



**WAFB, WBXH-CD  
EEO PUBLIC FILE REPORT  
FEBRUARY 1, 2020 – JANUARY 31, 2021**

**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 Polly Johnson 660 Florida Blvd. Baton Rouge, LA 70801 225-267-4522 <a href="mailto:lab@broadcasters.org">lab@broadcasters.org</a>	N	
2	LSU MANSHIP SCHOOL OF MASS COMM Maryann Sternberg LSU Baton Rouge, LA 70803 As of 11/05/2020 Sadie Wilks 225-388-2336 <a href="mailto:msternb@lsu.edu">msternb@lsu.edu</a> now <a href="mailto:sadiewilks@lsu.edu">sadiewilks@lsu.edu</a>	N	
3	MEDIALINE TALENT Rick or Vicky <a href="https://medialinetalent.com/">https://medialinetalent.com/</a> 800-237-8073 <a href="mailto:jobs@medialinetalent.com">jobs@medialinetalent.com</a>	N	
4	SALES & MARKETING EXECUTIVES Teri White P.O. Box 86336 Baton Rouge, LA 70879 225-927-8014 <a href="mailto:smesec@eatel.net">smesec@eatel.net</a>	N	
5	LSU DEPT OF COMM STUDIES Mike Applin 117-A Prescott Hall Baton Rouge, LA 70803 225-578-6079 <a href="mailto:mapplin@lsu.edu">mapplin@lsu.edu</a>	N	
6	SOUTHERN UNIVERSITY 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 Phyllis Slocum 1155 Union Cir, Penton, TX 76203 940-565-2000 <a href="mailto:slocum@unt.edu">slocum@unt.edu</a>	N	
8	S.I. NEWHOUSE SCHOOL OF PUBLIC COMM Asst. Dean Karen McGee <a href="https://newhouse.syr.edu/">https://newhouse.syr.edu/</a> 315-443-2302 <a href="mailto:kmcgee@syr.edu">kmcgee@syr.edu</a>	N	
9	COLLECTIVE TALENT.COM Michael Bille 1721 Richareson Place Tampa, FL 33606 813-254-9695 <a href="mailto:billie@michaelsmedia.com">billie@michaelsmedia.com</a>	N	
10	MICHELLE SOUTHERN VOICE Michelle Southern <a href="http://www.michellesouthernvoice.com">http://www.michellesouthernvoice.com</a> 225-362-4929 <a href="mailto:lsumichelle@gmail.com">lsumichelle@gmail.com</a>	N	

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11	STRATEGIC IT STAFFING Acct Manager Jennifer Viley 1925 F Street Suite A, Sacramento, CA 95811 916-800-7562 <a href="mailto:jennifer@strategicitstaffing.com">jennifer@strategicitstaffing.com</a>	N	
12	BEYONDTEK IT Executive Acct Manager Nathan Duong 1057 E. Imperial Hwy, Suite 509, Placentia, CA 92870 714-572-1544 <a href="mailto:nathan@beyondtekit.com">nathan@beyondtekit.com</a> – email bounced back on 11/05	N	
13	BROADCAST EMPLOYMENT SERVICES Mark C Holloway P.O. Box 4116, Oceanside, CA 92052 800-374-0119 <a href="mailto:markch@tvjobs.com">markch@tvjobs.com</a>	N	1
14	SOUTHEASTERN UNIVERSITY Southeastern Channel GM Rick Settoon Southeastern Louisiana University, Hammond, LA 70402 985-549-2418 <a href="mailto:rick.settoon@selu.edu">rick.settoon@selu.edu</a>	N	
15	GARDERE INITIATIVE 8435 Ned Ave Apt. A Baton Rouge, LA 70820 225-769-0305 <a href="mailto:gardereinitiative@gmail.com">gardereinitiative@gmail.com</a>	N	
16	SOUTHEAST LOUISIANA VETERAN HEALTH CARE SYSTEM Hezzie Weston 2400 Canal St, New Orleans, LA 70119 504-723-2453 <a href="mailto:Hezzie.Weston@va.gov">Hezzie.Weston@va.gov</a>	Y	
17	GRAMBLING STATE UNIV DEPT OF MASS COMM Dr. Sharon Ford-Dunn P.O. Box 4292 Grambling, LA 71245 318-274-2189 <a href="mailto:dunns@gram.edu">dunns@gram.edu</a>	Y	
18	FOREVER SISTERS LLC Louisa Palmer <a href="https://www.facebook.com/myforeversisters/">https://www.facebook.com/myforeversisters/</a> <a href="mailto:myforeversisters@gmail.com">myforeversisters@gmail.com</a>	Y	
19	VITAL RESOURCES SOLUTIONS Executive Director Monique Robinson 5420 Corporate Boulevard, Baton Rouge, LA 70808 225-443-1418 <a href="mailto:mrobinson.vital@outlook.com">mrobinson.vital@outlook.com</a>	N	
20	THE YOUNG LEADERS ACADEMY OF BATON ROUGE Executive Director Tonya Robertson 419 North 19th Street Suite B, Baton Rouge, LA 70802 225-346-1583 <a href="mailto:tgr331@yahoo.com">tgr331@yahoo.com</a>	Y	
21	SPOTS-N-DOTS Gene McKay 1635 Old Highway 41 NW, Suite 112-338, Kennesaw, GA 30152 800-884-2630 <a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a>	N	

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22	MEDIABISTRO.COM Account Manager Alexandra Spignesi 825 8th Ave, 29th Floor, New York, NY 10019 800-205-7792 <a href="mailto:alexandra@mediabistro.com">alexandra@mediabistro.com</a>	N	
23	NEWS CHECK MEDIA Patty Hersh 24 West Lancaster Ave, Suite 205, Ardmore, PA 19003 610-420-6003 <a href="mailto:phersh@newscheckmedia.com">phersh@newscheckmedia.com</a>	N	
24	LINKEDIN VIA GRAY CORPORATE HR Specialist Donna Tadlock <a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	N	
25	INDEED.COM VIA GRAY CORPORATE HR Specialist Donna Tadlock <a href="https://www.indeed.com/">https://www.indeed.com/</a>	N	1
26	WAFB BULLETIN BOARD Office Manager Terra Mazzei 844 Government St, Baton Rouge, LA 70802 225-215-4730 <a href="mailto:Terra.Mazzei@wafb.com">Terra.Mazzei@wafb.com</a>	N	1
27	GRAY COMMUNICATIONS HR Specialist Donna Tadlock 201 Monroe Street, 20th FL, Montgomery, AL 36104 334-206-1417 <a href="mailto:donna.tadlock@gray.tv">donna.tadlock@gray.tv</a>	N	18
28	REFERRALS	N	10
29	LOUISIANA JOB CONNECTION Manger of Employer Outreach Brian Longstreet <a href="http://www.LouisianaJobConnection.com">www.LouisianaJobConnection.com</a> 225-342-1670 <a href="mailto:brian@louisianajobconnection.com">brian@louisianajobconnection.com</a>	N	
30	MEDIA MATCH MAGAZINE Anna P.O. Box 48220, Los Angeles, CA 90048 <a href="http://www.media-match.com">www.media-match.com</a>	N	
31	SOUTHERN UNIV. AND AM COLLEGE AT BR 801 Harding Blvd, Baton Rouge, LA 70807 225-771-4500 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
32	LOUISIANA TECH UNIVERSITY 201 Mayfield Ave, Ruston, LA 71270 318-257-2000 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
33	LOUISIANA STATE UNIVERSITY LSU, Baton Rouge, LA 70803 225-578-3202 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	

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34	GRAMBLING STATE UNIVERSITY 403 Main St, Grambling, LA 71245 318-247-3811 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
35	NORTHWESTERN UNIVERSITY 175 Sam Sibley Dr, Natchitoches, LA 71457 318-357-6011 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
36	TULANE UNIVERSITY 6823 St Charles Ave, New Orleans, LA 70118 504-865-5000 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
37	UNIVERSITY OF LOUISIANA AT LAFAYETTE 104 East University Avenue, Lafayette, LA 70504 337-482-1000 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
38	LOUISIANA STATE UNIVERSITY SHREVEPORT One University PL, Shreveport, LA 71115 318-797-8000 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
39	LOYOLA UNIVERSITY NEW ORLEANS 6363 St Charles Ave, New Orleans, LA 70118 504-865-3240 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
40	NICHOLLS STATE UNIVERSITY 906 E 1 <sup>st</sup> St, Thibodaux, LA 70301 877-642-4655 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
41	SOUTHEASTERN LOUISIANA UNIVERSITY 500 W University Ave, Hammond, LA 70402 985-549-2000 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
42	SOUTHERN UNIVERSITY AT NEW ORLEANS 6400 Press Dr., New Orleans, LA 70126 504-286-5000 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
43	UNIVERSITY OF LOUISIANA MONROE 700 University Ave, Monroe, LA 71209 318-342-1000 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
44	XAVIER UNIVERSITY OF LOUISIANA 1 Drexel Dr., New Orleans, LA 70125 504-486-7411 <a href="https://www.handshake.com/">https://www.handshake.com/</a>	N	
45	WAFB EMPLOYMENT PROMO <a href="https://careers-raycommedia.icims.com">https://careers-raycommedia.icims.com</a> AS OF MARCH: <a href="https://gray.tv/careers#currentopenings">https://gray.tv/careers#currentopenings</a>	N	
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			31

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	EEO Training for Management	<p>Thursday, July 9, 2020 WAFB-TV, General Manager participated in the Louisiana Association of Broadcaster’s “Courageous Conversation” Webinar on Diversity, Inclusion, and leadership Development in the workplace. It was two hours Zoom webinar including and interactive question and answers sessions.</p> <p>This Webinar was presented by Deborah Elam, President and CEO of Corporate Playbook.</p>
<b>2</b>	<p><b>BROADCASTING OF OUTREACH RECRUITMENT TO LOCAL ORGANIZATIONS REGARDING JOB OPENINGS</b></p>	<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 notifications 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@gray.tv">terra.mazzei@gray.tv</a></p>
<b>3</b>	EEO Training for Management	<p>October 2020 WAFB participated in a training as part of our Arizona State University Table stakes project. The session was titled “Diversity is Trust” – hosted by Felecia D Henderson of the Maynard Institute. Participating was WAFB’s General Manager, News Director, Sr. Digital Sales Specialist and Sr. Digital Producer.</p>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>4</b>	EEO Training for Management	From November 18, 2020 to November 24, 2020 our Table Stakes team held a series of six Zoom Listening Sessions with a target group of adults ages 18-34. The goals of the sessions were to gain perspective on both desired content and desired delivery platform. Two of the listening sessions were specifically aimed at college-age-students-one college group was from LSU in our viewing area and the other was from Auburn University in Alabama. Panel hosts were WAFB's General Manager, News Director, Sr. Digital Sales Specialist and Sr. Digital Producer.
<b>5</b>	EEO Training for Management	November 10, 2020, Webinar Training on EEO job posting and processes. It was held by Joan Stewart, Attorney at Law. Attending was our Office Manager.
<b>6</b>	EEO Training for Management	Our General Manager and News Director participated in a training series "Foundations in Diversity, Equity and Inclusion" from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gendered language, race, class and ability, how to apologize effectively.