

February 2023

**EEO PUBLIC FILE REPORT
WBRZ-TV/KBTR-CD**

February 1, 2022 through January 31, 2023

(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. News Graphics Design Operator	4-16, 18-23, 27, 32, 41, 42	32
2. Marketing Content Producer	4-15, 17-23, 27, 32, 37, 41, 42	21
3. Information Technology Analyst	4-15, 17-23, 36, 27, 32, 37, 41, 42	4
4. Meteorologist	4-11, 13-15, 17-23, 36, 27, 29, 37, 41, 42	29
5. Web Producer	4-16, 17-23, 36, 27, 30, 37, 41, 42	5
6. Traffic Reporter MMJ	4-15, 17-23, 27, 29, 37, 41, 42	29
7. News Graphics Design Operator	4-11, 13-15, 18-23, 27, 37, 41, 42	21
8. Director of Production	4-11, 13-15, 18-23, 27, 29, 37, 41, 42	29
9. News Producer – 1	4-15, 17-23, 25, 27, 29, 36, 37, 41, 42	41
10. News Producer – 2	4-15, 17-23, 25, 27, 29, 30, 36, 37, 41, 42	29
11. Sales Account Executive – 1	4-15, 17-23, 25, 27, 29, 30, 36, 37, 41, 42	29
12. News Producer – 3	4-16, 17-23, 25, 27, 29, 30, 36, 37, 41, 42	36
13. Production Producer	4-16, 17-23, 27, 28, 34, 36, 41, 42	7
14. News Producer – 4	4-16, 17-23, 25, 27, 29, 30, 36, 37, 41,42	20
15. Master Control Operator – 1	1, 2, 4-11, 13-16, 18-23, 27, 37, 41, 42	21
16. News Producer – 5	4-16, 17-23, 25, 27, 29, 30, 36, 37, 41, 42	7
17. Sales Account Executive – 2	4-15, 17-23, 25, 27, 28, 36, 41, 42	28
18. News Producer – 5	4-16, 17-23, 25, 27, 29, 30, 36, 37, 41,42	30
19. Sales Account Executive – 3	4-15, 17-23, 25, 27, 28, 36, 41, 42	28
20. Marketing Content Producer – 2	4-15, 17-23, 27, 36, 41, 42	21
21. Director of News (Manager)	4-11, 13-15, 17-23, 25, 27, 36, 41, 42	23
22. Master Control Operator – 2	1, 2, 4-12, 13-16, 18-23, 27, 36, 37, 41, 42	21
23. Director of Accounting	1, 2, 4-11, 13-15, 18-23, 25, 27, 36, 41, 42	1

TOTAL INTERVIEWS FOR FULL-TIME POSITIONS: 91

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>
#1, 2	5	#21	20
#4	4	#23	1
#5	10	#27	1
#7	3	#28	10
#12	2	#29	6
#15	1	#32	3
#19	5	#41	6
#20	14		

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 8, 2022

Director of Human Resources and HR Assistant - Louisiana State University’s Spring Career Expo

February 12, 2022

News Director and Asst. N.D. - Louisiana Association of Broadcasters Career Fair at LSU

March 9, 2022

News Director and Sports Director – Communication Professionals Networking Fair at LSU

March 9, 2022

Director of Human Resources - Delta Community College Career Fair

March 15, 2022

Director of Human Resources and HR Assistant - East Baton Rouge Parish Aspire Career Fair

September 13, 2022

Meteorologist participated in Ascension Parish Career Fair at Lamar Dixon with a booth representing the WBRZ Weather Team.

Name(s) of Station Personnel Involved in Initiative:

Jennifer C. Dartez, Director of Human Resources and Cagney Blanchard, Finance/HR Assistant
 Trey Schmaltz, News Director
 Danny Monteverde, Asst. News Director
 Michael Cauble, Sports Director
 Jacelyn Wheat, Meteorologist

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 2022 – Five Interns: 3 News, 1 Production, 1 Marketing

Summer 2022 – Eight Interns: 5 News; 1 Production; 1 Marketing; 1 Weather

Fall 2022 – Two Interns: 1 News; 1 Marketing

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

Joshua Eachus, Chief Meteorologist

Trey Schmaltz, Director of News

Danny Monteverde, Assistant Director of News

Noah Kozinko, Marketing Director

Ed Ball, Production 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:

James "Rocky" Daboval, General Manager

Jake Manship, Director

Ralph Bender, Chief Financial Officer

Jennifer C. Dartez, Director of Human Resources

Trey Schmaltz, Director of News

Danny Monteverde, Assistant 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 2023 LAB Prestige Awards in March.

Date(s) November 1, 2021 through January 27, 2023

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
2/9/22	Anchor	Shared information about broadcasting with students and faculty at St. James High School and Lutcher High School.
3/15/22	Meteorologist	Made a weather presentation to students at Seventh Ward Elementary School for STEM night to teach them about the role of a meteorologist.
5/13/22	Investigative Reporter	Participated as a panelist at Louisiana State University Lod Cook for discussion about controversial communications with the Public Relations Association of Louisiana
8/27/22	News Director, Sports Directors, MMJs, Anchors	Coordinated with LSU to conduct an all-day on-site training at the station for Tiger TV students. Students learned about and job shadowed broadcasting careers.
9/23/22	COO and News Director	Met with Walker High School principal to discuss starting a training partnership with students and WBRZ-TV.

Names of Station Personnel Involved in Initiative:

Brandi Harris
Marisa Nuzzo
Chris Nakamoto
Jake Manship
Trey Schmaltz
Michael Cauble
Danny Monteverde
Jacelyn Wheat
Various other News staff for 8/27/22 event

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

DATE	PARTICIPANT TITLE	SUBJECT
2/12/22	Asst. News Director	Attended Louisiana Association of Broadcaster's (LAB) Career Fair and shared information about broadcasting with students.
2/14/22	Morning Anchor	Served as MC for the Go Red for Women with the American Heart Association.
7/20/22	Investigative Reporter	Participated in Baton Rouge Children's Advocacy Celebrity Waiter event to demonstrate how news media and broadcast careers can help raise money and awareness for non-profits.
1/15/23	Human Resources Director	Participated in Knights of Peter Claver student career fair.

Names of Station Personnel Involved in Initiative:

Brandi Harris
Chris Nakamoto
Danny Monteverde
Jennifer Dartez

EEO Public File Report
Louisiana Television Broadcasting, LLC
WBRZ-TV/KBTR-CD
Baton Rouge, Louisiana
February 2023

Master List of Recruitment Sources (Appendix A)

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

February 1, 2022 through January 31, 2023

#	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS
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	Auto post with Advocate ad	classifieds@theadvocate.com	225-383-1111	Baton Rouge, LA
3.	LA Workforce Commission		www.laworks.net	225-925-4312	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 Tad Odell	rdill1@lsu.edu todell@lsu.edu	225-578-1899 225-578-9295	211 Journalism Bldg. Baton Rouge, LA 70803
6.	Southeastern Universtiy	James O'Connor	James.oconnor@selu.edu	985-549-2105 985-549-5407F	Box 10719 Hammond, LA 70402
7.	*Southeastern University	Rick Settoon General Manager	rick.settoon@selu.edu Mass Communications	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 Media Relations	Edward Pratt, Asst. 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)	Polly P. Johnson Laura Smith	laura@broadcasters.org (also posts to NABJ and LAB FB and Twitter)	225-267-4522 225-267-4329F	660 Florida St Baton Rouge, LA 70801
12.	Handshake for Employers		joinhandshake.com/employers		
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/BRAABJ , Baton Rouge, LA
15.	Media Recruiter	mediarecruiter.com	art@mediarecruiter.com	303-400-5150	9457 S. University Blvd., #303, Highlands Ranch, CO 80126
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.	Birschbach Media Sales & Marketing	Art Scott	art@mediarecruiter.com	303-400-5150	5702 Spicewood Harlingen, TX 78552

#	ORGANIZATION	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS
18.	NewsCheck Media, LLC		accounting@newscheckmedia.com	484-412-8297	24 West Lancaster Ave., Suite 205 Ardmore, PA 19003
19.	Broadcast Employment Services	Mark Holloway	jobs@tvjobs.com	(760) 754-8177 – not in service 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/Employee 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.	Magid Media Consultants	Triston Sanders	tsanders@magid.com	850-322-8594	
26.	Women in Media	Beth Colvin	info@womeninmediabr.com		Baton Rouge chapter
27.	Self Referrals				
28.	Indeed.com	Online posting incl. w/ Advocate post	www.Indeed.com		Austin, TX 78731
29.	Outside Referral/ Networking				
30.	LSU Career Expo		(held in Spring & Fall each year)		LSU Maddox Field House, Baton Rouge, LA
31.	Southern University Career Day		(held in Spring & Fall each year)		Clark Activity Center Baton Rouge, LA
32.	Baton Rouge Community College Career Center	Trudy Brown Sandy Taylor	http://www.collegecentral.com/brcc	225- 216-8441	201 Community College Drive, Baton Rouge, LA 70806
33.	National Weather Association (NWA)	Janice Bunting, Exc.Dir. Bryce McElhane	exdir@nwas.org bmcelhane@nwas.org	405-701-5167	3100 Monitor Ave., #123, Norman, OK 73072
34.	Mandy.com	Blue Compass Ltd.	office@mandy.com	+44(0)20 7359 7193	131-132 Upper Street London N1 1QP
35.	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
36.	YouTube.com	Resume Channels	www.youtube.com		
37.	LSU Manship Net Night				
38.	Jackson State University	Shanecha Thompson	Shanecha.o.thompson@jsums.edu	601-979-2281	
39.	ITI Technical College	Kristen Hill	khill@iticollege.edu	225-752-4233	13944 Airline Hwy. B.R. LA 70817
40.	NLGJA: The Association of LGBTQ Journalists	Elliot Ayres	elliott@nlgja.org	202-887-8209	2120 L Street NW STE 850, Washington, DC 2009
41.	LinkedIn		www.linkedin.com		
42.	FaceBook				