



**WAFB**  
**EEO PUBLIC FILE REPORT**  
**FEBRUARY 1, 2019 – JANUARY 31, 2020**

**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

| RS Number | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|---|---|--|
| 1         | LA ASSOC OF BROADCASTERS<br>Polly Johnson 660 Florida Blvd. Baton Rouge, LA 70801<br>225-267-4522 <a href="mailto:lab@broadcasters.org">lab@broadcasters.org</a>  | N   | 1  |
| 2         | LSU MANSHIP SCHOOL OF MASS COMM<br>Maryann Sternberg LSU Baton Rouge, LA 70803<br>225-388-2336 <a href="mailto:msternb@lsu.edu">msternb@lsu.edu</a>   | N   |  |
| 3         | MEDIALINE TALENT<br>Rick or Vicky <a href="https://medialinetalent.com/">https://medialinetalent.com/</a><br>800-237-8073 <a href="mailto:jobs@medialinetalent.com">jobs@medialinetalent.com</a>                      | N   |  |
| 4         | SALES & MARKETING EXECUTIVES<br>Teri White P.O. Box 86336 Baton Rouge, LA 70879<br>225-927-8014 <a href="mailto:smecec@eatel.net">smecec@eatel.net</a>  | N   |  |
| 5         | LSU DEPT OF COMM STUDIES<br>Mike Applin 117-A Prescott Hall Baton Rouge, LA 70803<br>225-578-6079 <a href="mailto:mapplin@lsu.edu">mapplin@lsu.edu</a>  | N   |  |
| 6         | SOUTHERN UNIVERSITY<br>Mercedes Mackey P.O. Box 9820 Baton Rouge, LA 70813 225-771-2360 <a href="mailto:Mercedes_mackey@subr.edu">Mercedes_mackey@subr.edu</a>  | N   |  |
| 7         | UNIVERSITY OF NORTH TEXAS<br>Phyllis Slocum 1155 Union Cir, Denton, TX 76203<br>940-565-2000 <a href="mailto:slocum@unt.edu">slocum@unt.edu</a>   | N   |  |
| 8         | S.I. NEWHOUSE SCHOOL OF PUBLIC COMM<br>Asst. Dean Karen McGee <a href="https://newhouse.syr.edu/">https://newhouse.syr.edu/</a><br>315-443-2302 <a href="mailto:kmcgee@syr.edu">kmcgee@syr.edu</a>                    | N   |  |
| 9         | ARC BATON ROUGE VOCATIONAL SERVICES<br>Randy Foil 121 Convention St. Baton Rouge, LA 70801<br>225-293-3196 <a href="mailto:rfoil@arcbatonrouge.org">rfoil@arcbatonrouge.org</a>                                       | N   |  |
| 10        | COLLECTIVE TALENT.COM<br>Michael Bille 1721 Richareson Place Tampa, FL 33606<br>813-254-9695 <a href="mailto:billie@michaelsmedia.com">billie@michaelsmedia.com</a>   | N   |  |
| 11        | MICHELLE SOUTHERN VOICE<br>Michelle Southern <a href="http://www.michellesouthernvoice.com">http://www.michellesouthernvoice.com</a><br>225-362-4929 <a href="mailto:lsumichelle@gmail.com">lsumichelle@gmail.com</a> | N   |  |

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|-----------|---|---|--|
| 12        | STRATEGIC IT STAFFING<br>Acct Manager Jennifer Viley<br>1925 F Street Suite A, Sacramento, CA 95811<br>916-800-7562 <a href="mailto:jennifer@strategicitstaffing.com">jennifer@strategicitstaffing.com</a>                | N   |  |
| 13        | BEYONDTEK IT<br>Executive Acct Manager Nathan Duong<br>1057 E. Imperial Hwy, Suite 509, Placentia, CA 92870<br>714-572-1544 <a href="mailto:nathan@beyondtekit.com">nathan@beyondtekit.com</a>                            | N   |  |
| 14        | BROADCAST EMPLOYMENT SERVICES<br>Mark C Holloway P.O. Box 4116, Oceanside, CA 92052<br>800-374-0119 <a href="mailto:markch@tvjobs.com">markch@tvjobs.com</a>  | N   | 1  |
| 15        | SOUTHEASTERN UNIVERSITY<br>Southeastern Channel GM Rick Settoon<br>Southeastern Louisiana University, Hammond, LA 70402<br>985-549-2418 <a href="mailto:rick.settoon@selu.edu">rick.settoon@selu.edu</a>                  | N   | 1  |
| 16        | LOYOLA UNIVERSITY<br>6363 St Charles Ave Campus Box 200 New Orleans, LA 70118 504-855-3860 <a href="mailto:career@loyno.edu">career@loyno.edu</a>   | N   |  |
| 17        | ADVANTAGE PERSONNEL<br>Clerical/IT Employment Consultant Hope<br>12012 Bricksome Ave., Suite B, Baton Rouge, LA 70816<br>225-273-8900 <a href="mailto:hope@advantage-inc.com">hope@advantage-inc.com</a>                  | N   |  |
| 18        | GARDERE INITIATIVE<br>8435 Ned Ave Apt. A Baton Rouge, LA 70820<br>225-769-0305 <a href="mailto:gardereinitiative@gmail.com">gardereinitiative@gmail.com</a>  | N   |  |
| 19        | NATIVE AMERICAN JOURNALISTS ASSOC - NAJA<br>Executive Director Rebecca Landsberry<br>395 W. Lindsey St., Norman, OK 73019<br><a href="mailto:RebeccaLandsberry@naja.com">RebeccaLandsberry@naja.com</a>                   | N   |  |
| 20        | SOUTHEAST LOUISIANA VETERAN HEALTH CARE SYSTEM<br>Hezzie Weston 2400 Canal St, New Orleans, LA 70119<br>504-723-2453 <a href="mailto:Hezzie.Weston@va.gov">Hezzie.Weston@va.gov</a>                                       | Y   |  |
| 21        | GRAMBLING STATE UNIV DEPT OF MASS COMM<br>Dr. Sharon Ford-Dunn<br>P.O. Box 4292 Grambling, LA 71245<br>318-274-2189 <a href="mailto:dunns@gram.edu">dunns@gram.edu</a>  | Y   |  |
| 22        | FOREVER SISTERS LLC<br>Louisa Palmer<br><a href="https://www.facebook.com/myforeversisters/">https://www.facebook.com/myforeversisters/</a><br><a href="mailto:myforeversisters@gmail.com">myforeversisters@gmail.com</a> | Y   |  |

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| 23        | VITAL RESOURCES SOLUTIONS<br>Executive Director Monique Robinson<br>5420 Corporate Boulevard, Baton Rouge, LA 70808<br>225-443-1418 <a href="mailto:mrobinson.vital@outlook.com">mrobinson.vital@outlook.com</a>  | N   |  |
| 24        | CITY OF ST GABRIEL<br>City of St. Gabriel Councilman Ronald Grace<br>P.O. Box 597, St. Gabriel, LA 70776<br>225-335-1958 <a href="mailto:ronaldgrace@jpsb.education">ronaldgrace@jpsb.education</a><br>Station not entitled as of 6/28/2019. Emails returned, unable to reach source. | N   |  |
| 25        | THE YOUNG LEADERS ACADEMY OF BATON ROUGE<br>Executive Director Tonya Robertson<br>419 North 19th Street Suite B, Baton Rouge, LA 70802<br>225-346-1583 <a href="mailto:tgr331@yahoo.com">tgr331@yahoo.com</a>   | Y   |  |
| 26        | NATIONAL ASSOC OF HISPANIC JOURNALISTS - NAHJ<br>NAHJ Career Center, P.O. Box 117, Windsor, CA 95492<br>888-281-9066 <a href="http://www.nahjcareercenter.com">http://www.nahjcareercenter.com</a>  | N   |  |
| 27        | ASIAN AMERICAN JOURNALISTS ASSOC – AAJA<br>5 Third St. Suite 1108 San Francisco, CA 94103<br>415-346-2051 <a href="http://www.AAJA.org">http://www.AAJA.org</a>   | N   |  |
| 28        | SPOTS-N-DOTS<br>Gene McKay 1635 Old Highway 41 NW, Suite 112-338,<br>Kennesaw, GA 30152 800-884-2630 <a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a>   | N   |  |
| 29        | MEDIABISTRO.COM<br>Account Manager Alexandra Spignesi<br>825 8th Ave, 29th Floor, New York, NY 10019<br>800-205-7792 <a href="mailto:alexandra@mediabistro.com">alexandra@mediabistro.com</a>   | N   |  |
| 30        | NEWS CHECK MEDIA<br>Patty Hersh<br>24 West Lancaster Ave, Suite 205, Ardmore, PA 19003<br>610-420-6003 <a href="mailto:phersh@newscheckmedia.com">phersh@newscheckmedia.com</a>   | N   |  |
| 31        | LINKEDIN VIA GRAY CORPORATE<br>HR Specialist Donna Tadlock<br><a href="https://www.linkedin.com/">https://www.linkedin.com/</a>   | N   | 6  |
| 32        | INDEED.COM VIA GRAY CORPORATE<br>HR Specialist Donna Tadlock<br><a href="https://www.indeed.com/">https://www.indeed.com/</a>   | N   | 2  |
| 33        | WAFB BULLETIN BOARD<br>Office Manager Terra Mazzei<br>844 Government St, Baton Rouge, LA 70802<br>225-215-4730 <a href="mailto:Terra.Mazzei@wafb.com">Terra.Mazzei@wafb.com</a>   | N   | 5  |

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|---|---|---|--|
| 34  | RAYCOM MEDIA → GRAY COMMUNICATIONS<br>HR Specialist Donna Tadlock<br>201 Monroe Street, 20th FL, Montgomery, AL 36104<br>334-206-1417 <a href="mailto:donna.tadlock@gray.tv">donna.tadlock@gray.tv</a>  | N   | 10   |
| 35  | REFERRALS   | N   | 16   |
| 36  | LOUISIANA JOB CONNECTION<br>Manger of Employer Outreach Brian Longstreet<br><a href="http://www.LouisianaJobConnection.com">www.LouisianaJobConnection.com</a><br>225-342-1670 <a href="mailto:brian@louisianajobconnection.com">brian@louisianajobconnection.com</a> | N   |  |
| 37  | MEDIA MATCH MAGAZINE<br>Anna P.O. Box 48220, Los Angeles, CA 90048<br><a href="http://www.media-match.com">www.media-match.com</a>  | N   |  |
| 38  | SOUTHERN UNIV. AND AM COLLEGE AT BR<br>801 Harding Blvd, Baton Rouge, LA 70807<br>225-771-4500 <a href="https://www.handshake.com/">https://www.handshake.com/</a>  | N   |  |
| 39  | LOUISIANA TECH UNIVERSITY<br>201 Mayfield Ave, Ruston, LA 71270<br>318-257-2000 <a href="https://www.handshake.com/">https://www.handshake.com/</a>   | N   |  |
| 40  | LOUISIANA STATE UNIVERSITY<br>LSU, Baton Rouge, LA 70803<br>225-578-3202 <a href="https://www.handshake.com/">https://www.handshake.com/</a>  | N   |  |
| 41  | BAYLOR UNIVERSITY<br>1301 S University Parks Dr, Waco, TX 76706<br>800-229-5678 <a href="https://www.handshake.com/">https://www.handshake.com/</a>   | N   |  |
| 42  | NORTHWESTERN UNIVERSITY<br>175 Sam Sibley Dr, Natchitoches, LA 71457<br>318-357-6011 <a href="https://www.handshake.com/">https://www.handshake.com/</a>  | N   |  |
| 43  | TULANE UNIVERSITY<br>6823 St Charles Ave, New Orleans, LA 70118<br>504-865-5000 <a href="https://www.handshake.com/">https://www.handshake.com/</a>   | N   |  |
| 44  | UNIVERSITY OF LOUISIANA AT LAFAYETTE<br>104 East University Avenue, Lafayette, LA 70504<br>337-482-1000 <a href="https://www.handshake.com/">https://www.handshake.com/</a>   | N   |  |
| 45  | WAFB EMPLOYMENT PROMO<br><a href="https://careers-raycommedia.icims.com">https://careers-raycommedia.icims.com</a><br>AS OF MARCH: <a href="https://gray.tv/careers#currentopenings">https://gray.tv/careers#currentopenings</a>                                      | N   |  |
| <b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b> |   |   | 42   |

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**III. RECRUITMENT INITIATIVES**

|          | <b>Type of Recruitment Initiative<br/>(Menu Selection)</b> | <b>Brief Description of Activity</b>  |
|----------|--|---|
| <b>1</b> | Station Tours (4)  | <p>On June 27, 2019 a station tour was given to 32 school Students attending a Summer camp at LSU who were interested in learning more about broadcasting. The tour was led by: New Director, Anchor / Managing Editor, Executive Producer and Chief Meteorologist</p> <p>On June 25, 2019, Shilo Baptist Church participated in a station tour lead by our Creative Services Director.</p> <p>On June 26, 2019, Central Middle School participated in a station tour lead by our Creative Services Director.</p> <p>On July 22, 2019, Young Scholars Academy participated in a station tour lead by our Creative Services Director.</p>  |
| <b>2</b> | INTERNSHIP PROGRAM   | <p>WAFB offers internships to college students to assess jobs and job readiness. These internships are granted to sophomore, junior and senior students majoring in Communications, Mass Comm, 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 departments. Upon successful completion of the program the student receives credit and a letter grade. Students were assigned to work with specific WAFB staffers in all aspects of broadcasting.</p> <p>FALL: 7 interns assigned to News</p> <p>SUMMER: 4 interns assigned to Creative Services</p> |

|   | Type of Recruitment Initiative<br>(Menu Selection)                                 | Brief Description of Activity  |
|---|--|--|
| 3 | Participate in a Career Fair   | August 30, 2019 our News Director and Anchor/Reporter attended Association of LGBTQ Journalists conference in New Orleans, La. They were at a booth for Gray TV in which they met with people interested in careers with the company. They interviewed candidates and critiqued their work.  |
| 4 | BROADCASTING OF OUTREACH RECRUITMENT TO LOCAL ORGANIZATIONS REGARDING JOB OPENINGS | <p>WAFB airs the below promotion recruiting organizations who would like to receive our job openings:</p> <p>“WAFB-TV, a Gray Communications 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: <a href="mailto:terra.mazzei@gra.tv">terra.mazzei@gra.tv</a></p> |
| 5 | EEO TRAINING   | June 20, 2019, Webinar Training on EEO job posting and processes. It was held by Joan Stewart, attorney at Law. Attending was our Office Manager   |