

**EEO Public File Report**

**WLPB-TV, Baton Rouge, LA**

**January 21, 2019- January 22, 2020**

**Louisiana Educational Television Authority is an Equal Opportunity Employer**

[www.lpb.org](http://www.lpb.org)

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Sources	Number Interviewed	Number Hired	Entitled To Notice	Rec Source for Hiree
1	Public Information Officer 2	2/5/2019	5/20/2019	LPB Website & FB Page	3	1	N	SCS
1	Administrative Coordinator 3-4	3/21/2019	6/17/2019	Civil Service Website	3	1	N	SCS
1	Ed TV Tech. Program Spl 1	5/3/2019	5/20/2019	Baton Rouge Advocate Classifieds	3	1	N	SCS
1	Public Information Officer 3	6/4/2019	No candidate selected at this time	LPB Web site & FB Page	3	1	N	SCS
1	Accountant 2	7/23/2019	No candidate selected at this time	Civil Service Website	3	1	N	SCS
1	Public Information Officer 3	8/13/2019	9/9/2019	Indeed. Com	3	1	N	SCS
1	Accountant 1	8/22/2019	No candidate selected at this time	jobs.current.org	3	1	N	SCS
1	Accountant 1/2/3	10/15/2019	11/20/2019	careerpage.org	5	1	N	
1	Digital Media & Content Director	1/17/2020	1/27/2020	cpb.org				
1	Digital Media Specialist 1	1/17/2020	1/27/2020	Baton Rouge Advocate Classifieds				
1	Digital Media Specialist 2	1/17/2020	2/24/2020					

**MASTER LIST OF RECRUITMENT SOURCES**

NO	Organization/Source	Req	Contact	E-mail/Website	Address	City	State/Zip	Phone
1	LA Dept of State Civil Service (SCS)	*	Staffing Division	<a href="http://www.civilservice.la.gov">www.civilservice.la.gov</a>	P.O. Box 94111	Baton Rouge,	LA 70804	225-342-8536
2	Colleague Referral	*	Candace Morgan	<a href="http://www.lpb.org">www.lpb.org</a>	7733 Perkins Road	Baton Rouge,	LA 70810	225-767-4290
3	LPB website	*	Candace Morgan	<a href="http://www.lpb.org">www.lpb.org</a>	7733 Perkins Road	Baton Rouge,	LA 70810	225-767-4290
4	Southern University A & M	*	Kathy Hayes	<a href="mailto:careerservices@subr.edu">careerservices@subr.edu</a>	T. H Harris Hall, Suite 1100	Baton Rouge,	LA 70813	225-771-2200
5	Louisiana State University A & M	*	Helen Taylor	<a href="mailto:htaylor@lsu.edu">htaylor@lsu.edu</a>	1502 Patrick F. Taylor Hall	Baton Rouge,	LA 70803	225-578-2162
6	Indeed.com		Social Media	<a href="http://www.indeed.com">www.indeed.com</a>				
7	LinkedIn		Social Media	<a href="http://www.linkedin.com">www.linkedin.com</a>				
8	LPB facebook		Social Media	<a href="http://www.facebook.com">www.facebook.com</a>				
9	Current Newspaper			<a href="http://www.publicmediajobs.org">www.publicmediajobs.org</a>				
10	CAREERPAGE			<a href="http://www.careerpage.org">www.careerpage.org</a>				
11	Corp. for Public Broadcasting			<a href="http://www.cpb.org">www.cpb.org</a>				
12	PBS social media hub			<a href="http://www.pbs.org/social_media_hub">www.pbs.org/social_media_hub</a>				

### Long-term Recruitment Initiatives

Louisiana Public Broadcasting (LPB) is a network of six public television stations licensed to the Louisiana Educational Television Authority. The flagship station of the network and its studio and operating center is Station WLPB-TV, Baton Rouge. LPB has had a year-round internship program in place since approximately 1983. This program is designed to recruit students from accredited colleges and universities who are interested in a career in broadcasting. The students are provided an opportunity to gain work experience and receive training in their areas of their educational major or field of interest, i.e. engineering, production or advertising. LPB has at least 3 active interns at any given time. LPB also provides training to management level employees on methods to prevent discrimination.

	<b>TYPE OF RECRUITMENT INITIATIVE</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
1	Internship Program	WLPB-TV has had an on-going Internship Program since 1983. During this reporting period (1/21/19-1/22/20), there were two (2) student interns from the LSU majoring in Mass Communications, working to gain experience in their area of interest only one was a paid internship in Administration
2	Job Fairs	Our production department reaches out to the student coordinator in the College of Mass Communications for referral of students that need internship credit toward graduation. This is an ongoing endeavor.
3	Scholarships	The Annual Mass Communication Scholarship was not funded this fiscal year due to lack of underwriter, but we promote the La Association of Broadcasters scholarship that a student can win during Fall semester and Spring semester.
4	Other Activities	Our Deputy Director reached out to the LSU Department of Communication/Marketing & Public Relations for assistance in a campaign to increase our membership 20,000 in 2020. Our goal is to increase our membership to 20,000 by the year 2020.
5	Virtual Job Fair	We participated in our first virtual job fair in 2019 through the Public Media/Current virtual job fair April 2, 2019 in our recruiting efforts in the Educational Services Department for our Educational Television Technology Program Specialist 1.

### Prong 3 Initiatives Details

Engaged in the following outreach activities from January 21, 2019-January 22, 2020.

1. Human Resources Director tracked and notified employees of the annual training requirement for state employees on Code of ethics for Public Servants due December 31, 2019 and Preventing of Sexual Harassment due by September 30, 2019 new FCC requirements.
2. There were at least 2 college students participated in internships in the production department, 1 working in the Digital Library and 1 in human resources/administration departments.
3. Human Resources Personnel participated in the following Career Days:
  - Didn't attend any job fairs due to budget restraints
  - Our Production department has bridged a relationship with the Department of Communication at LSU and interns are referred to LPB that need internship hours toward graduation and LPB wins because they take on professional level assignments in the area of writing and research that benefits LPB and our programming.
  - Our Deputy Director reached out to the Department of Communications/Public Relations at LSU and contracted students to come up with a promotion for LPB to increase our membership, 20,000 in 2020. The promotion is to increase our membership to 20,000 by 2020 – campaign still on going in 2020.

Station outreach activity:

- **April 15 – Louisiana Young Heroes Banquet, Ticketed – Hilton BR Capitol Center**  
Eight students have been chosen as recipients of the 2019 Louisiana Young Heroes Awards. Now in its 24th year, the program celebrates the achievements of students who have inspired those around them, and have devoted their time, talents, and energy to making their schools, churches, or communities' better places. The Young Heroes and their families were honored on Monday, April 15 with a luncheon at the Old Governor's Mansion, a banquet, live streamed beginning at 7 PM (CDT) from the Hilton Baton Rouge Capitol Center, and more.

- **May 28, 29, June 4, 5 from 10AM to 12 Noon—LPB’s Ready Jet Go Family Creative Learning Workshops** (FCL) (families) at the Freeman Matthew’s Head Start Center located at 1383 Napoleon St, Baton Rouge, LA 70802 (Free) Special thanks to the staff and volunteers at the Freeman-Matthews Head Start Center for hosting. Families applied problem solving techniques to create and design projects that included spacesuits, Mars rovers, bottle rockets, and more - all from everyday recycled materials.
- **June 4, 6, 11, 13 from 5:30-7:30 PM—EBR Early Childhood Community Network** conducted Cat in the Hat FCL (families) at University Methodist Fellowship Hall located at 3350 Dalrymple Drive. (Free) The engineering design process was at work as parents and children experimented with sorting, balls (force and motion), sounds, and building bridges. Thank you to our community partner, East Baton Rouge Early Childhood Community Network.
- **June 3-6 from 5-7 PM—Knock Knock Children’s Museum** conducted ScratchJr FCL (families) at the Knock Knock Children’s Museum located 1900 Dalrymple Dr.(Free) Community partner Knock Knock Children's Museum hosted an incredible 4 days of Scratch Jr. workshops with parents and children, who got to be creative with coding projects.
- **June 13 – Ready Jet Go! Summer of Space Screening Party as we celebrate a Summer of Space.** Free to Kids Club members Jet Propulsion and his friends Sean and Sydney will take an adventure to the moon with the other Bortronians and Earthlings in this special movie event, “One Small Step.” Attendees enjoyed the movie, along with a snack and a hands-on activity. The Louisiana Art & Science Museum was in attendance with their Discovery Dome, which is an immersive planetarium show experience. Discovery Dome is a state-of-the-art, full-dome, HD theater. Each LPB Kids Club Family Member gets free admission (up to 4 people). Non-Members are \$10 per person.
- **June 17 - Louisiana Public Broadcasting, the Louisiana Space Grant Consortium and the East Baton Rouge Parish Library Main** hosted a special one-hour preview of the ALL-NEW documentary **Chasing the Moon** from PBS and American Experience Monday, June 17th. The evening began with refreshments at 6:30 followed by the screening and a panel discussion. Chasing the Moon, a film by Robert Stone, reimagines the race to the moon for a new generation, upending much of the conventional mythology surrounding the effort. The series recasts the Space Age as a fascinating stew of scientific innovation, political calculation, media spectacle, visionary impulses and personal drama.
- **July 8-11 – Ready Jet Go! Space Exploration Camp at Carver Library:**

- Approximately 20 children ages 5-8 spent four sessions as Space Scouts. They advanced their STEM skills by accomplishing missions, engineering space crafts and playing space-themed games. Campers used teamwork to develop their science and engineering skills. By the end of the week, they completed 5 missions, launched a spacecraft and had lots of fun.
- **July 20 – Molly of Denali at LPB:**  
Parents and children joined us for special screening of the new PBS Kids series, Molly of Denali on Saturday, July 20 at 10am at the LPB Studios. Molly of Denali is an animated action-adventure comedy that follows the adventures of resourceful 10-year-old Molly Mabray, an Alaska Native girl. LPB Kids Club members joined us for a complimentary breakfast. The sold-out screening was free and open to the public
- **August 2 – Pinkalicious Birthday Party at LPB:**  
Parents and children saw a sneak peek of the new Pinkalicious special.
- **Production Department - Kevin Gautreaux participated in the following:**
  - Judged 4H Speech contest on June 27, 2019 with the Louisiana State University Ag Center
  - Gave a presentation to the Louisiana Legislative Youth Advisory Council in July 23, 2019 about “Louisiana Public Square.”