

**EEO PUBLIC FILE REPORT
WAFB-TV Baton Rouge, LA
(February 01, 2014 – January 31, 2015)**

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 Hires' Recruitment Source Noted in Brackets]**

Marketing Producer	[# 1-20, 22-32, 39]	Hiree: (# 27)
Director	[# 1-20, 23-32, 39]	Hiree: (# 25)
Sales Account Executive	[# 1-20, 22, 23, 25-29, 31, 32, 39]	Hiree: (# 39)
Local Sales Manager	[# 1-10, 12-31, 37, 38, 39]	Hiree: (# 27)
Assistant Chief Engineer	[# 1-10, 12-20, 22-29, 31, 39]	Hiree: (# 39)
Sales Digital Mkt Mgr	[# 1-10, 12-20, 22-31, 39]	Hiree: (# 25)
News Producer	[# 25-27, 39]	Hiree: (# 27)
Sales Account Executive.	[# 1-10, 12-29, 31, 35, 39]	Hiree: (# 39)
News Photographer/MMJ	[# 1-33, 36-39]	Hiree: (# 27)
Sales Account Executive	[# 1-10, 12-29, 31, 35, 39]	Hiree: (# 39)
Marketing Producer	[# 1-10, 12-31, 35, 39]	Hiree: (# 28)
Sales Account Executive	[# 1-10, 12-29, 31, 35, 39]	Hiree: (# 39)
Local Sales Manager	[# 1-29, 31-35, 39]	Hiree: (# 27)
Reporter/MMJ	[# 1-29, 31-34, 39]	Hiree: (# 27)

Total Interviewees for all Full-Time Positions

(50) # of interviewees for full-time positions

(WAFB-TV)

Number of Interviewees from Referrals Sources Used:

2 (2 interviewees), #25 (8 interviewees), #26 (2 interviewees),
27 (16 interviewees), #28 (2 interviewees), #39 (20 interviewees)

Supplemental Outreach Activities:

See Attachment B

Attachment A

(WAFB-TV)

¹ The numbers correspond with the numbers in Attachment A.

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, Polly Johnson, 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. LSU, Dept. of Communication Studies, Mike Applin, 117-A Prescott Hall, Baton Rouge, LA 70803 (225) 578-6079, 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, kwilson@lsu.edu.
12. ITT Tech Institute, kclark@itt-tech.edu.
13. CBL (LA Workforce) Malonna Peters, peters@cblouisiana.com
14. Louisiana College; roux@lacollege.edu.
15. University of North Texas, Phyllis Slocum, slocum@unt.edu.
16. S.I. Newhouse School of Public Communications; Karen Mcgee, Asst. Dean, kmcgee@syr.edu.
17. Arc Baton Rouge, Vocational Services, Randy Foil, rfoil@arcbatonrouge.org.
18. Collective talent.com, Michael Bille; bille@michaelsmedia.com
19. Michelle Southern, Michellesouthernvoice.com, lsumichelle@gmail.com
20. Strategic IT Staffing, Jennifer Viley, Acct. Mgr.; jennifer@strategicitstaffing.com
- 21.* National Association of Hispanic Journalists NAHJ – <http://www.nahjcareercenter.com>
- 22.* Asian American Journalists Association AAJA, marcias@aja.org.
- 23.* Native American Journalists Association – NAJA – www.naja.com Office Managers – dvalentino@naja.com; or rebeccalandsberry@naja.com.
- 24.* National Association of Black Journalists NABJ keiona.davis@boxwoodtech.com

25. WAFB-TV Jobline website – www.wafb.com
26. WAFB-TV Bulletin Board
27. Raycom Media, Inc. website – www.raycommedia.com (dtadlock@raycommedia.com)
28. markch@tvjobs.com; or march@tvjobs.com.
29. Southeastern University, The Southeastern Channel (985) 549-2418 - rick.settoon@selu.edu.
30. Career Builders - lorie.moore@careerbuilder.com
31. Loyola University, New Orleans, LA - career@loyno.edu
32. Advantage Personnel – Clerical/IT Employment Consultant, Baton Rouge, LA - hope@advantage-inc.com
33. gardereinitiative@gmail.com
34. jobs-noreply@linkedin.com
35. TV.org
36. slizik@602communications.com
37. stevestoltz@newscheckmedia.com
38. ad@spotsndots.com
39. Other/employee/friend/client

**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-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. 2014 interns were assigned to News, Marketing and Digital.

Fall 2014 – 6 interns assigned to News; 3 interns assigned to Digital.
Spring 2014 – 8 interns assigned to News; 1 intern assigned to Marketing.
Summer 2014 – 8 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, Digital Media Dir., Chris Blades, Marketing Director

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

Date(s) of Initiative Event(s): April, 2014

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-one (41) participating vendors for the April Job Fair who received online promotion as well as three (3) free job listings on WAFB Classifieds. Businesses included: All Star automotive Group, Associated Grocers, Inc., AXA Advisors, Baton Rouge General Hospital, Baton Rouge Police Department, The Belle of Baton Rouge Hotel and Casino, Buffalo Wild Wings, Burger King, Camelot College, CarMax, Cellular Sales/Verizon Wireless, Delta College, Diesel Driving Academy, Dollar General Stores, East Baton Rouge Sheriff's Department, Ferrara Fire Apparatus, Inc. Guardian Compliance, H&E Equipment, Hamilton Relay, JM Test Systems, Lafayette General Health, L'Auberge of Baton Rouge, Louisiana CAT, Louisiana Commission on Human Rights, Nottingham Regional Rehab Center, Pat's Cajun Seafood & Steak, Petrin Corporation, RaceTrac, Raising Cane's, Remington College, Republic Services, SGS Petroleum, Spherion, Titan ISC, U.S. Army, U.S. Health Advisors, U.S. Marines, Waffle House, Westaff.

Names of Station Personnel involved in Initiative:

Vicki Kellum, GSM; Lee Meredith, VP/GM; Robert Bienvenu, Internet Dir.; Brent Ledet, Dir. New Media; Chris Blades, Marketing Dir.; Laney Kin, AE; Bobbie Coates, AE; Dana McLin, AE; Ellen Salmon, LSM; Heidi Burris, AE; Mary LeBlanc, AE; Mary McKnight, AE; Kelly Miller, AE; Anita Crouch, H/R; Chris Campbell, AE; Nakisha McMillan, Digital Sales; Rachael Doyle, AE; Tommy Doherty, NSM; WAFB Meteorologists and WAFB Anchors.

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

Date(s) of Initiative Event(s): June – July 2014

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):

Kentrea' George, a minority student, was sent to WAFB, by the Mayor's office, to work up to 30 hours a week in the broadcasting arena. The student learned all aspects of a Broadcasting television station.

Names of Station Personnel involved in Initiative:

Robb Hays, News Director; Brent Ledet, New Media; Chris Blades, Marketing; Vicki Kellum, GSM; Paula Moore, Traffic Dir.; Lee Meredith, GSM; Anita Crouch, H/R.

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

Date(s) of Initiative Event(s): Spring 2014

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, manned a booth, and discussed the Broadcasting Television News opportunities with all attendees. This was a program offered by the University to journalism students.

Names of Station Personnel involved in Initiative:

Matt Stanley, News Producer, WAFB-TV

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

Date(s) of Initiative Event(s): August 2014

Describe Nature of Initiative:

NABJ, Boston MA

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

News Director went to a conference July 30 – Aug 3, 2014 to help in recruiting African American talent for WAFB-TV.

Names of Station Personnel involved in Initiative:

Robb Hays, News Director, WAFB

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

Date(s) of Initiative Event(s): Quarterly 2014

Describe Nature of Initiative:

LSU Student Media Board

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

Donna Britt, News Anchor, WAFB, 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. The Board is also involved in forming policies.

Names of Station Personnel involved in Initiative:

Donna Britt, 6 & 10 News Anchor, WAFB-TV