

WAFB MASTER LIST OF RECRUITMENT SOURCES

February 1, 2017 to January 31, 2018

**Sources with an asterisk (*) denote organizations that requested notification of job vacancies*

<u>*Source Number</u>	<u>Organization</u>	<u>Contact Person</u>	<u>Mailing/Email Address</u>	<u>Website</u>	<u>Phone Number</u>	<u>Number of Interviews</u>
1	La Assoc of Broadcasters	Polly Johnson	lab@broadcasters.org		225-267-4522	
2	LSU Manship Sch of Mass Comm	Maryann Sternberg	msternb@lsu.edu		225-388-2336	
3	Medialine	Mark Shilstone	medialine@medialine.com		800-237-8073	
4	Sales & Marketing Executives	Teri White	smesec@eatel.net		225-927-8014	
5	LSU Dept of Comm Studies	Mike Applin	mapplin@lsu.edu		225-578-6079	
6	So. University	Mercedes Mackey	Mercedes_mackey@subr.edu		225-771-2360	
7	ITT Tech Institute	K Clark	kclark@itt-tech.edu		225-754-5800	
8	Univ Of North Texas	Phyllis Slocum	solcum@unt.edu		940-565-2000	
9	S.I. Newhouse Sch of Public Comm	Karen McGee	kmcgee@syrr.edu		315-443-2302	
10	Arc B.R. Vocational Services	Randy Foil	rfoil@batonrouge.org		225-293-3196	
11	Collective Talent.Com	Michael Bille	bille@michaelsmedia.com		813-254-9695	
12	Michelle Southern Voice	Michelle Southern	lsumichelle@gmail.com			
13	Strategic IT Staffing	Jennifer Viley	jennifer@strategicitstaffing.com			
*14	Beyondtek IT	Nathan Duong	nathan@beyondtekit.com		714-572-1544	
15	TV Jobs	Mark Holloway	markch@tvjobs.com			
16	Southeastern Univ	Rick Settoon	rick.settoon@selu.edu		985-549-2418	
17	Loyola Univ		career@loyno.edu		504-855-3860	
18	Advantage Personnel	Hope	hope@advantage-inc.com			
19	Gardere Initiative		gardereinitiative@gmail.com		225-769-0305	
*20	Native American Journalists Assoc	Rebecca Landsberry	RebeccaLandsberry@naja.com	www.naja.com		
*21	Southeast LA Veteran Health Care System	Hezzie Weston	Hezzie.Weston@va.gov		504-723-2453	
*22	ITT Tech Institute	Phil Fontenot	pfontenot@itt-tech.edu		225-754-8500	
*23	Grambling State Univ	Sharon Ford-Dunn	dunns@gram.edu		318-274-2189	
24	Forever Sisters LLC	Louisa Palmer	myforeversisters@gmail.com			
*25	National Assoc of Hispanic Journalists			www.nahjcareercenter.com		
*26	Asian American Journalists Assoc			www.aaaja.org		
27	Spots-N-dots	Gene McKay	ads@spotndots.com		800-884-2630	
28	Meidabistro	Alexandra Spignesi	alexandra@mediabistro.com		800-205-7792	
29	News Check Media	Patty Hersh	phersh@newscheckmedia.com		610-420-6003	
30	TVB			TVB.ORG		
31	Linkedin		jobs-noreply@linkedin.com			1
32	WAFB Bulleting Board	Terra Mazzei				
33	Raycom Media Inc			www.raycommedi		17
34	Referral					12
*35	Louisiana Job Connection	Brian Longstreet		www.LouisianaJobConnection.com	225-281-0173	
*36	Media Match Magazine	Anna		www.media-match.com		
	TOTAL					30

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

Student Internship Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WAFB-TV 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. who have received the approval from the Dean/Chairman and/or academic advisor of their respective department(s). Upon successful completion of the program, the student receives credit and a letter grade. Students were assigned to work with specific News, Sales, operations and engineering Department staffers. 2017 internes were assigned to News, Marketing & Sales.

Fall 2017 – 4 interns assigned to News; 1 intern assigned to Marketing
Spring 2017 – 10 interns assigned to News; 1 intern assigned to Marketing
Summer 2017 – 10 interns assigned to News; 1 intern assigned to Sales

Names of Station Personnel involved in Initiative:

Robb Hays, News Director; Robert Chandler, News Operations; Chris Tingle, General Sales Manager; Monica Craig, News Intern Coordinator; Chris Blades, Marketing Dir.

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Broadcasting of outreach recruitment to local organizations regarding job openings

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WAFB airs the below promo recruiting organizations who would like to receive our job openings.

“WAFB-TV, a Raycom Media station is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations to become a part of our full-time job opportunity notification mailing list. If your organization is interested in becoming a part of this list, and you distribute job information or can provide referrals as a part of your regular activity, we would like to hear from you. We would then notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to: tmazzei@wafb.com

Names of Station Personnel involved in Initiative:

Terra Mazzei, Business Office Coordinator/EEOC Coordinator
Chris Blades, Marketing Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 2, 2017

Describe Nature of Initiative:

LSU Careers on the Geaux

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

There was a group of 14 students with LSU Careers on the Geaux that came to WAFB. They had lunch at the station where they were given an overview of our operations. They were given a tour of the station got to watch a portion of the noon news, and conducted a Q & A session with Lauren Westbrook, News Anchor. They were given an overview of our digital initiatives.

Names of Station Personnel involved in Initiative:

Lee Meredith, General Manager; Robb Hays, News Director; Chris Tingle, General Sales Manager; Chris Blades, Marketing Director; Lauren Westbrook, News Anchor

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): April 10, 2017

Describe Nature of Initiative:

University of Lafayette Job/Career Fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Chris Blades attended the university of Lafayette Broadcast career fair that was organized by the Louisiana Association of Broadcasters. He spoke to approximately 20 students about career opportunities with Raycom. He received resumes, which he gave to the proper hiring managers at WAFB.

Names of Station Personnel involved in Initiative:

Chris Blades, Marketing Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): June – July 2017

Describe Nature of Initiative:

The 2017 “Making a Positive Step” (MAPS) East Baton Rouge Mayor’s Office

Describe Scope of Broadcasters’ Participation (including names of any other sponsoring or participating organizations):

One intern was sent to WAFB by the Mayor’s office, to work up to 30 hours a week in the broadcasting arena. The student learned all aspects of a Broadcasting television station.

Names of Station Personnel involved in Initiative:

Brent Ledet, Digital Media Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 8-11, 2017

Describe Nature of Initiative:

National Association of Black Journalists

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Robb Hays, News Director met with dozens of journalists who were interested in careers with Raycom Media. As this was his fourth NABJ convention, he has been able to track the progress of promising students and applicants from year-to-year.

Names of Station Personnel involved in Initiative:

Robb Hays, News Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 17, & November 28, 2017

Describe Nature of Initiative:

EEO Webinar/Training

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended Webinar Training on EEO matters. Webinars were conducted by Raycom Media and Covington & Burling. The webinars covered requirements for EEO recruitment and reporting.

Names of Station Personnel involved in Initiative:

Lee Meredith, VP/General Manager
Terra Mazzei, Business Office Coordinator/EEOC Coordinator
Anita Crouch, Human Resource Director/Executive Assistant