

## EEO PUBLIC FILE REPORT

### WBRZ-TV/KBTR-CA

February 1, 2012 through January 28, 2013

(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]

Sales Manager	(1-2, 18, 20-21, 30, 36, 39)	[#30]
Master Control Operator	(1-2, 20-21)	[#21]
Sales Trainee/Account Executive	(1-2, 19-21)	[#1]
Sales Assistant	(1-2, 20-21)	[#20]
Master Control Operator	(1-2, 20-21)	[#20]
Photojournalist/Assignment Editor	(1-2, 18-21)	[#20]
Sports Multi-Media Journalist	(1-2, 19-21, 41)	[#19]
News Producer	(1-2, 5, 19-21)	[#20]
News Content Producer	(1-2, 20-21)	[#20]
Director of Marketing	(1-2, 10, 19-21, 25, 38)	[#19]
News Reporter/Anchor	(1, 18-21)	[#43]
News Multi-Media Journalists (2)	(1, 18-21)	[#19, 20]
Sales Assistant	(1, 20-21)	[#21]
Director of Human Resources	(1-2, 20-21, 40)	[#1]
Assistant Director of News	(1-2, 18-21, 23-24)	[#19]
Producer/Director/Videographer in Commercial Production	(1, 7, 9-10, 14, 19-21, 34)	[#34]
Sports Anchor/Reporter	(1, 18-21)	[#21]
Assignments/Content Manager	(1, 7, 9-10, 14, 18-21, 34)	[#1]
Investigative Executive Producer	(18-19, 35, 42)	[#19]

### **TOTAL INTERVIEWS FOR FULL-TIME POSITIONS:**

81 persons

## NUMBER OF REFERRALS FOR INTERVIEWEES BY RECRUITMENT SOURCES:

#1	28
#5	1
#18	1
#19	9
#20	19
#21	14
#25	1
#30	1
#34	1
#35	1
#39	2
#42	2
#43	1

Louisiana Workforce Commission monitors the Advocate ads, posts on their website and refers applicants.

## 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 9, 2012

Director of Human Resources attended Career Day at Louisiana State University.

February 8, 2012

Director of Human Resources attended Career Day at Southern University.

April 4, 2012

Director of Human Resources attended LSU School of Journalism Networking Night.

September 11, 2012

Finance/Human Resources Assistant attended the Fall Career Day at Louisiana State University.

September 12, 2012

Finance/Human Resources Assistant attended the Fall Career Day at Southern University.

### Name of Station Personnel Involved in Initiative:

Jamie Politz, Director of Human Resources

Cagney Blanchard, Finance/Human Resources Assistant

- **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. The participating universities are Louisiana State University and Southern University in Baton Rouge, and Southeastern University in Hammond. WBRZ managers are required to give written evaluations of interns and interns receive class credit for the semester the internship is served.

Spring Semester 2012 - WBRZ had 1 intern in Marketing Department, and 1 intern in the Sports Department.  
 Summer Semester 2012 - WBRZ had 2 interns in the News Department, and 1 intern in the Weather Department  
 Summer and Fall Semesters 2012 - WBRZ had 1 intern in the Marketing Department  
 Fall Semester 2012 - WBRZ had 2 interns in Sports Department, and 1 intern in IT/Engineering Department

The breakdown of the intern group by University/College follows below:

Mississippi State University – 1  
 University of Louisiana at Lafayette – 1  
 Southern University – 2  
 Louisiana State University - 5

Name(s) of Station Personnel Involved in Initiative:

James “Rocky” Daboval, General Manager  
 Jamie Politz, Director of Human Resources (retired Jun 2012)  
 Laura Sisemore, Director of Human Resources (current)  
 Denise Akers Pourciau, Director of Marketing (retired Jun 2012)  
 Noah Kozinko, Director of Marketing (current)  
 Charles “Chuck” Bark, Director of News  
 Michael Cauble, Sports Director  
 Dave Nussbaum, Weather  
 Robert Pecaut, IT/Communications Analyst

- **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 program whereby an outstanding graduating senior from the Manship School of Mass Communications at Louisiana State University is awarded (via a nomination and selection process) an Apprenticeship at WBRZ. The Manship School professors and instructors nominate students for the program and submit the names to the selection committee at the station. WBRZ reviews nominee resumes and conducts interviews before making a final selection. The Apprentice will be employed by WBRZ for a period of one year (June to May), with full benefits of a regular full-time employee, and given broad exposure to duties and operations of a Television Station. WBRZ hopes to encourage good students to go into the Television medium and become leaders in their field of specialty, whether it is News, Sports, Weather, Production, Marketing, Sales, Operations, Engineering, or Management. Often, the Apprentice has chosen to continue as a permanent employee with WBRZ after their Apprentice term is over.

Name(s) of Station Personnel Involved in Initiative:

James “Rocky” Daboval, General Manager  
 Jamie Politz, Director of Human Resources (retired)  
 Charles “Chuck” Bark, Director of News

Date(s) October 19, 2011 through February 10, 2012

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 and will assist with the application process. LAB makes available up to \$4,000 annually in scholarship awards to full-time students enrolled and attending classes in a fully accredited broadcast curriculum at a Louisiana four-year college or university. The scholarships are awarded prior to the end of the Spring Semester.

Name of Station Personnel Involved in Initiative:

Jamie Politz, Director of Human Resources (retired Jun 2012)  
Laura Sisemore, Director of Human Resources (current)  
James "Rocky" Daboval, General Manager

Date(s) August 20, 2012 through November 30, 2012

Louisiana Association of Broadcasters offered to LAB member stations the opportunity to qualify for one of seven \$1,000 grants for a "paid internship" program. WBRZ-TV was selected for a grant, and in turn, the station awarded the grant to a promising IT/Engineering Intern in his senior year at University of Louisiana at Lafayette. We presented the \$1,000 grant upon completion of his internship at the end of the Fall Semester 2012.

Name of Station Personnel Involved in Initiative:

Laura Sisemore, Director of Human Resources  
John Pecaut, IT/Communications Analyst  
James "Rocky" Daboval, General Manager

- **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.

January 19, 2012

Weatherman visited Polk Elementary School with Weather Road Show

January 25, 2012

Weatherman SKYPED for a School visit with Hodgkins Elementary School in Chicago, Illinois

February 9, 2012

Weatherman visited Dutchtown Elementary 4<sup>th</sup> grade students with Weather Road Show

February 16, 2012

Reporter was guest speaker at Lanier Elementary School

February 25, 2012

Weatherman read to children at Mall of Louisiana for kick-off of Read Across America Week, in conjunction with Dr. Seuss' birthday on March 2<sup>nd</sup>

February 29, 2012

Weathermen were guest readers for kindergarteners at Spanish Lake Primary for Dr. Seuss Day as part of Read Across America week

March 1, 2012

Director of Sales was guest speaker for LSU Media Sales class instructing on negotiating and closing skills

March 1, 2012

Reporter was guest reader at Charley Thomas Head Start school

March 2, 2012

Weatherman made presentation at Annual Mississippi State Southeast Severe Storms Symposium; presentation outlined need for first-time air meteorologists to get involved in the local communities and viewing areas

March 7, 2012

Weatherman was guest reader at Charley Thomas Head Start school for Dr. Seuss Day

March 7, 2012

Weatherman was guest reader at LaSalle Elementary School for Dr. Seuss Day

March 8, 2012

Weatherman was guest reader at Buchanan Elementary School for Dr. Seuss Day and Science Fair judge

March 8, 2012

Weatherman visited Spanish Lake Primary fourth graders with Weather Road Show

March 27, 2012

Sports Reporter was guest speaker at Fontainebleau High School for Career Day

April 14, 2012

Director of Production hosted station tour for local Cub Scout Troop and parents

April 19, 2012

Weatherman visited St. Alphonsus Elementary fourth graders with Weather Road Show

April 23, 2012

Weatherman was judge for LSU EnvironMentors Science Fair at Scotlandville Magnet High School; EnvironMentors is an environmental science-based mentoring and college access program to strengthen high school student success in science fields

April 26, 2012

Weatherman was guest speaker at LSU Lab School

May 8, 2012

Weatherman was guest speaker for Upper Albany Elementary School fourth graders

May 11, 2012

Weatherman was guest speaker at Broadmoor Elementary School for 1<sup>st</sup> through 5<sup>th</sup> graders as part of their Career Day program

May 15, 2012

Weatherman was guest speaker for the third graders at Amite Christian School

May 16, 2012

Weatherman was guest speaker for the third graders at St. Aloysius Elementary School

May 21, 2012

Weatherman was guest speaker at Most Blessed Sacrament Elementary School

June 7, 2012

Weatherman was guest speaker for Summer Campers at St. Andrews United Methodist Church

June 13, 2012

Marketing Director and Marketing Assistants gave station tours to approximately 50 LSU Journalism High School Summer Camp, along with 10 staff counselors; also observed the behind the scenes action for the Noon newscast

September 12, 2012

Weatherman was guest speaker for the fourth graders at Upper Albany Elementary on the topic of weather in Louisiana, Hurricane Isaac, and becoming a meteorologist

September 24, 2012

Director of Marketing hosted 45 third graders of Episcopal School for a tour of the station and studios; asked questions of on-air Anchor

September 25, 2012

Weatherman was guest speaker for the fourth graders at LSU Lab School on the topic of weather in Louisiana, Hurricane Isaac, and becoming a meteorologist

October 2, 2012

Weatherman was guest speaker for over 100 second graders at St. George Elementary School to discuss Louisiana weather, Hurricane Isaac, and becoming a meteorologist

October 17-23, 2012

Anchor was guest reader for all second graders at Central Primary

October 25, 2012

Weatherman was guest speaker for first and second graders at Central Primary School in Gonzales to discuss Louisiana weather, Hurricane Isaac, the cold weather headed to Louisiana, and becoming a meteorologist

November 16-26, 2012

Anchor was guest reader for various grades at Buchanan Elementary School

November 13-19, 2012

Anchor was guest reader for all kindergarten classes at Dutchtown Primary

Name(s) of Station Personnel Involved in Initiative:

Jamie Politz, Director of Human Resources (retired Jun 2012)

Laura Sisemore, Director of Human Resources (current)

Chuck Bark, Director of News

Joseph Raia, Assistant Director of News (part of 2012)

Kevin Fries, Assistant Director of News (current)

Trey Schmaltz, News Producer

News Photojournalist, Rod McKee

Dave Nussbaum, Meteorologist

Pat Shingleton, Meteorologist

Chris Nakamoto, Reporter

Denise Akers, Director of Marketing (retired Jun 2012)

Noah Kozinko, Director of Marketing (current)

John Pastorek, News Anchor

Sylvia Weatherspoon, News Anchor

Rosa Flores, News Anchor  
Denise Robichaux, Director of Sales  
Ed Ball, Director of Production

- **Participate in other activities than the ones listed that the licensee has designed to further the goal of disseminating information about employment opportunities.**

Date(s)    On-going

Brief description of activities undertaken to fulfill initiative:

WBRZ weekly airs a Public Service Announcement asking for any organizations that wish to be notified of job openings at the television station to notify the Human Resources Director.

**Master List of Recruitment Sources (Appendix A)**

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

February 1, 2012 through January 28, 2013

NO.	ORGANIZATION	REQ	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
1	The Advocate		Classified Department	kcoleman@theadvocate.com	225-388-0111 225-388-0129F	P. O. Box 588	Baton Rouge, LA 70821
2.	Louisiana's Job Market - Media CareerLINK & The Advocate Online			Lajobmarket.com			Baton Rouge, LA
3.	Department of Labor Job Service			<a href="http://www.laworks.net">www.laworks.net</a>	225-925-4311 225-925-1845F	1991 Wooddale Blvd.	Baton Rouge, LA 70806
4.	LSU		Career Services	lsu.edu/career	225-578-1548 225-578-1636F	1502 CEBA Bldg.	Baton Rouge, LA 70803
5.	LSU Manship School of Mass Comm	*	Mary Ann Sternberg	<a href="mailto:msternb@lsu.edu">msternb@lsu.edu</a>	225-388-0146	222 Journalism Bldg.	Baton Rouge, LA 70803
6.	Southeastern Universtiy Dept of Language and Communications	*	Dr. Claudia McCalman	<a href="mailto:cmccalman@selu.edu">cmccalman@selu.edu</a> <a href="mailto:langcomm@southeastern.edu">langcomm@southeastern.edu</a>	985-549-2105 985-549-5407F	P. O. Box 10451	Hammond, LA 70402
7.	Southeastern University The Southeastern Channel	*	Rick Settoon General Manager	<a href="mailto:rick.settoon@selu.edu">rick.settoon@selu.edu</a>	985-549-2402	SLU 12872	Hammond, LA 70402
8	Southern University		Career Services	<a href="mailto:karen_gamble@subr.edu">karen_gamble@subr.edu</a>	225-771-5732 225-771-3272F	P. O. Box 9246	Baton Rouge, LA 70813
9.	Southern University	*	Mahmoud Braima Mass Communications	<a href="mailto:mahmoud_braima@subr.edu">mahmoud_braima@subr.edu</a> <a href="mailto:yolanda_campbell@subr.edu">yolanda_campbell@subr.edu</a>	225-771-5790 225-771-4943F	P. O. Box 9770	Baton Rouge, LA 70813
10	Louisiana Association of Broadcasters Employment Clearinghouse	*	Lou Munson	<a href="mailto:lab@broadcasters.org">lab@broadcasters.org</a> careerpage.org	225-267-4522 225-267-4329F	660 Florida Street	Baton Rouge, LA 70801
11.	National Association of Black Journalist (NABJ)		NABJobsOnline	<a href="http://www.nabj.org">www.nabj.org</a>	301-405-0248 301-314-1714F	1100 Knight Hall, Ste. 3100	College Park, MD 20742
12.	BR School of Computers		Brenda Voss		225-923-2524 225-923-2979F	9352 Interline Avenue	Baton Rouge, LA 70809
13.	Camelot Career College		Ronnie Williams	camelotcollege.com	800-470-3320 225-927-3794F	2618 Wooddale Blvd, Ste A.	Baton Rouge, LA 70805



14.	Delta College of Arts & Technology			<a href="http://deltacollege.com">deltacollege.com</a>	225-927-7780 225-927-9096F	7380 Exchange Place	Baton Rouge, LA 70806
15.	Capital. Technical College				225-359-9201	3250 N. Acadian Thruway East	Baton Rouge, LA 70805
16.	Remington College				800-734-2490	10551 Coursey Blvd. .	Baton Rouge, LA 70816
17.	Delmont Service Center		Julie Newman	Delmont@brgov.com	225-389-5464 225-389-4907F	3535 Riley Street	Baton Rouge, LA 70805
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	tvjobs.com	877-988-9808	P. O. Box 4116	Oceanside, CA 92052-4116
20.	WBRZ-TV Website		John Pecaut	<a href="mailto:jpecaut@wbrz.com">jpecaut@wbrz.com</a>	225-336-2203	1650 Highland Road	Baton Rouge, LA 70802
21.	WBRZ-TV Internal Bulletin Board (Employee or Employee Referral)		Laura Sisemore	<a href="mailto:lsisemore@wbrz.com">lsisemore@wbrz.com</a>	225-336-2203	1650 Highland Road	Baton Rouge, LA 70802
22.	WBRZ-TV Ad Public Service Announcement		Laura Sisemore	<a href="mailto:lsisemore@wbrz.com">lsisemore@wbrz.com</a>	225-336-2203	1650 Highland Road	Baton Rouge, La 70802
23.	Rick Gevers			TVSpy.com			
24.	Talent Dynamics		JJ Davis	<a href="mailto:davis@talentdynamics.com">davis@talentdynamics.com</a>	214-951-9610F	8828 Stemmons Suite 510	Dallas, TX 75247
25.	602 Communications		Graeme Newell	graemenewell@602communications.com	602-485-4412	602 Communications	Phoenix, AZ
26.	EW School of Journalism			Scrippsjschool.org editor@producerpage.com			
27.	ProductionHUB.Com			Productionhub.com			
28.	SoftimageHome			<a href="mailto:DS@softimage.com">DS@softimage.com</a> Softimage.com			
29.	Walk-Ins or Self Referral						
30.	The Times Picayune		Kristi Champagne Kim Perrilloux	<a href="mailto:kchampagne@thepicayune.com">kchampagne@thepicayune.com</a>	504-826-3580 800-925-0000 504-826-3492F	3800 Howard Avenue	New Orleans, LA 70125
31.	AVID User Group			DS-List@googlegroups.com			
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	<a href="mailto:jobpostings@nicar.org">jobpostings@nicar.org</a>	573-882-2042	141 Neff Annex Missouri School of Journalism	Columbia, MO 65211
36.	NOLA.com		Online posting	Jobs.nola.com	800-925-0000	3800 Howard Ave	New Orleans, LA 70125
37.	Well Dunne Talent.com		Kate Bacon Dunne	<a href="mailto:kate@welldunnetalent.com">kate@welldunnetalent.com</a> <a href="http://blog.welldunnetalent.com">http://blog.welldunnetalent.com</a>	602-288-9043		
38.	Marketing Ideanet Newsletter		Sandy Lizik 602 Communication	<a href="mailto:slizik@602communications.com">slizik@602communications.com</a>			
39.	News Check Media		Phil Kirk	Pkirk@newscheckmedia.com	516-674-4914	P.O. Box 565	Chatham, NJ 07928
40.	Baton Rouge Society of Human Resource Management (GBRSHRM.org)		SHRM Care Team		800-283-7476, option 3		
41.	Work In Sports.com				855-220-5627	7010 East Chauncey Lane Ste. 115	Phoenix, AZ 85054
42.	Outside Referral/ /Networking Contacts						
43.	No Whining Talent		Linda Levy	<a href="mailto:ndaLevy@TheNWTgroup.com">ndaLevy@TheNWTgroup.com</a>	817-987-3600	2110 Elmwood	Bryan, TX 77802