

February 2019

EEO PUBLIC FILE REPORT

WBRZ-TV/KBTR-CD

February 1, 2018 through January 31, 2019

(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]

Marketing Producer	(7-12, 14, 20-21, 25, 28-29, 57, 64)	[21]
Assignment Desk Coordinator	(7-11, 14, 19-22, 24, 28, 38, 64, 76-77)	[21]
Evening News Producer	(7-11, 14, 19-22, 24, 28, 38, 64, 76-77)	[79]
Meteorologist	(7-11, 14, 19-22, 24, 28, 38, 58, 64, 76-77)	[19]
Multimedia Sports Reporter	(5, 7-12, 14, 18-21, 23, 26, 28, 41, 56, 57, 64, 70, 77)	[11]
Sales Assistant	(1, 2, 3, 20, 21, 51, 78)	[20]
Multimedia Journalist	(5, 7-12, 14, 18-21, 23, 26, 28, 41, 56, 57, 64, 70, 77)	[20]
Traffic Clerk	(1, 2, 3, 20, 21, 51, 78)	[41]
Master Control Operator	(1, 2, 3, 7-12, 14, 19-21, 25, 28-29, 51, 57, 64, 78)	[21]
Graphics Design Operator	(1-2, 5, 7-12, 14, 18-21, 23, 26, 28, 41, 64, 70, 78)	[21]
Producer	(7-11, 14, 19-22, 24, 28, 38, 64, 76-77)	[21]
Producer	(7-11, 14, 19-22, 24, 28, 38, 64, 76-77)	[21]
TV News Videographer	(7-11, 14, 19-22, 24, 28, 38, 64, 76-77)	[21]
Marketing Content Producer	(7-12, 14, 20-21, 25, 28-29, 57, 64)	[21]

TOTAL INTERVIEWS FOR FULL-TIME POSITIONS:

79 candidates

NUMBER OF REFERRALS FOR INTERVIEWEES BY RECRUITMENT SOURCES:

Recruitment Source	Referrals
#1	8
#2	8
#3	1
#5	2
#7	3
#9	5
#11	2
#19	3
#20	9
#21	10
#29	6

#36	4
#41	7
#51	6
#78	5

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 7, 2018

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

February 21, 2018

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

March 13, 2018

Director of News attended 2018 **LSU School of Journalism** Networking Night at Manship.

September 12, 2018

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

September 19, 2018

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 2018 Interns - 9

News – 5 Production – 1 Marketing – 1 Sports – 2

Summer 2018 Interns - 3

Production – 1 Marketing – 1 Weather – 1

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
Michael Cauble, Sports Director
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 yearly

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 news room.

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, 2018 through February 2, 2019

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 2019 Prestige Awards on March 21, 2019.

Name(s) of Station Personnel Involved in Initiative:

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

- **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.

February 21, 2018

Meteorologist and Videographer made a weather and news presentation to the 3rd grade classes at Zachary Elementary School.

March 2, 2018

Reporter read Dr. Seuss for Read Across America Day to classes at Holy Family School.

April 10, 2018

Meteorologist visited with the Galvez Primary Third Grade class to discuss meteorology.

April 11, 2018

Meteorologist visited with Denham Springs Elementary class to discuss meteorology.

September 26, 2018

Sports Reporter participated in Career Day at Lake Elementary School.

October 5, 2018

Meteorologist visited with students and teachers at The Dunham School.

November 6, 2018

Anchor served as host to students from LSU's Manship School of Mass Communications.

November 7, 2018

Assistant News Director hosted LSU students visiting the station to discuss producing, TV reporting, and overall industry changes.

November 9, 2018

Meteorologist visited with students and teachers at Magnolia Woods Elementary.

November 14, 2018

Anchor was interviewed for a documentary by LSU Journalism Students regarding growing up in South BR at the McKinley High School Alumni Center.

December 7, 2018

Meteorologist visited with students and teachers at South Live Oak Elementary School.

December 12, 2018

Assistant News Director hosted students from Ponchatoula High School on station tour.

Name(s) of Station Personnel Involved in Initiative:

Matt Callihan
Michael Cauble
Josh Eachus

Ashley Fruge
Patrick Perry
John Pastorek
Trey Schmaltz
Sylvia Weatherspoon

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

February 20, 2018

Anchor was guest Speaker for the African American heritage Program at the Russell B. Long Federal Courthouse.

March 24, 2018

Investigative Reporter attended Touch A Truck hosted as a benefit for the Junior League of Baton Rouge.

March 24, 2018

Anchor emceed for the March of Dimes.

April 13, 2018

Director of Human Resources served on the ITI Technical College Program Advisory Committee to provide input and feedback on curriculum and school programs.

April 21, 2018

Anchor served as emcee for the Get Your Rear in Gear Annual Run/Walk in fight against colon cancer.

April 21, 2018

Reporter participated at the Baton Rouge Police Department event raising awareness for LEO's and injured officers.

August 11, 2018

Investigative Reporter attended cancer ball for "Best Dressed" at the River Center where about a million dollars was raised for cancer research.

September 20, 2018

Sports Reporter served as guest speaker at the Baton Rouge Roundtable.

October 11, 2018

Traffic Reporter served as judge for the United Way Jambalaya Jam Contest.

November 16, 2018

Anchor honored at Emerge Center's Margaret Neely Award for dedication and community legacy service.

Name(s) of Station Personnel Involved in Initiative:

Michael Cauble
Jennifer Dartez
Ashley Fruge
Chris Nakamoto
John Pastorek
Sylvia Weatherspoon
Brittany Weiss

EEO Public File Report
Louisiana Television Broadcasting, LLC
WBRZ-TV/KBTR-CD
Baton Rouge, Louisiana
February 2019

Master List of Recruitment Sources (Appendix A)
(Sources with an asterisk (*) denote organizations that requested notification of full-time vacancies.)
February 1, 2018 through January 31, 2019

NO.	ORGANIZATION	REQ	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
1.	The Advocate		Jennifer Coppola Classified Department	jcoppola@theadvocate.com	225-388-0136	10705 Rieger Road	Baton Rouge, LA 70809
2.	The Advocate Online		Automatically posted with ad placed through the Advocate	jobs.theadvocate.com			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	career@lsu.edu	225-578-2162	158 LSU Student Union	Baton Rouge, LA 70803
5.	LSU Manship School of Mass Comm		Roxanne Dill Mary Ann Sternberg; Tad Odell Andrea Miller	rdill1@lsu.edu msternb@lsu.edu ; todell@lsu.edu ; almiller@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 (every email gets a copy of posting)	225-771-5644 225-771- 4943F	P. O. Box 9770	Baton Rouge, LA 70813

NO.	ORGANIZATION	REQ	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				
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/B RAABJ	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			deltacollege.com	225-928-7770 225-927- 9096F	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 Employee Referral)		Mary F. Ginn	mary@wbrz.com	225-336-2203	1650 Highland Road	Baton Rouge, LA 70802

NO.	ORGANIZATION	REQ	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
22.	WBRZ-TV Ad Public Service Announcement		Mary F. Ginn	mary@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
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- 3492F	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 with Advocate posting	Indeed.com		7501 N. Capital of Texas Hwy. Building B	Austin, TX 78731

NO.	ORGANIZATION	REQ	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
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
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

NO.	ORGANIZATION	REQ	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
52.	Workplace Diversity		wkdiversity.careers.adicio.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 Swienckowski	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
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

NO.	ORGANIZATION	REQ	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
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		Cassie Perry	cperry@iticollege.edu	225-752-4233		