment B
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:

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 Baton Rouge, LA
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. 2013 interns were assigned to News and Marketing.

Fall 2013 – 9 interns assigned to News; 1 intern assigned to Marketing

Spring 2013 – 10 interns assigned to News; 1 intern assigned to Marketing

Summer 2013 – 12 interns assigned to News; 2 interns assigned to Marketing.

Names of Station Personnel involved in Initiative:

Robb Hays, News Director; Robert Chandler, News Operations;
Matt Stanley, News Intern Coordinator; Brent Ledet, Marketing Director

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

Date(s) of Initiative Event(s): April , 2013

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. Thirty-seven (37) participating vendors for the April Job Fair who received online promotion as well as three (3) free job listings on WAFB Classifieds. Business included: AXA Advisors, All Star Automotive, Associated Grocers, AutoZone, Baton Rouge General Medical Center, Baton Rouge Police Department, Belle of Baton Rouge Casino & Hotel, Buffalo Wild Wings, Burger King, Capitol One, CC's Community Coffee House, DMC Carter Chambers, D.R. Horton, Delta College, Diesel Driving Academy, Dollar General, First Louisiana Insurance, Hamilton Relay, Healthcare Services Group, Home Bank, James Construction, Just Stringz, L'Auberge Casino & Hotel, Pizza Hut, Postlethwaite & Netterville, Price LeBlanc, Inc., RaceTrac Petroleum, Republic Services, Raising Cane's Chicken Fingers, Remington College, Spherion Staffing Services, US Army, US Health Advisors, Virginia College, Waffle House, Wayne Stabler Companies, Wellcare, Westaff, WAFB.

Names of Station Personnel involved in Initiative:

Vicki Kellum, GSM, Sandy Breland, VP/GM, Robert Biennu, Internet Director, Brent Ledet, Marketing Dir., Buddy Albert AE; Will Gould, Digital Sales; Laney King, Digital Mkt. Mgr; Bobbie Coates, AE; Dana McLin, AE; Erika Hoyt, AE; Ellen Salmon, LSM; Heidi Burris, AE; Mary LeBlanc, AE; Mary McKnight, Sales Asst.; Kelly Miller, AE; Anita Crouch, H/R Dir; WAFB Meteorologists and WAFB Anchors.

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): June – July 2013

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, Marketing; Chris Blades, Marketing; Vicki Kellum, GSM; Paula Moore, Traffic Dir.; Sandy Breland, GSM; Anita Crouch, H/R Dir.

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):

Matt Stanley, News Producer, 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:

Matt Stanley, News Producer, WAFB-TV

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Spring 2013

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

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): 2013

Describe Nature of Initiative:

College Career Day Program – Loyola University

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

WAFB's General Manager and News Director spoke and participated in Loyola University's Career Day Program.

Names of Station Personnel involved in Initiative:

Sandy Breland, General Manager, and Robb Hays, News Director