

February 2020

EEO PUBLIC FILE REPORT

WBRZ-TV/KBTR-CD

February 1, 2019 through January 31, 2020

(Note: 12-month period determined by FCC license renewal filing date and not on calendar basis)

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

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

Appendix A includes a list of recruitment sources which includes business name, contact name, email address, telephone and fax number, and address. In an on-going effort to keep this list current for the purpose of diversity, other local television station's yearly recruitment sources list is reviewed. Any organizations they may list that may be unknown to this station's human resources office are researched for the purpose of being added to our contact list.

FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED (#'s in parenthesis) [Hiree's Recruitment Source in Brackets]

Photojournalist #1	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[21]
Newscast Director	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[21]
Master Control Operator	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 71, 77-79)	[20]
Producer	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[20]
Photojournalist	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[29]
Weekend Sports Anchor	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[20]
Multimedia Journalist	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[20]
Graphics Design Operator	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[21]
Chief Engineer	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 71, 77-79)	[21]
Multimedia Journalist	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[21]
Producer	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[41]
Master Control	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 71, 77-79)	[20]
Production Editor	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 62, 64, 71, 77-79)	[41]
Web Producer	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[6]
Multimedia Journalist	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[20]
Photojournalist #2	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 70-71, 77-79)	[21]
Master Control Operator	(3-11, 14, 16, 19-22, 24, 28, 38, 43-44, 51, 64, 71, 77-79)	[20]

TOTAL INTERVIEWS FOR FULL-TIME POSITIONS: 65

NUMBER OF REFERRALS FOR INTERVIEWEES BY RECRUITMENT SOURCES:

<u>Recruitment Source</u>	<u>Referrals</u>
#7	1
#20	19
#21	20
#29	2

#41	7
#43	5
#44	5
#70	5
#80	1

SUPPLEMENTAL OUTREACH ACTIVITIES:

The following contains a brief description of activities from the FCC menu of outreach initiatives undertaken during the reporting period, including station personnel involved in the activities.

- **Participation in at least four job fairs by station personnel who have substantial responsibility for hiring decisions.**

Date(s): See list

Brief description of activities undertaken to fulfill initiative:

February 13, 2019

Director of Human Resources and HR Assistant attended the Career Expo at **Louisiana State University**.

February 20, 2019

Director of Human Resources and HR Assistant attended Spring Career Exploration Day at **Southern University**.

March 26, 2019

Director of News attended 2019 **LSU School of Journalism** Networking Night at Manship. WBRZ participated as a sponsor.

July 17-19, 2019

WBRZ secured a membership at sponsorship level in Louisiana Association of Colleges and Employers (LACE). Director of Human Resources and HR Assistant attended LACE / Mississippi Association of Colleges and Employers (MACE) Conference. LACE's mission is to build a greater understanding and cooperation between colleges/universities and employers in their combined placement efforts, to foster professional development, and to promote high standards of ethical practices in the State of Louisiana.

September 11, 2019

Director of Human Resources and HR Assistant attended Fall Career Expo at **Louisiana State University**.

September 18, 2019

Director of Human Resources and HR Assistant attended the Fall Career Exploration Day at **Southern University**.

Name(s) of Station Personnel Involved in Initiative:

Jennifer C. Dartez, Director of Human Resources
 Cagney Blanchard, Finance/HR Assistant
 Lee Polowczuk, Director of News

- **Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.**

Date(s) On-going annually for Spring, Summer, and Fall Semesters

Brief description of activities undertaken to fulfill initiative:

WBRZ established and maintains an internship program to assist students interested in acquiring the necessary skills to pursue a career in broadcasting. Participating universities include Louisiana State University, Southern University in Baton Rouge and Southeastern University in Hammond. Students from out-of-town or out-of-state universities may also participate in the summer semester. Interns are enrolled in an internship or independent study course for grade and curriculum credit, and WBRZ managers provide written evaluations of the interns' progress as requested.

Spring 2019 Interns - 6

News – 3 Production – 1 Marketing – 2

Summer 2019 Interns - 5

News – 3 Production – 1 Marketing – 1

Fall 2019 Interns - 7

News – 4 Human Resources – 1 Marketing – 2

Name(s) of Station Personnel Involved in Initiative:

James “Rocky” Daboval, General Manager
 Jennifer C. Dartez, Director of Human Resources
 Ed Ball, Director of Production
 Noah Kozinko, Director of Marketing
 Lee Polowczuk, Director of News
 Trey Schmaltz, Assistant Director of News

- **Participate in scholarship programs directed at students desiring to pursue a career in broadcasting.**

Date(s) June 1 through May 31 annually

Brief description of activities undertaken to fulfill initiative:

WBRZ established a scholarship with Louisiana State University for a graduating senior from the Manship School of Mass Communications to be employed by WBRZ for a period of one year as an Apprentice. The Apprentice is given broad overall exposure to the functioning of a television station, with opportunities to work in various positions found in a successful TV newsroom.

Name(s) of Station Personnel Involved in Initiative:

James “Rocky” Daboval, General Manager
 Jake Manship, Director
 Ralph Bender, Chief Financial Officer
 Jennifer C. Dartez, Director of Human Resources
 Lee Polowczuk, Director of News
 Trey Schmaltz, Assistant Director of News

Date(s) November 1, 2019 through February 2, 2020

Brief description of activities undertaken to fulfill initiative:

Director of Human Resources posts the Louisiana Association of Broadcasters’ Scholarship Application and information on station main bulletin board, including sending an email to all station personnel. The Human Resources department is available to assist students in the application process. LAB makes available up to \$8,000 annually. Two students enrolled and attending class full-time in a broadcast curriculum at a Louisiana four-year college will receive equivalent to \$2,000 per semester, totaling \$4,000 for the academic year. Scholarship recipients will be announced at the 2020 LAB Prestige Awards on March 10, 2020.

Name(s) of Station Personnel Involved in Initiative:

James “Rocky” Daboval, General Manager
 Jennifer C. Dartez, Director of Human Resources
 Jake Manship, Director

- **Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.**

Date(s) On-going

Brief description of activities undertaken to fulfill initiative:

WBRZ-TV routinely schedules community appearances by TV News/Station personnel and/or attends community events.

WBRZ-TV anchors and reporters participate in events that promote broadcast employment development. WBRZ-TV personnel include discussions regarding their careers, the broadcast industry and educational preparation for a career in broadcast media during these events.

DATE	ANCHOR/REPORTER	SUBJECT
01-24-2019	Jennifer Dartez	HR Director attended the Delta College of Arts and Technology Career Fair. Spoke with students and faculty about opportunities at a news station in Graphic Design.
02-20-2019	John Pastorek	Student shadowed me throughout the workday to learn about a News station.
02-28-2019	Ashley Fruge	Read to students at Jefferson Terrace Elementary for “Read Across America Week”.
03-01-2019	Chris Nakamoto	Read to fifth graders for Dr. Seuss Day at Jefferson Terrace Elementary.
03-30-2019	Sylvia Weatherspoon	Guest at the Mary Poppins Production at the Dunham School.
05-21-2019	Matt Callihan	Weather presentation to students at Jackson Elementary.
07-03-2019	Josh Eachus	Hosted Wesson, the future Weatherman!
09-17-2019	Josh Eachus	Visited with the St. Aloysius Child Care students and teachers to discuss meteorology.

Name(s) of Station Personnel Involved in Initiative:

Matt Callihan
Jennifer Dartez
Josh Eachus
Ashley Fruge
Chris Nakamoto
John Pastorek
Sylvia Weatherspoon

- **Participation in events or programs sponsored by other community groups interested in broadcast employment issues.**

DATE	ANCHOR/REPORTER	SUBJECT
01-09-2019	Sylvia Weatherspoon	Attended the Rotary Club of Baton Rouge Meeting with Guest Speaker Mayor Sharon Weston Broome who delivered the State of the City Address.
02-01-2019	Ashley Fruge	Participated in the "Go Red for Woman" Heart Health Runway Show.
03-12-2019	Chris Nakamoto	Keynote Speaker at the District Banquet for the Boy Scouts of America.
04-27-2019	Brandi Harris	Dancer for the Dancing For Big Buddy gala fundraiser.
06-09-2019	John Pastorek	Host for the 2019 St. Jude broadcast to give away the St. Jude Dream home.
09-28-2019	Sylvia Weatherspoon	MC for "Swinging for a Cure" Breast Cancer Research Fundraiser held at The Cottages at The Bluffs.
11-01-2019	Brittany Weiss	MC for the March of Dimes Signature Chef's Auction at Embassy Suites.
11-07-2019	Sylvia Weatherspoon	Eulogy Presenter at Memorial for Holly Clegg at B'Nai Israel Temple.
11-08-2019	Sylvia Weatherspoon	WBRZ Representative at the Elvin Howard Pancreatic Cancer Fundraising Banquet at the Crowne Plaza Hotel.
11-09-2019	Chris Nakamoto	MC for the Sadie Roberts Joseph Veterans Day Program.

Name(s) of Station Personnel Involved in Initiative:

Ashley Fruge
Brandi Harris
Chris Nakamoto
John Pastorek
Sylvia Weatherspoon
Brittany Weiss

Master List of Recruitment Sources (Appendix A)

(Sources with an asterisk (*) denote organizations that requested notification of full-time vacancies.)
February 1, 2019 through January 31, 2020

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
1.	The Advocate	Classified Department	classifieds@theadvocate.com	225-388-1111 225-383-0136	10705 Rieger Road	Baton Rouge, LA 70809
2.	The Advocate Online	Automatically posted with ad placed through the Advocate	classifieds@theadvocate.com	225-383-1111		Baton Rouge, LA
3.	LA Workforce Commission Job Service		www.laworks.net	225-925-4312 225-925-1845F	1991 Wooddale Blvd.	Baton Rouge, LA 70806
4.	LSU Olinde Career Center	Careercenter.lsu.edu Amy Caillouet	www.Joinhandshake.com	225-578-2162 225-578-5627	158 LSU Student Union	Baton Rouge, LA 70803
5.	LSU Manship School of Mass Comm	Roxanne Dill Mary Ann Sternberg; Tad Odell	rdill1@lsu.edu msternb@lsu.edu ; todell@lsu.edu ;	225-578-1899 225-578-9295	211 Journalism Bldg.	Baton Rouge, LA 70803
6.	Southeastern Universtiy Dept of Language and Communications	Dr. Lucia Harrison	lharrison@southeastern.edu	985-549-2105 985-549-5407F	SLU Box 10719	Hammond, LA 70402
7.	Southeastern University Mass Comm Dept/The Southeastern Channel	Rick Settoon General Manager	rick.settoon@selu.edu	985-549-2418	SLU Box 12872	Hammond, LA 70402
8.	Southern University Career Services	Tamara Montgomery, Director	tamara_montgomery@subr.edu	225-771-2200 225-771-3272F	P. O. Box 10980	Baton Rouge, LA 70813
9.	Southern University Dept of Mass Comm	Dr. Mahmoud Braima, Chairman	mahmoud_braima@subr.edu yolanda_campbell@subr.edu	225-771-5644 225-771-4943F	P. O. Box 9770	Baton Rouge, LA 70813
10.	Southern University Office of Media Relations	Edward Pratt, Assistant to the Chancellor	edward_pratt@subr.edu	225-771-4545 225-771-6262F	P. O. Box 9254	Baton Rouge, LA 70813
11.	Louisiana Association of Broadcasters/LAB Employment Clearinghouse	Polly P. Johnson Suzette Daniel	laura@broadcasters.org ; suzette@broadcasters.org	225-267-4522 225-267-4329F	660 Florida St.	Baton Rouge, LA 70801

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
12.	National Alliance of State Broadcasters Assoc.	Careerpage.org				
13.	National Association of Black Journalist (NABJ)	NABJobsOnline	nabjcareers.org	301-405-0248 301-314-1714F	1100 Knight Hall, Ste. 3100	College Park, MD 20742
14.	BR Area Association of Black Journalists	Michelle McCalope, President	brareaabj@gmail.com	225-678-1472	Facebook.com/BRA ABJ	Baton Rouge, LA
15.	Camelot Career College	Ronnie Williams	camelotcollege.com	225-928-3005 225-927-3794F	2618 Wooddale Blvd, Ste A.	Baton Rouge, LA 70805
16.	Delta College of Arts & Technology	Regina Milton	rmilton@deltacollege.com	225-928-7770 EXT. 237 Fax 927-9096	7380 Exchange Place	Baton Rouge, LA 70806
17.	Remington College	Remingtoncollege.edu		225-240-7049	4520 South Sherwood Forest Blvd.	Baton Rouge, LA 70816
18.	Medialine Talent Shop	Mark Shilstone	Medialine.com	800-237-8073	P. O. Box 51909	Pacific Grove, CA 93950
19.	Broadcast Employment Services	Mark Holloway	jobs@tvjobs.com	(760) 754-8177 877-988-9808	P. O. Box 4116	Oceanside, CA 92052-4116
20.	WBRZ-TV Website www.wbrz.com	John Pecaut	jpecaut@wbrz.com	225-336-2206	1650 Highland Road	Baton Rouge, LA 70802
21.	WBRZ-TV Internal Bulletin Board (Employee or 'Ee Referral)	Jennifer Dartez	hr@wbrz.com	225-336-2203	1650 Highland Road	Baton Rouge, LA 70802
22.	WBRZ-TV Ad Public Service Announcement	Jennifer Dartez	hr@wbrz.com	225-336-2203	1650 Highland Road	Baton Rouge, La 70802
23.	Rick Gevers		www.rickgevers.com	317-635-7912		
24.	Talent Dynamics	Julie Pumphrey	pumphrey@talentdynamics.com	214-640-3180	8828 Stemmons Suite 510	Dallas, TX 75247
25.	602 Communications	Graeme Newell	graemenewell@602communications.com	602-485-4412	602 Communications	Phoenix, AZ
26.	EW Scripps School of Journalism	Becky Fox, Admin. Coord.	Foxr1@ohio.edu	740-593-2590	210 Schoonover Center Ohio University	Athens, Ohio 45701

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
27.	ProductionHUB.Com		Productionhub.com			
28.	Women in Media – Baton Rouge chapter	Beth Colvin	info@womeninmediabr.com			
29.	Walk-Ins or Self Referral					
30.	The Times Picayune – Print Edition		nolamediagroup.com	504-826-3000 800-925-0000 504-826-3492	365 Canal St., Suite 3100	New Orleans, LA 70130
31.	NOLA.com	Online posting	www.nola.com/jobs	800-925-0000	365 Canal St., Suite 3100	New Orleans, LA 70130
32.	CreativeCow.net		forums.creativecow.net			
33.	B-roll.net		b-roll.net			
34.	Craigslist.org	Online posting	http://batonrouge.craigslist.org/			
35.	Investigative Reporter and Editors (National Institute for Computer-Assisted Reporting)	IRE.org nicar.org	jobpostings@nicar.org	573-882-2042	141 Neff Annex Missouri School of Journalism	Columbia, MO 65211
36.	Indeed.com	Online posting automatically added w/ Advocate posting	Indeed.com		7501 N. Capital of Texas Hwy. Building B	Austin, TX 78731
37.	Well Dunne Talent.com	Kate Bacon Dunne	kate@welldunnetalent.com http://blog.welldunnetalent.com	602-288-9043		
38.	Marketing Ideanet Newsletter	Sandy Lizik 602 Communications	slizik@602communications.com			
39.	News Check Media	Phil Kirk	Pkirk@newscheckmedia.com	516-674-4914	P.O. Box 565	Chatham, NJ 07928
40.	Work In Sports, LLC	workinsports.com	postajob@workinsports.com	855-220-5627	7010 East Chauncey Lane Ste. 115	Phoenix, AZ 85054
41.	Outside Referral/ /Networking Contacts					
42.	No Whining Talent	Linda Levy	lindalevy@TheNWTgroup.com	817-987-3600	2110 Elmwood	Bryan, TX 77802
43.	LSU Career Day Expo		(held in Spring & Fall each year)		LSU Maddox Field House	Baton Rouge, LA
44.	Southern University Career Day Exhibition		(held in Spring & Fall each year)		Clark Activity Center	Baton Rouge, LA
45.	Tulane University Career Center	tulane.edu/hiretulane/	csc@tulane.edu	504-865-5107		New Orleans, LA 70118

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
46.	University of New Orleans Career Services	Martha Barnes	mbarnes2@uno.edu	888- 514-4275	2000 Lakeshore Drive	New Orleans, LA 70148
47.	Loyola University (N.O.) Career Development Cntr.	Jill Boatright	boatrigh@loyno.edu ; career@loyno.edu	504-865-3860	Campus Box 200	New Orleans, LA 70118
48.	University of Louisiana Lafayette Career Services	https://www.myinterfase.com/louisiana/employer	http://careerservices.louisiana.edu	337- 482-1444	200 Rex Street	Lafayette, LA 70504
49.	Talent Assist – Baton Rouge Area Chamber Services	Melissa Thompson	Melissa@brac.org	225-381-7140	564 Laurel Street	Baton Rouge, LA 70801
50.	Media Recruiter	mediarecruiter.com	art@mediarecruiter.com	303-400-5150	9457 S. University Blvd., #303	Highlands Ranch, CO 80126
51.	Baton Rouge Community College Career Center (College Central)	Trudy Brown Sandy Taylor	http://www.collegecentral.com/brcc	225- 216-8441	201 Community College Drive	Baton Rouge, LA 70806
52.	Workplace Diversity	wkdiversity.careers.ad icio.com/		973- 992-7311		Parsippany, New Jersey
53.	DB and Associates		dbandassociates@msn.com	610-767-6183	P. O. Box 353	Neffs, PA 18065
54.	OTA Talent Agency	tvnewsagents.com		719- 388-9765		
55.	David Crane Agency (DCA)	Steve Swienkowski	steveski@dcatalent.com	919-870-9121	124 Ammons Dr.	Raleigh, NC 27615
56.	Association of Black Communicators - LSU Chapter (Website posting)	Wilborn Nobles - Chapter VP and Web Manager	wilborn.nobles@gmail.com	225-578-6622	205 Hodges Hall LSU	Baton Rouge, LA 70803
57.	Association of Black Communicators – LSU Chapter (Twitter posting)	Wilborn Nobles – Chapter VP and Web Manager	Wilborn.nobles@gmail.com	225-578-6622		
58.	National Weather Association (NWA)	Janice Bunting, Executive Director	exdir@nwas.org	405-701-5167	3100 Monitor Ave., #123	Norman, OK 73072
59.	Broadcast Meteorologist	Dan Dowling	broadcastmet@gmail.com			
60.	Spots N Dots					
61.	Burt Shapiro Management	Burt Shapiro	burtjay@mindspring.com	323-469-9452	2147 North Beachwood Dr.	Los Angeles, CA 90068
62.	Mandy.com	Blue Compass Ltd.	office@mandy.com	+44(0)20 7359 7193	131-132 Upper Street	London N1 1QP, England
63.	JournalismJobs.com	Dan Rohn, Founder	info@journalismjobs.com ; contact@journalismjobs.com .	510-508-7386		Berkeley, CA

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
64.	Walter Cronkite School of Journalism & Mass Comm.	Michael Wong	mike.wong@asu.edu	602-527-0820	555 N. Central Ave, Suite 302	Phoenix, AZ 85004
65.	Lorna Dave Agency	John Derr	john@lornadave.com	610-248-1317	P.O. Box 368	Fogelsville, PA 18051
66.	Petra Placement LLC	Mark Antonitis	petraplacement@mail.com	469-652-7777		Dallas, TX
67.	Mort Meisner Associates	Mark Meisner	mort@mortmeisner.com ; info@mortmeisner.com	248-545-2222	26711 Woodward Avenue, Suite 203	Huntington Woods, MI 48070
68.	Sportscaster Talent Agency of America	Jon Chelesnik	jon@staatalent.com	949-648-7822	26101 Del Rey, Suite A	Mission Viejo, CA 92691
69.	DiversityJobs.com	LatPro Inc.		954-727-3863	3980 Broadway St., Ste. 103-147	Boulder, CO 80304
70.	YouTube.com	Resume Channels	youtube.com			
71.	LSU Manship Net Night					
72.	Resume Library		resume-library.com			
73.	GBR-SHRM		gbrshrm@gbrshrm.org			Baton Rouge, LA
74.	Retired State Employees' Association	Cathy Francis	rseastaff1@att.net	225-930-0961	9412 Common St., Suite 7	Baton Rouge, LA 70809
75.	Gambit Weekly	Renetta Perry	renettap@gambitweekly.com	504-483-3122	3923 Bienville	New Orleans, LA 70802
76.	National Weather Association		nwahelp@nwas.org			
77.	Jackson State University	Shanecha Thompson	Shanecha.o.thompson@jsums.edu	601-979-2281		
78.	ITI Technical College	Kristen Hill	khill@iticollege.edu	225-752-4233	13944 Airline Hwy.	B.R. LA 70817
79.	NLGJA: The Association of LGBTQ Journalists	Elliot Ayres	elliott@nlgja.org	202-887-8209	2120 L Street NW STE 850	Washington, DC 2009
80.	LinkedIn		www.linkedin.com			