

AMENDED
EEO PUBLIC FILE REPORT

FOR

WBRZ-TV/KBTR-CD
February 1, 2024 through January 31, 2025

This EEO Public File Report amends the prior, timely filed version of the report to include additional recruitment information.

February 2025

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WBRZ-TV/KBTR-CD**

February 1, 2024 through January 31, 2025

(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
1. Accounting/HR Specialist	4-11,14,15,18-20,22,23,25, 29, 30,43,51	25
2. News Anchor	4-11,14,15,18-20,22,23,25, 29, 30,43,51	19
3. Director of Sales	4-11,14,15,18-20,22,23,25, 29, 30,43,51	19
4. General Manager	5, 11, 19, 24, 27, 53	24
5. Master Control Operator	4-11,14,15,18-20,22-25,29, 30,43,51	19,24
6. Multi-Media Journalist MMJ-7	4-11,14,15,18-20,22-23,25, 27,29,30,43,45,51	19,20,27,45
7. News Cast Director-1	4-11,14,15,18-20,22,23,25, 29, 30,43,51	19
8. News Director	4-11,14,15,18-20,22,23,25,27, 29, 30,43,51	27
9. Photographer	4-11,14,15,18-20,22,23,25, 29, 30,43,51	19
10. News Producer-7	4-11,14,15,18-20,22-25,27, 29, 30,43,51	19,24,27
11. Videographer -3	4-11,14,15,18-20,22,23,25,27,29, 30,43,51	19, 27
12. Web Producer -3	4-11,14,15,18-20,22,23,25,27, 29, 30,43,51	27

TOTAL INTERVIEWS FOR FULL-TIME POSITIONS: 78

NUMBER OF REFERRALS FOR INTERVIEWEES BY RECRUITMENT SOURCES:

<u>Recruitment Source #</u>	<u>No. of Referrals</u>	<u>Recruitment Source#</u>	<u>No. of Referrals</u>
#19	38		
#20	2		
#24	7		
#25	7		
#27	12		
#45	12		

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:

WBRZ representatives participated in career fairs where they set up tables with career information, accepted resumes, conducted on-the-spot interviews, and spoke with students about WBRZ career opportunities.

February 7, 2024

Director of Human Resources and News Anchor – Madison Preparatory Academy College and Career Fair

February 7, 2024

Director of Human Resources and Director of Production- Spring Career Fair at Louisiana State University

February 17, 2024

Director of Human Resources. - Louisiana Association of Broadcasters Career Fair at LSU

February 21, 2024

Director of Human Resources and News Anchor – Southern University’s Spring Career Fair

March 5, 2024

Director of Human Resources and Director of Production- Communications Job Fair at LSU

March 8, 2024

Director of Human Resources and News Anchor – University of New Orleans Career Expo

March 26, 2024

Director of Human Resources -Aspire Career Fair at Southern University

September 12, 2024

Director of Human Resources and HR/Accounting Specialist- LSU Fall Career Expo

September 18, 2024

Director of Human Resources and HR/Accounting Specialist- Fall Career Exploration Day

November 20, 2024

Director of Human Resources and News Anchor- Baton Rouge Community College Fall Career Fair

Name(s) of Station Personnel Involved in Initiative:

Keisha Wilson, Director of Human Resources and Brandy Lightsey, Accounting/HR Specialist
Leah Marchand, Director of Production
Brandi B Harris, News Anchor
Mia Monet, News Anchor

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, 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 2024 – Three Interns: 3 News

Summer 2024 – Seven Interns: 4 News, 1 Marketing, 2 Weather

Fall 2024 – Four Interns: 2 News, 1 Marketing, 1 Weather

Name(s) of Station Personnel Involved in Initiative:

Andrew Shenkan, General Manager
Keisha Wilson, Director of Human Resources
Joshua Eachus, Chief Meteorologist
Letitia Walker, Director of News
Noah Kozinko, Marketing Director

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:

Andrew Shenkan, General Manager
Jake Manship, CEO
Ralph Bender, Chief Financial Officer
Keisha Wilson, Director of Human Resources
Letitia Walker, Director of News

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 2025 LAB Prestige Awards in March.

Date(s) November 1, 2024 through January 24, 2025

Name(s) of Station Personnel Involved in Initiative:

Keisha Wilson, Director of Human Resources
 Jake Manship, CEO

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
03/05/2024	Anchor	Volunteered as a Moderator for Women Leadership Conference for Junior League of Baton Rouge
5/15/2024	Anchor	Guest Speaker at Westminster’s Elementary 5 th Grade Graduation
11/7/2024	Anchor	Served as Master of Ceremonies and also presented the 2023 Volunteer Activists to benefit the Emerge Center.
11/14/2024	Meteorologists	School Visit for a Career Fair at North Corbin Junior High School.
12/21/2024	Investigative Reporter	Speaker for the Baton Rouge Round Table luncheon at Drusilla Seafood

Names of Station Personnel Involved in Initiative:

Sylvia Weatherspoon
 John Pastorek
 Balin Rogers
 Brittany Weiss
 Mia Monet

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

DATE	PARTICIPANT TITLE	SUBJECT
2/17/24	Director of Human Resources	Attended Louisiana Association of Broadcaster's (LAB) Career Fair at Grambling University and shared information about broadcasting with students.
3/5/24	Director of Human Resources and Director of Production	Attended a Communications Job Fair at LSU
10/15/24	Investigative Reporter	Spoke to a beginner writers' class at LSU
10/31/2024	News Reporter	Participated in Scotlandville High School student career fair.

Names of Station Personnel Involved in Initiative:

Keisha Wilson
 Leah Marchand
 Kelly Kissel
 David Hamilton

Master List of Recruitment Sources (Appendix A)

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

February 1, 2024 through January 31, 2025

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 University 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
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

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
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 mccalope@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 'Ee Referral)	Keisha Wilson	hr@wbrz.com	225-336-2203	1650 Highland Road	Baton Rouge, LA 70802
21	WBRZ-TV Ad Public Service Announcement	Keisha Wilson	hr@wbrz.com	225-336-2203	1650 Highland Road	Baton Rouge, La 70802
22	Rick Gevers		www.rickgevers.com	317-635-7912		
23	Women in Media – Baton Rouge chapter	Beth Colvin	info@womeninmediabr.com			

NO.	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
24	Walk-Ins or Self Referral					
25	Indeed.com	Online posting automatically added w/ Advocate posting	Indeed.com		7501 N. Capital of Texas Hwy. Building B	Austin, TX 78731
26	Marketing Ideanet Newsletter	Sandy Lizik 602 Communications	slizik@602communications.com			
27	Outside Referral/ /Networking Contacts					
28	LSU Career Day Expo		(held in Spring & Fall each year)		LSU Maddox Field House	Baton Rouge, LA
29	Southern University Career Day Exhibition		(held in Spring & Fall each year)		Clark Activity Center	Baton Rouge, LA
30	Tulane University Career Center	tulane.edu/hiretulane/	csc@tulane.edu	504-865-5107		New Orleans, LA 70118
31	University of New Orleans Career Services	Martha Barnes	mbarnes2@uno.edu	888- 514-4275	2000 Lakeshore Drive	New Orleans, LA 70148
32	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
33	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
34	Baton Rouge Community College Career Center (College Central)	Trudy Brown Sandy Taylor	http://www.collegecentral.com/bccc	225- 216-8441	201 Community College Drive	Baton Rouge, LA 70806
35	Workplace Diversity	wkdiversity.careers.adicio.com/		973- 992-7311		Parsippany, New Jersey
36	LSU Career Day Expo		(held in Spring & Fall each year)		LSU Maddox Field House	Baton Rouge, LA
37	Southern University Career Day Exhibition		(held in Spring & Fall each year)		Clark Activity Center	Baton Rouge, LA
38	Tulane University Career Center	tulane.edu/hiretulane/	csc@tulane.edu	504-865-5107		New Orleans, LA 70118

39	University of New Orleans Career Services	Martha Barnes	mbarnes2@uno.edu	888- 514-4275	2000 Lakeshore Drive	New Orleans, LA 70148
40	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
41	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
42	Burt Shapiro Management	Burt Shapiro	burtjay@mindspring.com	323-469-9452	2147 North Beachwood Dr.	Los Angeles, CA 90068
43	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
44	DiversityJobs.com	LatPro Inc.		954-727-3863	3980 Broadway St., Ste. 103-147	Boulder, CO 80304
45	YouTube.com	Resume Channels	youtube.com			
46	LSU Manship Net Night					
47	GBR-SHRM		gbrshrm@gbrshrm.org			Baton Rouge, LA
48	Jackson State University	Shanecha Thompson	Shanecha.o.thompson@jsums.edu	601-979-2281		
49	ITI Technical College	Kristen Hill	khill@iticollege.edu	225-752-4233	13944 Airline Hwy.	B.R. LA 70817
50	NLGJA: The Association of LGBTQ Journalists	Elliot Ayres	elliott@nlgja.org	202-887-8209	2120 L Street NW STE 850	Washington, DC 2009
51	LinkedIn		www.linkedin.com			
52	Xavier University	Tracey Jackson	Tjacks33@xula.edu	504-520-6002	1 Drexel Dr Box 65	New Orleans, LA 70125
53	TVNewsCheck.com	Michael Depp	medepp@newscheckmedia.com	504-669-0162	238 Crosshill Rd	Wynnewood, PA 19096