

Station call Letters

WAFB

EEO PUBLIC FILE REPORT

February 1, 2015 - January 31, 2016

II. MASTER LIST OF RECRUITMENT SOURCES

Sources with an asterisk () denote organizations that requested notification of job vacancies

<u>*Source Number</u>	<u>Organization</u>	<u>Contact Person</u>	<u>Mailing/Email Address</u>	<u>Website</u>	<u>Phone Number</u>	<u>Number of Interviews</u>
1	La Assoc. Of Broadcasters	Polly Johnson	lab@broadcasters.org		225-267-4522	
2	LSU Manship Sch of Mass Comm.	Maryann Sternberg	msternb@lsu.edu		225-388-2336	
3	Medialine	Mark Shilstone	Medialine@medialine.com		800-237-8073	
4	Sales & Marketing Executives	Teri White	smesec@earth.net		225-927-8014	
5	LSU Dept. of Communication Suidies	Mike Applin	mapplin@lsu.edu		225-578-6079	
6	Southern University	Mercedes Mackey	Mercedes.mackey@subr.edu		225-771-2360	
7	Xavier University	V. Davis	vdavis@xula.edu		504-483-7525	
8	ITT Tech Institute	K Clark	kclark@itt-tech.edu		225-754-5800	
9	University of North Texas	Phyllis Slocum	slocum@unt.edu		940-565-2000	

10	S.I. Newhouse School of Communications	Karen McGee	kmcgee@svr.edu		315-443-2302	
11	Arc B.R. Vocational Services	Randy Foil	rfoil@arcbatonrouge.org		225-293-3196	
12	Collective Talent	Michael Bille	bille@michaelsmedia.com		813-254-9695	
13	Michelle Southern Voice	Michelle Southern	ismichelle@gmail.com			
14	Strategic IT Staffing	Jennifer Viley	jennifer@strategicstaffing.com			
*15	Beyondtek IT	Nathan Duong	nathan@beyondteki.com		714-572-1544	
16	Broadcast Employment Services	Mark C Holloway	markch@tvjobs.com			
17	Southeastern University	Rick Settoon	rick.settoon@seu.edu		985-549-2418	
18	Loyola University		career@loyno.edu		504-855-3860	
19	Advantage Personnel	Hope	hope@advantage-inc.com			
20	Gardere Initiative		gardereinitiative@gmail.com		225-769-0305	
21	Native American Journalists Assoc	Rebecca Landsberry	rvalentino@naja.com / RebeccaLandsberry@naja.com	www.naja.com		
22	National Association of Hispanic Journalists			www.Nahicareercenter.com		
23	Asian American Journalists Association			www.AAJA.org		
24	Spots-N-Dots	Gene McKay	ads@spotndots.com			
25	Mediabistro.com		mediabistro.com			
26	Career Builders	Lorie Moore	Lorie.Moore@CareerBuilder.com			
27	602 Communications		slizik@602communications.com			
28	Newscheck Media	Steve Stoltz	stevestoltz@newscheckmedia.com			
29	TVB		TVB.org			
30	LinkedIn		jobs-noreply@linkedin.com			
31	WAFB-TV Jobline			www.wafb.com		

32	WAFB-TV Bulletin Board					
33	Raycommmedia, Inc			www.raycommmedia.com		
34	Other/Employer/Friend/Client					
35	Shiloh Baptist Church	Rev. Charles Smith	shilobr@bellsouth.net		225-383-7436	
36	Nicholls University		plac-gall1@nicholls.edu		985-448-4508	
37	LSU School of Journalism, Sales	K Wilson	kiwilson@lsu.edu			
38	CBL (LA Workforce)	Maloma Peters	peters@cblouisiana.com			
39	Louisiana College		foux@acollege.edu			
*40	Louisiana Job Connection	Brian Longsteet		www.LouisianaJobCo.nnection.com	225-281-0173	
*41	Media Match Magazine	Anna		www.media-match.com		
42	National Association of Black Journalist			www.nabjcareers.com		

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III. 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. 2015 internes were assigned to News, Marketing and Digital.

Fall 2015 – 9 interns assigned to News

Spring 2015 – 7 interns assigned to News; 1 intern assigned to Digital; 2 interns assigned to Marketing

Summer 2015 – 9 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 Leder, Digital Media Dir.; Chris Blades, Marketing Dir.

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 17, 2015

Describe Nature of Initiative:

LSU Student Media Discussion. Met with panel of LSU students to discuss Digital Content production opportunities and candidates.

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

Local Media, including representatives from Print and Digital outlets. LSU Student Media, BREC, The Advocate and NOLA.COM. -

Names of Station Personnel involved in Initiative:

Brent Ledet – Director of Digital Media

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): June – July 2015

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):

Talyn Smith, Cameron Green & Derrick Dabney, minority students, were sent to WAFB, by the Mayor's office, to work up to 30 hours a week in the broadcasting arena. The students learned all aspects of a Broadcasting television station.

Names of Station Personnel involved in Initiative:

Robb Hayes, News Director; Brent Ledet, Director of Digital Media; Chris Blades, Marketing Director; Vicki Kellum, GSM; Lee Meredith, GM and Anita Crouch, H/R

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): July 17, 2015

Describe Nature of Initiative:

LeadershipU at Louisiana State University

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):
News Director Robb Hays took part in "LeadershipU" at Louisiana State University. He spoke to about 30 high school students from around the country about careers in journalism and opportunities with Raycom Media.

Names of Station Personnel involved in Initiative:

Robb Hays, News Director, WAFB-TV

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): April 15, 2015

Describe Nature of Initiative:

WAFB-TV.Com Employment Expo

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 (30) 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, Baton Rouge Police Department, Associated Grocery, Baton Rouge General Hospital, Belle of Baton Rouge Hotel & Casino, Buffalo Wild Wings, Burgersmith, Cox Entertainment, Diesel Driving Academy, Hamilton Relay, Healthcare Services, L' Auberge of Baton Rouge, Mo Hair, Burger King, Smoothie King, Trinity Marine, United States Army Corp., Waffle House, Walmart, Ferrara Fire Apparatus, Albertson Supermarket, Northwestern Mutual, United States Marines Corp., New Orleans Police Department, Delta College, JM Test Systems, Spherion, Walgreens, Satellite Country and Republic Services.

Names of Station Personnel involved in Initiative:

Lee Meredith, VP/GM; Vicki Kellum, GSM; Chris Venetus, LSM; Chris Tingle, LSM; Josh Jackson, Digital Sales Spec.; Tommy Doherty, NSM; Brent Ledet, Dir. New Media; Chris Blades, Marketing Dir.; Laney King, AE; Bobbie Coates, AE; Heidi Burris, AE; Mary McKnight, AE; Chris Campbell, AE; Rachael Doyle, AE; Joni David, AE; Sally McCloud, AE; Austin Williams, AE; Paul Farnham, AE; Rebecca Landry, Digital Sales; Ashley Vaughn, Digital Sales Assistant; Rachael Hughes, Sales Assistant; Anita Crouch, HR; WAFB Meteorologists and WAFB Anchors.

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ March 5, 2015 _____

Describe Nature of Initiative:

Recruiting day at Southeastern Louisiana University

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

WAFB had a group of department managers attend a recruiting day at Southeastern Louisiana University. They met with 25-30 students (ranging from sophomores to seniors) who are interested in pursuing a career in broadcasting.

They handed out literature that details the opportunities they have at our company Raycom Media, they viewed and critiqued their work and for the marketing/commercial production students they took steps to begin an internship program with the University. They spent about 3 hours talking to the students.

Names of Station Personnel involved in Initiative:

Chris Blades, Marketing Director; Robb Hays, News Director; Vicki Zimmerman, Regional News Director & Kirk Michelet, Supervisor