

EEO PUBLIC FILE REPORT

WBRZ-TV/KBTR-CA

February 1, 2011 through January 31, 2012

(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 (#'s in parenthesis)
[Hiree's Recruitment Source in Brackets]

News Content Editor	(1 - 2, 17 - 20)	[#20 Employee Referral]
News Associate Producer	(1 - 2, 4, 7, 19 - 20)	[#4 LSU]
News Assistant Director	(1 - 2, 17 - 20, 22-23)	[#22 TVSpy.com]
Marketing Special Projects/ Coordinator	(1 - 2, 17 - 20)	[#19 WBRZ TV Website]
News Videographer	(1 - 2, 5, 19 - 20)	[#5 LSU Mass Communications]
News Associate Producer	(1 - 2, 17 - 20)	[#20 Employee Referral]
News Producer	(1 - 2, 17 - 20)	[#1 The Advocate]
News Associate Producer	(1 - 2, 17 - 20)	[#18 TVJobs.com]
News Multi-Media Journalist	(1 - 2, 17 - 20)	[#19 WBRZ TV Website]

TOTAL INTERVIEWS FOR FULL-TIME POSITIONS:

41 persons

NUMBER OF REFERRALS FOR INTERVIEWEES BY RECRUITMENT SOURCES:

#1	10
*#3	3
#19	16
#20	10
#22	1

*Dept of Labor monitors The Advocate ads, posts on their website and refers applicants.

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:

February 9, 2011

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

February 9, 2011

Director of Human Resources attended an afternoon Career Day at Southern University.

March 23, 2011

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

September 15, 2011

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

September 15, 2011

Director of Human Resources attended an afternoon 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.

A black female from Southern University served a summer semester in Marketing Department.

A white female from LSU (Louisiana State University) served a summer semester in Marketing Department.

A black female from Southern University served a summer semester in Sports Department.

A black female from Southern University served a fall semester in Sports Department.

A white male from LSU served a fall semester in Marketing Department.

A black female entered a spring semester in Marketing Department.

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

Michael Cauble, Sports Director

- **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 4, 2011

Weatherman visited students at LSU Lab School.

February 16, 2011

Weatherman visited with students at Prairieville Elementary.

February 17, 2011

Weatherman spoke with visiting LSU student about becoming meteorologist.

February 21, 2011

2une In anchor interviewed a guest with 100 Black Men of Baton Rouge to discuss their partnering with LSU to offer two ACT prep programs to improve the performance of students who plan to take their ACT.

February 22, 2011

News Anchor spoke to Boys and Girls Club.

February 23, 2011

Weatherman visited with students at Holy Family School in Port Allen.

February 24, 2022

Weatherman was guest reader for Literacy Night at South Fork Elementary in Walker, LA.

February 25, 2011,

Assistant Director of News mentored a student from Zachary High School for his “Windows to the Word” senior English project for past seven months.

March 2, 2011

Weathercaster visited with students at Spanish Lake Elementary.

March 4, 2011

News anchor spoke to students at Assumption Parish Career Fair at Pierre Part Middle School about the television industry.

March 7, 2011

2une In anchor interviewed Southern University Vice Chancellor for Enrollment Management to discuss “College Night”, the largest one-day recruitment effort at SU. The new Grad Act requires state colleges to raise their enrollment and graduation rates to qualify for more state funding.

March 14, 2011

2une In anchor interviewed guest with Boys Hope Girls Hope organization to discuss event to help fund enrichment programs for summer campus and ACT preparation course.

March 14, 2011

2une In anchor interviewed Reverend Jesse Jackson regarding efforts to keep Southern University and University of New Orleans as separate learning institutes.

March 17, 2011

Weathercaster was speaker at Galvez Middle for “Book Night”.

March 23, 2011

Marketing Assistant gave a station tour for students from Southern University Introduction to Mass Communication class.

March 24, 2011

Marketing Assistant gave a station tour for students from Southern University Introduction to Mass Communication class.

April 5, 2011

News Photojournalist participated in a Southern University Spring Conference for journalism students.

April 6, 2011

Director of Marketing and Director of Human Resources spoke to journalism students at Southern University Mass Communication Spring Conference.

April 6, 2011

Sales Manager spoke to Mass Communication Spring Conference at Southern University about a career in advertising sales.

April 7, 2011

Sales Manager spoke to LSU Media Management class about a career in advertising sales.

May 6, 2011

Two news anchors attended LSU Mass Communications Hall of Fame Banquet and presented award to 2011-2012 Apprenticeship recipient.

May 11, 2011

Director of News and Assistant Director of News were at the LSU Manship School to interview seniors, review their resumes, and critique their video work.

May 23, 2011

Zune In anchor interviewed guests with the Career Academy, a new charter school to open for next school year.

June 8, 2011

Marketing Director, and Marketing Assistant, gave station tours to 35 high school LSU summer journalism camp students with 8 counselors and LSU advisor, and watched Noon newscast Director of News spoke with group.

August 21, 2011

June In anchor gave a tour of Baton Rouge's newest school – Claiborne Elementary along with school principal discussed the need for Volunteers in Public Schools.

September 7, 2011

Weatherman visited students at Northside Elementary.

September 15, 2011

Director of News participated in the presentation on Interviewing Skills for the Media Management class at LSU's Manship School of Mass Communication.

September 15, 2011

Weatherman visited students at LSU Lab School 4th grade.

September 29, 2011

Weathercaster visited with students at Twin Oaks Elementary.

October 5, 2011

Weatherman visited with students at Children's Charter Elementary.

October 12, 2011

Marketing Assistant gave station tour to Southern University Introduction to Mass Communications class.

October 12, 2011

Weatherman misted with students at Bellingrath Elementary 1st grade.

October 19, 2011

Weatherman visited with students at Most Blessed Sacrament School.

October 20, 2011

Marketing Assistant gave station tour to Southern University Introduction to Mass Communications class.

October 21, 2011

Weathercaster visited students at Episcopal School 3rd grade.

November 15, 2011

News producer attend Ponchatoula High School Career Fair.

Jamie Politz, Director of Human Resources

Chuck Bark, Director of News

Brad Grantham, Assistant Director of News

Trey Schmaltz, News Producer

News Photojournalist, Rod McKee

Dave Nussbaum, Meteorologist

Pat Shingleton, Meteorologist

Noah Authement, Marketing Assistant
Denise Akers, Director of Marketing
John Pastorek, News Anchor
Sylvia Weatherspoon, News Anchor
Jared Broussard, Sales Manager

- **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 - attended October 28, 2011

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 universities 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

Date(s) October 19, 2011 through February 10, 2012

Brief description of activities undertaken to fulfill initiative:

Director of Human Resources posts the Louisiana Association of Broadcasters' Scholarship Application and information on station main bulletin board and will handle application form. LAB makes available up to \$4,000 annually, two individual scholarships equivalent to \$1,000 per semester for one year, in scholarship awards to students enrolled and attending classes, fulltime, in a fully accredited broadcast curriculum at a Louisiana four year college. The scholarship to be awarded prior to the end of the Spring Semester.

Name of Station Personnel Involved in Initiative:

Jamie Politz, Director of Human Resources

August 17, 2011 through November 30, 2011

Louisiana Association of Broadcasters offered to LAB member stations, the opportunity to qualify for one of seven \$1,000 grants for a “paid internship” program. WBRZ-TV qualified and we chose a Marketing Intern who was a senior enrolled at Louisiana State University. We presented the \$1,000 grant upon completion of his internship at the end of the Fall Semester 2011.

Name of Station Personnel Involved in Initiative:

Jamie Politz, Director of Human Resources

Denise Akers Pourciau, Director of Marketing

James “Rocky” Daboval, General Manager