

EEO Public File Report
Louisiana Television Broadcasting, LLC
WBRZ-TV/KBTR-CA, Baton Rouge, Louisiana
February 2009

EXHIBIT 2

EEO PUBLIC FILE REPORT

WBRZ-TV/KBTR-CA

February 1, 2008 through January 31, 2009

(First timely prepared and placed in the Public Inspection file on February 1, 2009/Amended as of January 25, 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, indication name, address, contact person and telephone number of each.

FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED (#'s in parenthesis) [Hiree's Recruitment Source in Brackets]

Interviewed.

Production Producer	(1 - 2, 17 - 20, 26)	[#19 WBRZ-TV Website]
News Audio	(1 - 2, 19 - 20)	[#20 Employee Referral]
News Photographer	(1 - 2, 17 - 20)	[#19 WBRZ-TV Website]
Sales Account Executive	(1 - 2, 19 - 20)	[#1 The Advocate]
Production Editor	(1 - 2, 17 - 20, 26 30 - 31)	[#19 WBRZ-TV Website]
News Photographer	(1 - 2, 17 - 20)	[#20 Employee Referral]
News Photographer	(1 - 2, 17 - 20)	[#1 The Advocate]
News Associate Producer	(1 - 2, 17 - 20)	[#1 The Advocate]
News Sportscaster	(1 - 2, 17 - 20)	[#20 Employee Referral]
Sales Account Executive	(1 - 2, 19 - 20)	[#20 Employee Referral]
Sales Account Executive	(1 - 2, 19 - 20)	[#20 Employee Referral]
News Associate Producer	(1 - 2, 19 - 20)	[#1 The Advocate]
Engineer Master Control Op	(1 - 2, 19 - 20)	[#20 Employee Referral]
News Reporter	(1 - 2, 17 - 20)	[#20 Employee Referral]
Sales Assistant	(1 - 2, 19 - 20)	[#19 WBRZ-TV Website]
News Producer	(1 - 2, 17 - 20)	[#1 The Advocate]
News Associate Producer	(1 - 2, 17 - 20)	[#19 WBRZ-TV Website]
News Coordinator/Special Projects	(1 - 2, 19 - 20)	[#1 The Advocate]
News Chief Photographer	(1 - 2, 17 - 20, 32)	[#18 TV Jobs.com]
News Photographer	(1 - 2, 17 - 20)	[#1 The Advocate]
News Photographer	(1 - 2, 17 - 19)	[#20 Employee Referral]

TOTAL INTERVIEWS FOR FULL-TIME POSITIONS:

100 persons

NUMBER OF REFERRALS FOR INTERVIEWEES BY RECRUITMENT SOURCES:

#1	36
#2	8
#4	6
#17	1
#18	7
#19	13
#20	23
#26	1
#28	3
#30	1
#31	1

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:

January 29, 2008

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

February 20, 2008

Director of Human Resources attended a Career Day at Southern University.

March 27, 2008

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

April 17, 2008

Director of Human Resources attended LSU Communications Field Panel.

September 16, 2008

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

September 17, 2008

Director of Human Resources attended a Career Day at Southern University.

Name of Station Personnel Involved in Initiative:
Jamie Politz, Director of Human Resources

- **Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.**

Date(s) On-going yearly 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.

Name(s) of Station Personnel Involved in Initiative:

James "Rocky" Daboval, General Manager
Jamie Politz, Director of Human Resources
Denise Akers Pourciau, Director of Marketing
Charles "Chuck" Bark, Director of News
Edward Ball, Director of Production
Steve Storey, Sales Manager
Denise Murrell, Sales Manager
Michael Cauble, Sports Director
Patrick Shingleton, Chief Meteorologist

- **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 scholarship with Louisiana State University for a graduated senior from the Manship School of Mass Communications to be employed by WBRZ for a period of one year and to be given a broad overall exposure to the functioning of a television station.

Name(s) of Station Personnel Involved in Initiative:

James "Rocky" Daboval, General Manager
Jamie Politz, Director of Human Resources
Charles "Chuck" Bark, Director of News

- **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.

February 15, 2008

Weathercaster took the Weather Road Show to Walker Elementary and spoke to 100 fifth graders.

February 20, 2008

Marketing Intern gave a station tour for Walker Freshman High School.

February 27, 2008

Marketing Coordinator gave a station tour for Chanel Christian School in St. James Parish.

March 1, 2008

Reporter judged a LSU Tiger Town Rumble Speech and Debate Tournament for home-schooled high school students.

March 20, 2008

Weathercaster visited students at Duvall Middle School in West Baton Rouge Parish.

April 7 & 8, 2008

Director of Marketing spoke to Southern University's Introduction to Mass Communication students.

April 11, 2008

Reporter attended Southeast Middle School Career Day.

April 15 & 17, 2008

Marketing Coordinator gave a station tour to Southern University Mass Communication students.

April 17, 2008

Director of Human Resources attended Louisiana State University Communications Field Panel discussion regarding career building and gaining employment results.

April 23, 2008

Reporter attended Denham Springs Junior High School Career Day and spoke to students.

April 23, 2008

Reported attended Glasgow Middle School Career Day.

April 24, 2008

Weathercaster visited Pierre Part Elementary School and Romeville Elementary.

May 2, 2008

LSU Program Coordinator, DeShonda Coleman, appeared on morning show, 2une In, to discuss pre-college programs for students from kindergarten to high school.

June 11, 2008

Director of HR, Director of Marketing, Program Manager, Director of News, News Operations Manager, Marketing Assistant, News Anchor, Weathercaster, Administrative Assistant, and the General Manager participated with LSU Manship School of Journalism with their first Louisiana Scholastic Journalism Institute group. Forty high school students from all over Louisiana and Houston, Texas, along with five advisers from LSU faculty, students, and staff participated. The group watched a newscast, was give a tour of the station, and had questions and answers time regarding television broadcasting careers.

August 25, 2008

Weathercaster took Weather Road Show to 100 fifth grade students at St. Jude.

October 7, 2008

Weathercaster took Weather Road Show to 100 fourth grade students at Louisiana State University LAB School.

October 8, 2008

Weathercaster took Weather Road Show to 50 second grades at Cedarcrest-Southmoor Elementary.

November 8, 2008

Weathercaster took Weather Road Show to 80 first grade students at Parkview Baptist School.

November 5, 2008

Weathercaster took Weather Road Show to 50 second grade students at Lanier Elementary School.

December 1, 2008

Marketing Coordinator gave station tour to Southern University Mass Communication students.

December 1 & 2, 2008

Director of News had scheduled appointments with students from LSU Dr. Andrea Miller's classes for mock interviewing, reviewing resumes, resume video tapes, and reviewing news script writing.

Name(s) of Station Personnel Involved in Initiative:

Jamie Politz, Director of Human Resources

Chuck Bark, Director of News

Todd Ross, Assistant Director of News

Dana Hackett, News Reporter

Michele Krumm, News Reporter

Veronica Mosgrove, News Reporter

Dave Nussbaum, Meteorologist

Chris Stevens, Meteorologist

Pat Shingleton, Meteorologist

Ronald Bates, Marketing Assistant

Michelle Martone, Program Manager

Denise Akers, Director of Marketing

Pallas Dunn, Administrative Assistant

Whitney Vann, News Talent

- **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 routinely airs a public service announcement asking for any organizations that wants to be notified of job openings at the television station to notify the human resources director.

Date(s) On-going

Brief description of activities undertaken to fulfill initiative:

Director of Human Resources and Director of Marketing serve on Southern University's Mass Communications Department's Advisory Council. This council provides assistance and critical analysis of the university's Department of Mass Communications accreditation. The purpose of this council is to look at the program, interact with faculty, and make recommendations. Besides other crucial areas of concern, they are especially interested hearing what we as employers look for in a person we are considering for employment. This would provide invaluable guidance for them as they proceed in training their students.

Name of Station Personnel Involved in Initiative:

Jamie Politz, Director of Human Resources

Denise Akers Pourciau, Director of Marketing

Master List of Recruitment Sources (Appendix A)

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

February 1, 2008 through January 31, 2009

NO.	ORGANIZATION	REQ	CONTACT	E-MAIL	PHONE NUMBER (F = Fax)	ADDRESS	CITY, STATE, ZIP
1	The Advocate		Classified Department		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			www.laworks.net	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	msternb@lsu.edu	225-388-0146	222 Journalism Bldg.	Baton Rouge, LA 70803
6.	Southeastern Universtiy		Department of Communications	kfontenot@selu.edu	985-549-2105 985-549-5407F	P. O. Box 10451	Hammond, LA 70402
7.	Southern University		Career Services		225-771-2011 225-771-3272F	P. O. Box 9246	Baton Rouge, LA 70813
8.	Southern University		Mike Kable Mass Communications		225-771-5790 225-771-4943F	P. O. Box 9770	Baton Rouge, LA 70813
9.	Louisiana Association of Broadcasters Employment Clearinghouse	*	Lou Munson	lab@broadcasters.org careerpage.org	225-267-4522 225-267-4329F	660 Florida Street	Baton Rouge, LA 70801
10.	National Association of Black Journalist (NABJ)		Erinn Joyner	nabj@nabj.org nabj.jobcontrolcenter.com/ rates.cfm.	301-445-7100 Ext. 108	Univ. of Maryland 8701-A Adelphi Rd.	Adelphi, MD 20783-1716
11.	BR School of Computers		Brenda Voss		225-923-2525 225-923-2979F	10425 Plaza Americana Drive	Baton Rouge, LA 70816
12.	Camelot Career College		Ronnie Williams	camelotcollege.com	225-928-3005 225-927-3794F	2618 Wooddale Suite A Blvd.	Baton Rouge, LA 70805
13.	Delta College of Arts & Technology		Amy Renn	amyrenn@aol.com	225-927-7780 225-927-9096F	7380 Exchange Place	Baton Rouge, LA 70806

14.	La. Technical College		Elizabeth King Career Services	eking@brti.tec.la.usa	225-359-9201 225-359-9296F	3250 N. Acadian Thruway East	Baton Rouge, LA 70805
15.	Remington College		Kaye Meyers	kmyers@remingtoncollege. edu	225-922-3990 225-922-9569F	10551 Coursey Blvd. .	Baton Rouge, LA 70816
16.	Delmont Service Center		Julie Newman	JNEWMAN@brgov.com	225-389-5464 225-389-4907F	3535 Riley Street	Baton Rouge, LA 70805
17.	Don Fitzpatrick Associates/ Medialine Talent Shop	*	Mark Shilstone	Medialine.com	800-237-8073	P. O. Box 51909	Pacific Grove, CA 93950
18.	Broadcast Employment Services	*	Mark Holloway	tvjobs.com	877-988-9808	P. O. Box 4116	Oceanside, CA 92052-4116
19.	WBRZ-TV Website	*	Jamie Politz	2theadvocate.com and Wbrz.com	225-336-2203	1650 Highland Road	Baton Rouge, LA 70802
20.	WBRZ-TV Internal Bulletin Board (Employee or Employee Referral)	*	Jamie Politz	jamie@wbrz.com	225-336-2203	1650 Highland Road	Baton Rouge, LA 70802
21.	WBRZ-TV Ad Public Service Announcement	*	Jamie Politz	jamie@wbrz.com	225-336-2203	1650 Highland Road	Baton Rouge, La 70802
22.	Mandy's International Film & TV Production Directory			mandy.com			
23.	Talent Dynamics		JJ Davis	davis@talentdynamics.com	214-951-9610F	8828 Stemmons Suite 510	Dallas, TX 75247
24.	The Marketing Ideanet		Graeme Newell	graemenewell@602 communications.com	602-485-4412	602 Communications	Phoenix, AZ
25.	EW School of Journalism			Scrippsjschool.org editor@producerpage.com			
26.	ProductionHUB.Com			Productionhub.com			
27.	SoftimageHome			DS@softimage.com Softimage.com			
28.	Walk-Ins or Self Referral						
29.	The Times Picayune		Kristi Champagne Kim Perrilloux	kchampagne@thepicayune.com	504-826-3580 800-925-0000 504-826-3492F	3800 Howard Avenue	New Orleans, LA 70125
30.	AVID User Group			DS- List@googlegroups.com			
31.	CreativeCow.net			forums.creativecow.net			
32.	B-roll.net			b-roll.net			