

ANNUAL EEO PUBLIC FILE REPORT

WGMB / WBRL

February 1, 2015 – January 31, 2016

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WGMB/WBRL

The information contained in this Report covers the time period beginning February 1, 2015 to and including Jan 31, 2016 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from February 1, 2015 through January 31, 2016

Station(s) Comprising the Station Employment Unit: WGMB/WBRL

Section 1: Vacancy Information

| | Full-Time Positions Filled by Job Title | Date Filled | Recruitment Source of Hiree | Number of Applicants Interviewed | Recruitment |
|----|---|----------------------|-----------------------------|----------------------------------|-------------|
| 1 | Sales Assistant | 4/27/2015 | F | 5 | |
| 2 | Account Executive, Sales | 7/13/2015 | A | 6 | |
| 3 | Account Executive, Sales | 7/13/2015 | A | 6 | |
| 4 | Account Executive, Sales | 7/13/2015 | A | 6 | |
| 5 | Sales Assistant | 11/16/2015 | N | 10 | A |
| 6 | Local Sales Manager | 11/30/2015 | C | 5 | |
| 7 | Integrated Digital Specialist | 12/7/2015 | C | 3 | |
| 8 | News Director | 6/1/2015 | C | 1 | |
| 9 | Technical Director | 7/13/2015 | B | 3 | |
| 10 | Assignment Manager | 7/21/2015 | C | 3 | |
| 11 | News Anchor | 8/19/2105 | C | 6 | |
| 12 | News Anchor | 8/17/2015 | B | 6 | |
| 13 | MMJ | 8/24/2015 | B | 5 | |
| 14 | Newscast Producer | 9/8/2015 | B | 5 | |
| 15 | MMJ | 9/14/2015 | B | 6 | |
| 16 | Sports Anchor/Rpt | 9/15/2015 | B | 5 | |
| 17 | Newscast Producer | 9/28/2015 | B | 7 | |
| 18 | News Anchor | 10/1/2015 | C | 7 | |
| 19 | Meteorologist | 11/30/2015 | B | 6 | |
| 20 | Master Control Operator(2) | 3/2/2015, 3/9/2015 | B, C | 2 | A |
| 22 | Master Control Operator(2) | 5/12/2015, 5/29/2015 | C, M | 2 | A |
| 24 | Master Control Operator(2) | 6/12/2015, 6/17/2015 | C, C | 2 | A |
| 26 | Master Control Operator(2) | 6/30/2015, 7/16/2015 | C, C | 2 | A |
| 28 | Master Control Operator(2) | 8/1/2015, 8/18/2015 | B, B | 7 | A |
| 30 | Master Control Operator | 1/4/2016 | B | 3 | A |
| 31 | Assistant Chief Engineer | 8/31/2015 | B | 1 | A |
| 32 | Promotions Assistant | 4/8/2015 | B | 3 | A |

Total Number of Persons Interviewed During Applicable Period: 123

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2015 through January 31, 2016

Station(s) Comprising the Station Employment Unit: WGMB/WBRL

Section 2: Recruitment Source Information

| | Recruitment Source | Contact | Address | Phone | Requested Notice (Y/N) | Total Number of Interviews This Source Has Provided During This Period (If Any) |
|---|--|--|---|--------------|------------------------|---|
| A | www.brproud.com | Station Website | 10000 Perkins Road BR | 225-769-0044 | N | 20 |
| B | www.nexstar.tv | Nexstar.tv | 10000 Perkins Road | 225-769-0044 | N | 78 |
| C | Referral | Various | 10000 Perkins Road, BR | 225-769-0044 | N | 19 |
| D | Southern University | tamara_montgomery@subr.edu | 801 Harding Boulevard, Baton Rouge, LA 70807 | 225-771-4500 | Y | 1 |
| E | Louisiana Association of Broadcasters | Broadcasters.org | 660 Florida Street Baton Rouge, LA 70801 USA | N/A | N | 0 |
| F | LSU College of Mass Communications | masscomm@lsu.edu | | N/A | N | 2 |
| G | Southeastern Louisiana University | careerservices@selu.edu | Student Union Rm 241 SLU 10492 | 985-549-2121 | Y | 1 |

| | | | | | | |
|---|--|--|--|--------------|---|---|
| | | | Hammond, LA 70402 | | | |
| H | TVJobs.com | Website | N/A | TVJobs.com | N | 0 |
| I | Entertainmentcareers.net | Website | | | N | 0 |
| J | Remington College | Monica Sylvester | 10551 Coursey Boulevard Baton Rouge, LA 70816 | 225-236-3219 | Y | 0 |
| K | ITI College | Renee Richter | 13944 Airline Highway, Baton Rouge, LA 70817 | N/A | N | 0 |
| L | American Advertising Federation of Baton Rouge | Aafbr.org | N/A | N/A | N | 0 |
| M | Internal Transfer | N/A | 10,000 Perkins Road Baton Rouge, LA 70810 | N/A | N | 1 |
| N | Women in Media | info@womeninmedia.br.com | Womeninmedia.org | N/A | Y | 1 |

Appendix 3 to Annual EEO Public File Report

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Station(s) Comprising the Station Employment Unit: WGMB/WBRL

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WGMB/WBRL

| | Recruitment Initiative | Description |
|---|--|---|
| 1 | The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment | Our stations had an intern from Southeastern University during the period covered on this report. |
| 2 | Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination | All management level employees completed a training seminar on FCC EEO compliance conducted by the station's Associate Counsel & VP HR on November 3, 2015. |
| 3 | Participation in events or programs relating to career opportunities in broadcasting sponsored by educational institutions | Station representatives participated in: "The Baton Rouge Area Association of Black Journalists presented the Journalism 101 Career Development Workshop" at Southern University in Stewart Hall. The event was open to both Southern University and Louisiana State University students. November 6, 2015. |
| 4 | Participation in job fairs by station personnel who have substantial responsibility for hiring decisions | Station representatives attended the Career Fair at Belaire High School, Tuesday, September 29, 2015, 9a – 12p. |
| 5 | Participation in activities that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of | Project Red Carpet – employees of the station helped local high school students produce PSA's for a local contest. The winning PSA was played on air as well as before movies in Malco Theatres. This program was conducted in the Spring of 2015. |

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| | such opportunities | |
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