

February 2021

EEO PUBLIC FILE REPORT

WBRZ-TV/KBTR-CD

February 1, 2020 through January 31, 2021

(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

Job Title	Recruitment Source (RS) Used to Fill Vacancy	RS Referring Hiree
Master Control Operator	15, 19, 20, 21, 42, 43, 50, 76	[19]
Meteorologist	5, 7-10, 13, 18-21, 23, 27, 35, 37, 57, 63, 75, 76, 79	[79]
Master Control Operator	15, 19, 20, 21, 42, 49	[20]
Meteorologist	5, 7-10, 13, 18-21, 23, 27, 35, 37, 57, 63, 75, 76, 79	[18]
Producer	4-11, 14, 15, 18-21, 23, 27, 42, 43, 63, 69, 75- 77	[69]
Sales Director	3, 5, 6, 8-10, 14, 15, 18-21, 23, 27, 37, 49, 63, 75-77	[20]

TOTAL INTERVIEWS FOR FULL-TIME POSITIONS: 36

NUMBER OF REFERRALS FOR INTERVIEWEES BY RECRUITMENT SOURCES:

Recruitment Source	Referrals	Recruitment Source	Referrals
#3	2	#49	16
#18	5	#69	2
#19	4	#79	1
#20	6	Total	36

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 5, 2020

Director of Human Resources and HR Assistant manned a booth at the **Louisiana State University** Career Expo. We accepted resumes and spoke with students about WBRZ career opportunities.

February 19, 2020

Director of Human Resources and HR Assistant manned a booth at the **Southern University** Spring Career Exploration Day. We accepted resumes and spoke with students about WBRZ career opportunities.

March 31, 2020 – *In-person event cancelled due to COVID – LSU sent resumes via email.*

Director of News received and reviewed resumes from the **LSU School of Journalism** since the Networking Night at Manship event was cancelled.

September 22, 2020

Director of Human Resources, Assistant News Director and HR Assistant participated in the virtual Fall Career Expo for **Louisiana State University**.

September 29, 2020

Director of Human Resources and HR Assistant participated in a virtual Fall Career Exploration Day for **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

Trey Schmaltz, Assistant 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. *(Due to COVID-19, the internship program was suspended until further notice - with the exception of one LSU Intern in News.)*

Fall 2020 Intern – 1 - News

Name(s) of Station Personnel Involved in Initiative:

James "Rocky" Daboval, General Manager
Jennifer C. Dartez, Director of Human Resources
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. *(Due to COVID-19, the Apprenticeship program was suspended for 2020.)*

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, 2020 through February 2, 2021

Brief description of activities undertaken to fulfill initiative:

Director of Human Resources posts the **LOUISIANA ASSOCIATION OF BROADCASTERS' (LAB) 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 2021 LAB Prestige Awards – date to be determined. *(Due to COVID-19 the event will be held virtually or moved to the Summer or Fall of 2021).*

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	PARTICIPANT TITLE	SUBJECT
03-05-2020	Reporter	Read to students at Crestworth Elementary for “Read Across America Week”.
03-09-20	Meteorologist	Visited Spanish Lake Primary to educate students about meteorology.
09-04-2020	Anchor	Served as Master of Ceremonies for Dream Teachers Principal of the Year Virtual Awards Ceremony.
09-29-2020	Human Resources Director	HR Director participated in SU virtual Career Fair. Spoke with students about career opportunities at a news station.
10-30-2020	Anchor	Met virtually with members of the Jefferson Terrace Academy School Board to record students of the year finalists.

Names of Station Personnel Involved in Initiative:

Jennifer Dartez
Josh Eachus
Ashley Fruge
John Pastorek

- **Participation in events or programs sponsored by other COMMUNITY GROUPS interested in broadcast employment issues.**

DATE	PARTICIPANT TITLE	SUBJECT
02-28-2020	Anchor	Served as Alumni guest speaker and panelist at African American Heritage Program, US Federal Court of Baton Rouge. High School kids asked questions to panel members about their careers, company tours, and employment opportunities.
03-13-2020	Anchor	Host interviewer for guest speaker Laila Ali for the Women's Leadership Luncheon, Junior League of Baton Rouge. Topic was: Women's Empowerment – in careers and community.
07-09-2020	Chief Operating Officer	Hiring Manager Denise Robichaux, Sales Director, participated in LAB "Courageous conversation" a Webinar on Diversity, Inclusion and Leadership Development in the workplace.

Names of Station Personnel Involved in Initiative:

Jake Manship
Sylvia Weatherspoon

Master List of Recruitment Sources (Appendix A)

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

February 1, 2020 through January 31, 2021

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	James O'Connor	James.oconnor@selu.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

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
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
12	National Alliance of State Broadcasters Assoc.	Careerpage.org		505-881-4444	2333 Wisconsin St.	Northeast Albuquerque, NM 87110
13	National Association of Black Journalist (NABJ)	NABJobsOnline	nabjcareers.org	301-405-0248	P.O. Box 66401	Baton Rouge, LA 70896
14	BR Area Association of Black Journalists	Michelle McCalope, President	brareaabj@gmail.com	225-678-1472	Facebook.com/BRA ABJ	Baton Rouge, LA
15	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
16	Remington College	Remingtoncollege.edu		225-240-7049	4520 South Sherwood Forest Blvd.	Baton Rouge, LA 70816
17	Medialine Talent Shop	Mark Shilstone	Medialine.com	800-237-8073	P. O. Box 51909	Pacific Grove, CA 93950
18	Broadcast Employment Services	Mark Holloway	jobs@tvjobs.com	(760) 754- 8177 877-988-9808	P. O. Box 4116	Oceanside, CA 92052-4116
19	WBRZ-TV Website www.wbrz.com	John Pecaut	jpecaut@wbrz.com	225-336-2206	1650 Highland Road	Baton Rouge, LA 70802
20	WBRZ-TV Internal Bulletin Board (Employee or Referral)	Jennifer Dartez	hr@wbrz.com	225-336-2203	1650 Highland Road	Baton Rouge, LA 70802
21	WBRZ-TV Ad Public Service Announcement	Jennifer Dartez	hr@wbrz.com	225-336-2203	1650 Highland Road	Baton Rouge, LA 70802
22	Rick Gevers		www.rickgevers.com	317-635-7912	355 East Ohio Street #303	Indianapolis, IN 46204
23	Talent Dynamics	Julie Pumphrey	pumphrey@talentdynamics.com	214-640-3180	8828 Stemmons Suite 510	Dallas, TX 75247

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
24	602 Communications	Graeme Newell	gnewell@602communications.com	919-280-8224	602 Communications	Portland, OR
25	EW Scripps School of Journalism	Becky Fox, Admin. Coord.	Foxr1@ohio.edu	740-593-2590	210 Schoonover Center Ohio University	Athens, Ohio 45701
26	ProductionHUB.Com		Productionhub.com			
27	Women in Media – Baton Rouge chapter	Andrea Randall	info@womeninmediabr.com	225-715-9102	P.O. Box 80215	Baton Rouge, LA 70898
28	Walk-Ins or Self Referral					
29	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
30	NOLA.com	Online posting	www.nola.com/jobs	800-925-0000	365 Canal St., Suite 3100	New Orleans, LA 70130
31	CreativeCow.net		forums.creativecow.net			
32	B-roll.net		b-roll.net			
33	Craigslist.org	Online posting	http://batonrouge.craigslist.org/			
34	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
35	Indeed.com	Online posting automatically added w/ Advocate posting	Indeed.com		7501 N. Capital of Texas Hwy. Building B	Austin, TX 78731
36	Well Dunne Talent.com	Kate Bacon Dunne	kate@welldunnetalent.com http://blog.welldunnetalent.com	602-288-9043		
37	Marketing Ideanet Newsletter	Sandy Lizik 602 Communications	slizik@602communications.com	919-280-8224	602 Communications	Portland, OR
38	News Check Media	Phil Kirk	Pkirk@newscheckmedia.com	516-674-4914	P.O. Box 565	Chatham, NJ 07928
39	Work In Sports, LLC	workinsports.com	postajob@workinsports.com	855-220-5627	7010 East Chauncey Lane Ste. 115	Phoenix, AZ 85054
40	Outside Referral/ /Networking Contacts					
41	No Whining Talent	Linda Levy	lindalevy@TheNWTgroup.com	817-987-3600	2110 Elmwood	Bryan, TX 77802
42	LSU Career Day Expo		(held in Spring & Fall each year)		LSU Maddox Field House	Baton Rouge, LA 70803

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
43	Southern University Career Day Exhibition		(held in Spring & Fall each year)		F.G. Clark Activity Ctr 748 Harding Blvd	Baton Rouge, LA 70807
44	Tulane University Career Center	tulane.edu/hiretulane/	csc@tulane.edu	504-865-5107	6823 St. Charles Ave.	New Orleans, LA 70118
45	University of New Orleans Career Services	Martha Barnes	mbarnes2@uno.edu	888- 514-4275	2000 Lakeshore Drive	New Orleans, LA 70148
46	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
47	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
48	Talent Assist – Baton Rouge Area Chamber Services	Melissa Thompson	Melissa@brac.org	225-381-7140	564 Laurel Street	Baton Rouge, LA 70801
49	Media Recruiter	mediarecruiter.com	art@mediarecruiter.com	303-400-5150	9457 S. University Blvd., #303	Highlands Ranch, CO 80126
50	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
51	Workplace Diversity	wkdiversity.careers.adicio.com/		973- 992-7311	26 Eastmans Road	Parsippany, New Jersey 07054
52	DB and Associates		dbandassociates@msn.com	610-767-6183	P. O. Box 353	Neffs, PA 18065
53	OTA Talent Agency	tvnewsagents.com		719- 388-9765		
54	David Crane Agency (DCA)	Steve Swienckowski	steveski@dcatalent.com	919-870-9121	124 Ammons Dr.	Raleigh, NC 27615
55	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
56	Association of Black Communicators – LSU Chapter (Twitter posting)	Wilborn Nobles – Chapter VP and Web Manager	Wilborn.nobles@gmail.com	225-578-6622		
57	National Weather Association (NWA)	Janice Bunting, Exc.Dir. Bryce McElhaney	exdir@nwas.org bmcelhane@nwas.org	405-701-5167	3100 Monitor Ave., #123	Norman, OK 73072
58	Broadcast Meteorologist	Dan Dowlin	broadcastmet@gmail.com			

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
59	Spots N Dots		ads@sportsndots.com	888-884-2630	1635 Old Highway 4 NW Suite 112-338	Kennesaw, GA 30152
60	Burt Shapiro Management	Burt Shapiro	burtjay@mindspring.com	323-469-9452	2147 North Beachwood Dr.	Los Angeles, CA 90068
61	Mandy.com	Blue Compass Ltd.	office@mandy.com	+44(0)20 7359 7193	131-132 Upper Street	London N1 1QP, England
62	JournalismJobs.com	Dan Rohn, Founder	info@journalismjobs.com ; contact@journalismjobs.com .	510-508-7386		Berkeley, CA
63	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
64	Lorna Dave Agency	John Derr	john@lornadave.com	610-248-1317	P.O. Box 368	Fogelsville, PA 18051
65	Petra Placement LLC	Mark Antonitis	petraplacement@mail.com	469-652-7777		Dallas, TX
66	Mort Meisner Associates	Mark Meisner	mort@mortmeisner.com ; info@mortmeisner.com	248-545-2222	26711 Woodward Avenue, Suite 203	Huntington Woods, MI 48070
67	Sportscaster Talent Agency of America	Jon Chelesnik	jon@staatalent.com	949-648-7822	26101 Del Rey, Suite A	Mission Viejo, CA 92691
68	DiversityJobs.com	LatPro Inc.		954-727-3863	3980 Broadway St., Ste. 103-147	Boulder, CO 80304
69	YouTube.com	Resume Channels	youtube.com			
70	LSU Manship Net Night					
71	Resume Library		resume-library.com			
72	GBR-SHRM		gbrshrm@gbrshrm.org		P.O. Box 3891	Baton Rouge, LA 70821
	Retired State Employees' Association	Cathy Francis	rseastaff1@att.net	225-930-0961	9412 Common St., Suite 7	Baton Rouge, LA 70809
73	Gambit Weekly	Renetta Perry	renettap@gambitweekly.com	504-483-3122	3923 Bienville	New Orleans, LA 70802
75	Jackson State University	Shanecha Thompson	Shanecha.o.thompson@jsums.edu	601-979-2281	1400 John R. Lynch Street	Jackson, MS 39217
76	ITI Technical College	Kristen Hill	khill@iticollege.edu	225-752-4233	13944 Airline Hwy.	B.R. LA 70817
77	NLGJA: The Association of LGBTQ Journalists	Elliot Ayres	elliott@nlgja.org	202-887-8209	2120 L Street NW STE 850	Washington, DC 20009
78	LinkedIn		www.linkedin.com			
79	FaceBook	A. Stevenson J. Eachus	Personal FB suggested friends Facebook.com/groups/broadcastmeterologists			

Blue Shaded = February 2021 Recruiting Sources