

ANNUAL EEO PUBLIC FILE REPORT

WGMB / WBRL / KZUP¹

February 1, 2016 – January 31, 2017

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WGMB / WBRL / KZUP

The information contained in this Report covers the time period beginning February 1, 2016 to and including January 31, 2017 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit (“SEU”) during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

¹ This station was acquired on March 17, 2016. See FCC File No. BALDTA-20160108AAD (granted 2/19/2016 and consummated 3/17/2016).

Appendix 1 to Annual EEO Public File Report

Covering the Period from February 1, 2016 through January 31, 2017

Station(s) Comprising the Station Employment Unit: WGMB / WBRL / KZUP

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Creative Services Director	6/20/16	D	16	A-G
2	Promotions Assistant	10/10/16, 11/1/16	H, B	2	A-G
3	Account Executive	6/20/16, 6/20/16	E, G	10	A-G
4	Account Executive	12/5/16, 12/5/16, 12/19/16	G	5	A-I
5	News Producer	7/4/16	D	3	A-C, E-G, K-L
6	MMJ Reporter	10/10/16	C	12	A-C, E-G, K-L
7	News Photographer	12/27/16	A	4	A-C, E-G, K-L
8	Master Control Operator	2/3/16, 3/9/16,	H,H	5	A-C, E-G
9	Master Control Operator	4/25/16, 5/18/16	H, H	9	A- C, E-G
10	Master Control Operator	7/18/16, 7/19/16, 7/22/16	G, H, F	15	A-G
11	Master Control Operator	8/24/16	A	3	A-G

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
12	Master Control Operator	11/9/16, 12/19/16	B, C	4	A-C, E-G
14	Account Executive	1/30/17	H	1	A-I

Total Number of Persons Interviewed During Applicable Period: 89

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2016 through January 31, 2017

Station(s) Comprising the Station Employment Unit: WGMB / WBRL / KZUP

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	www.brproud.com	Station Website	10000 Perkins Road BR	225-769-0044	N	5
B	www.nexstar.tv	Nexstar.tv	10000 Perkins Road BR	225-769-0044	N	23
C	Tvjobs.com	Website	N/A	Tvjobs.com	N	2
D	Careerbuilder.com	Website	N/A	Careerbuilder.com	N	0
E	Monster.com	Website	N/A	Monster.com	N	3
F	Indeed.com	Website	N/A	Indeed.com	N	0
G	Referral	Various	N/A	N/A	N	29
H	Linkedin	Linkedin	N/A	Website	N	8
I	Louisiana Association of Broadcasters	Broadcasters.org	660 Florida Street Baton Rouge, LA 70801	N/A	N	0
J	Media Job Center	Website	N/A	N/A	N	0
K	NABJ	Conference	N/A	N/A	N	10
L	RTDNA	Conference	N/A	N/A	N	9

Appendix 3 to Annual EEO Public File Report

Covering the Period from February 1, 2016 through January 31, 2017

Station(s) Comprising the Station Employment Unit: WGMB / WBRL / KZUP

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by: WGMB / WBRL / KZUP

	Recruitment Initiative	Description
1	Participation in job fairs by station personnel who have substantial responsibility in the making of hiring decisions	The SEU attended the NABJ (National Association of Black Journalist) conference where the News Director met with numerous potential candidates.
2	Participation in job fairs by station personnel who have substantial responsibility in the making of hiring decisions	The SEU attended the RNTDA (Radio Television Digital News Association) conference where the News Director met with numerous potential candidates.
3	Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities	The SEU's Digital Media Manager attended the 2016 Louisiana Association of Broadcasters / Mississippi Association of Broadcasters Annual Joint Convention.
4	Providing training to personnel of outside recruitment organizations that would enable them to better refer job candidates for broadcast positions.	The SEU's HR / Office Manager held several training sessions involving proper dissemination of job vacancy information and proper usage of the Delteck recruitment system.