

**WAFB, WBXH-CD**  
**EEO PUBLIC FILE REPORT**  
**February 1, 2023 - January 31, 2024**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

| Job Title                              | Recruitment Sources ("RS")<br>Used to Fill Vacancy            | RS Referring<br>Hiree |
|--|---|-----------------------|
| NEWS ANCHOR/EPORTER                    | 1-5, 7-12, 14, 16-23, 25-28, 30-35, 37-41, 43, 45             | 11                    |
| SR CREATIVE SERVICES PRODUCER          | 1-12, 14, 16-20, 23, 25-28, 30-35, 37-41, 43, 45              | 6                     |
| Digital Media Account Executive        | 1-4, 6-12, 14, 16-23, 25-35, 37-41, 43, 45                    | 6                     |
| NEWS REPORTER - WAFB                   | 1-2, 4, 7-12, 14, 17-20, 22-28, 30-42, 44-45                  | 11                    |
| NEWS REPORTER - WAFB                   | 1-2, 4, 7-12, 14, 17-20, 22-28, 30-42, 44-45                  | 42                    |
| DIGITAL MEDIA ACCOUNT EXECUTIVE - WAFB | 1-2, 4, 7-12, 14-15, 17-20, 22-28, 30-41, 44-45               | 15                    |
| DIGITAL MEDIA ACCOUNT EXECUTIVE - WAFB | 1-2, 4, 7-12, 14-15, 17-20, 22-28, 30-41, 44-45               | 15                    |
| ASSISTANT NEWS DIRECTOR - WAFB         | 1-2, 4, 6-14, 17-20, 22-23, 25-28, 30-35, 37-41, 44-45        | 6                     |
| ASSISTANT NEWS DIRECTOR - WAFB         | 1-2, 4, 6-14, 17-20, 22-23, 25-28, 30-35, 37-41, 44-45        | 6                     |
| DIGITAL CONTENT PRODUCER - WAFB        | 1-2, 4, 6-12, 14, 17-20, 22-23, 25-28, 30-35, 37-42, 44-45    | 42                    |
| NEWS PRODUCER (PRIMARY) - WAFB         | 1-2, 4, 6-12, 14-15, 17-20, 22-23, 25-28, 30-35, 37-41, 44-45 | 15                    |
| NEWS PRODUCER (PRIMARY) - WAFB         | 1-2, 4, 6-12, 14-15, 17-20, 22-23, 25-28, 30-35, 37-41, 44-45 | 6                     |
| TECHNICAL MEDIA PROD. (PRIMARY) - WAFB | 1-2, 4, 6-12, 14, 17-20, 22-23, 25-28, 30-35, 37-41, 44-45    | 11                    |
| MMJ/ (WEEKEND) NEWS ANCHOR - WAFB      | 1-2, 4, 6-12, 14, 17-20, 22-23, 25-28, 30-35, 37-41, 44-45    | 6                     |
| CREATIVE SERVICES COORDINATOR - WAFB   | 1-2, 4, 6-12, 14, 17-20, 22, 24-28, 30-35, 37-41, 44-45       | 6                     |
| CREATIVE SERVICES PRODUCER - WAFB      | 1-2, 4, 7-12, 14, 17-20, 22-23, 25-28, 30-35, 37-41, 44-45    | 12                    |

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

| RS Number | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|---|---|--|
| 1         | Broadcast Employment Services<br>PO Box 4116<br>Oceanside, California 92052<br>Phone : 800-374-0119<br>Email : markch@tvjobs.com<br>Mark Holloway   | N   | 0  |
| 2         | CareerBuilder.com (posted from Gray.TV/Careers)<br>200 N. LaSalle St.<br>Chicago, Illinois 60601<br>Job Listings  | N   | 2  |
| 3         | Collective Talent.Com<br>1721 Richareson Plc<br>Tampa, Florida 33606<br>Phone : 813-254-9695<br>Email : bille@michaelsmedia.com<br>Michael Billie   | N   | 0  |
| 4         | Crescent Health Group LLC Crescent Consulting Group, LLC<br>8211 Goodwood Blvd Suite A1<br>Baton Rouge, Louisiana 70806<br>Phone : 225-421-1921<br>Email : Crescentgrp@gmail.com<br>S R Judge | Y   | 0  |
| 5         | Current Employee  | N   | 2  |
| 6         | Employee Referral   | N   | 12   |
| 7         | Forever Sisters LLC<br>5355 Government St<br>Baton Rouge, Louisiana 70806<br>Phone : 225-999-2696<br>Email : myforeversisters@gmail.com<br>Louisa Palmer                                      | Y   | 0  |
| 8         | Gardere Initiative<br>8435 Ned Ave Apt.A<br>Baton Rouge, Louisiana 70820<br>Phone : 225-769-0305<br>Email : gardereinitiative@gmail.com<br>Career Assistance                                  | N   | 0  |

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|-----------|--|---|--|
| 9         | Grambling St Univ Dept of Mass Comm<br>POBox 4292<br>Grambling, Louisiana 71245<br>Phone : 318-274-2189<br>Email : dunns@gram.edu<br>Sharon Ford-Dunn                    | Y   | 0  |
| 10        | Grambling State University<br>403 Main St<br>Grambling, Louisiana 71245<br>Phone : 318-247-3811<br>Career Placement<br>Manual Posting                                    | N   | 0  |
| 11        | Gray TV Careers<br>4370 Peachtree Road, NE<br>Atlanta, Georgia<br>Url : <a href="http://gray.tv/careers">http://gray.tv/careers</a><br>Human Resources<br>Manual Posting | N   | 9  |
| 12        | Indeed.com (posted from Gray.TV/Careers)<br>6433 Champion Grandview Way<br>Austin, Texas 78750<br>Job Listings<br>Manual Posting   | N   | 9  |
| 13        | Internal Transfer/Promotion  | N   | 1  |
| 14        | LA Assoc. of Broadcasters<br>660 Florida Blvd<br>Baton Rouge, Louisiana 70801<br>Phone : 225-267-4522<br>Email : lab@broadcasters.org<br>Polly Johnson                   | N   | 0  |
| 15        | Linked In - Not Directly Contacted by SEU  | N   | 3  |
| 16        | LinkedIn (Paid Posting)<br>1000 West Maude Ave.<br>Sunnyvale, California 94085<br>Job Listings<br>Manual Posting   | N   | 0  |

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|-----------|---|---|--|
| 17        | Louisiana State University Shreveport<br>One University PL<br>Shreveport, Louisiana 71115<br>Phone : 318-797-8000<br>Career Placement<br>Manual Posting                         | N   | 0  |
| 18        | Louisiana Tech University<br>201 Mayfield Ave<br>Ruston, Louisiana 71270<br>Phone : 318-257-2000<br>Career Placement<br>Manual Posting  | N   | 0  |
| 19        | Louisiana State University<br>LSU<br>Baton Rouge, Louisiana 70803<br>Phone : 225-578-3202<br>Career Placement<br>Manual Posting   | N   | 0  |
| 20        | Loyola University New Orleans<br>6363 StCharles Ave<br>New Orleans, Louisiana 70118<br>Phone : 504-865-3240<br>Career Placement<br>Manual Posting                               | N   | 0  |
| 21        | LSU Dept Of Comm Studies<br>117-A Prescott Hall<br>Baton Rouge, Louisiana 70803<br>Phone : 225-578-6079<br>Email : mapplin@lsu.edu<br>Mike Applin                               | N   | 0  |
| 22        | LSU Manship Sch of Mass Comm<br>LSU<br>Baton Rouge, Louisiana 70803<br>Phone : 225-388-2336<br>Email : sadiewilks@lsu.edu<br>Sadie Wilks  | N   | 0  |
| 23        | Media Match Magazine<br>POBox 48220<br>Los Angeles, California 90048<br>Url : <a href="http://www.media-match.com">http://www.media-match.com</a><br>Anna N/A<br>Manual Posting | N   | 0  |

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|-----------|---|---|--|
| 24        | News Check Media<br>24 West Lancaster Ave Suite 205<br>Ardmore, Pennsylvania 19003<br>Phone : 610-420-6003<br>Patty Hersh<br>Manual Posting                       | N   | 0  |
| 25        | Nicholls State University<br>906 e 1st St<br>Thibodaux, Louisiana 70301<br>Phone : 877-642-4655<br>Career Placement<br>Manual Posting                             | N   | 0  |
| 26        | Northwestern University<br>175 Sam Sibley Dr<br>Natchitoches, Louisiana 71457<br>Phone : 318-357-6011<br>Career Placement<br>Manual Posting                       | N   | 0  |
| 27        | S. I NEWHOUSE SCHOOL OF PUBLIC COMM<br>215 UNIVERSITY PL<br>SYRACUSE, New York 13210<br>Phone : 315-443-2302<br>Email : kmcgee@syr.edu<br>Karen McGee             | N   | 0  |
| 28        | Sales & Marketing Executives<br>P O Box 86336<br>Baton Rouge, Louisiana 70879<br>Phone : 225-927-8014<br>Email : smesec@eatel.net<br>Teri White                   | N   | 0  |
| 29        | Southeast LA Veteran Health Care System<br>2400 Canal St<br>New Orleans, Louisiana 70119<br>Phone : 504-723-2453<br>Email : Hezzie.Weston@va.gov<br>Hezzie Weston | N   | 0  |
| 30        | Southeastern Louisiana University<br>500 W University Ave<br>Hammond, Louisiana 70402<br>Phone : 985-549-2000<br>Career Placement<br>Manual Posting               | N   | 0  |

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|-----------|--|---|--|
| 31        | Southeastern University<br>Southeaster LA Univ<br>Hammond, Louisiana 70402<br>Phone : 985-549-5418<br>Email : rick.settoon@selu.edu<br>Rick Settoon                    | N   | 0  |
| 32        | Southern University<br>PO Box 9820<br>Baton Rouge, Louisiana 70813<br>Phone : 225-771-2360<br>Email : mercedes_mackey@subr.edu<br>Mercedes Mackey                      | N   | 0  |
| 33        | SOUTHERN UNIVERSITY A&M CLLEGE<br>801 HARDING BLVD<br>BATON ROUGE, Louisiana 70807<br>Phone : 225-771-4500<br>Email : Yolanda.campbell@sus.edu<br>Dr. Yolanda Campbell | N   | 0  |
| 34        | Southern University AM College<br>801 Harding Blvd<br>Baton Rouge, Louisiana 70807<br>Phone : 225-771-4500<br>Career Placement<br>Manual Posting                       | N   | 0  |
| 35        | Southern University at New Orleans<br>6400 Press Dr<br>New Orleans, Louisiana 70126<br>Phone : 504-286-5000<br>Career Placement<br>Manual Posting                      | N   | 0  |
| 36        | Spots-N-Dots<br>1635 Old Hwy NW Suite112-338<br>Kennesaw, Georgia 30152<br>Phone : 800-884-2630<br>Gene McKay<br>Manual Posting  | N   | 0  |
| 37        | The Young Leaders Academay of BR<br>419 North 19th St Suite B<br>Baton Rouge, Louisiana 70802<br>Phone : 225-346-1583<br>Email : tgr331@yahoo.com<br>Tonya Robertson   | Y   | 0  |

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|-----------|---|---|--|
| 38        | Tulane University<br>6823 St Charles Ave<br>New Orleans, Louisiana 70118<br>Phone : 504-865-5000<br>Career Placement<br>Manual Posting  | N   | 0  |
| 39        | University of Louisiana at Lafayette<br>104 East university Ave<br>Lafayette, Louisiana 70504<br>Phone : 337-482-1000<br>Career Placement<br>Manual Posting   | N   | 0  |
| 40        | University of Louisiana Monroe<br>700 University Ave<br>Monroe, Louisiana 71209<br>Phone : 318-342-1000<br>Career Placement<br>Manual Posting   | N   | 0  |
| 41        | University of North Texas<br>1155 Union Cir<br>Penton, Texas 76203<br>Phone : 940-565-2000<br>Email : slocum@unt.edu<br>Phyllis Slocum  | N   | 0  |
| 42        | Unknown (source not adequately identified upon inquiry by SEU)  | N   | 2  |
| 43        | Vital Resources Solutions<br>5420 Corporate Blvd<br>Baton Rouge, Louisiana 70808<br>Phone : 225-443-1418<br>Email : mrobinson.vital@outlook.com<br>Monique Robinson   | N   | 0  |
| 44        | www.mediagignow.com<br>300 South Riverside Plaza Suite 800<br>Chicago, Illinois 60606<br>Phone : 336-553-0620<br>Url : http://www.mediagignow.com<br>Email : customerservice@mediagignow.com<br>MediaGigNow.com | N   | 0  |

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|--|---|--|---|
| 45   | Xavier University of Louisiana<br>1 Drexel Dr<br>New Orleans, Louisiana 70125<br>Phone : 504-486-7411<br>Career Placement<br>Manual Posting | N  | 0   |
| <b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b> |   |  | <b>40</b>   |



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**III. RECRUITMENT INITIATIVES**

|   | <b>Date</b>   | <b>Type of Recruitment Initiative (Menu Selection)</b>                         | <b>Brief Description Of Activity</b>   | <b>No. of Stations Participants</b> | <b>Participant Title</b> |
|---|---------------|--|--|-------------------------------------|--------------------------|
| 1 | Ongoing Event | Establishment of an intern program designed to assist members of the community | <p>WAFB offers internships to college students as a way to assess jobs and job readiness. These internships are granted to sophomore, junior and senior students majoring in Communications, Mass Communications, Journalism and Broadcast Journalism from various accredited colleges and Universities throughout the U.S. Students were assigned to work with specific News, Sales, Creative Services, Operations and Engineering Department Staffers. 2023 interns were assigned to News and Creative Services.</p> <p>Fall 2023 - 3 interns assigned to News; 1 intern assigned to Creative Services<br/>           Spring 2023 - 3 interns assigned to News<br/>           Summer 2023 - 3 interns assigned to News; 1 assigned to Creative Services.</p> | 0                                   |                          |
| 2 | 2/25/2023     | Participation in events or programs sponsored by educational institutions      | On February 25, 2023, our General Manager and Creative Services Director, participated in the LAB Student Career Workshop and Job Fair at the ULL Student Union in Lafayette, LA. They spoke with students from all over LA about broadcasting careers, reviewed resumes and video reels and interviewed possible candidates.  | 2                                   |                          |
| 3 | 3/7/2023      | Participation in events or programs sponsored by educational institutions      | March 7th our Creative Services Director attended 2023 LSU Spring Advertising and Communications Networking Event. Students and alumni interested in careers in communications, journalism, advertising, public relations, film production, and related industries attend to learn about employers, internships, part-time and full time positions. She spoke with students individually about careers in broadcasting.  | 1                                   |                          |
| 4 | 4/20/2023     | Establishment of training programs for station personnel                       | April 20, 2023, Webinar Training on EEO job posting and processes. It was held by Joan Stewart, Attorney at Law. Attending was our Office Manager.   | 1                                   |                          |

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|   | <b>Date</b> | <b>Type of Recruitment Initiative (Menu Selection)</b>                    | <b>Brief Description Of Activity</b>  | <b>No. of Stations Participants</b> | <b>Participant Title</b> |
|---|-------------|---|---|-------------------------------------|--------------------------|
| 5 | 11/17/2023  | Participation in events or programs sponsored by educational institutions | Live Oak High School Career Day<br><br>WAFB Creative Service's Director spoke with a number of students in 4 session about the Marketing aspects in Broadcast Television. | 1                                   |                          |