

EEO PUBLIC FILE REPORT

For the 12-month period ending

January 22, 2011

This report covers the following employment units :

Call Sign	Facility ID#	Type of Station	Location LMA
WVLA	70021	Commercial Broadcast	Baton Rouge, La.
KZUP-CD	24975	Commercial Broadcast	Baton Rouge, La.

A. The following is a list of all vacancies for full-time jobs during the previous 12 months:

Station : **KZUP**

Job Title	Date of Opening	Date Filled
1. Traffic Assistant	3/22/10	4/21/10
2. Traffic Assistant	7/07/10	7/26/10

Station: **WVLA**

Job Title	Date of Opening	Date Filled
1. Video Journalist	2/19/10	5/03/10
2. Producer/Editor	7/23/10	5/10/10
3. Video Journalist	2/19/10	5/17/2010
4. Video Journalist	2/19/10	5/26/2010
5. Technical Director	5/26/10	6/21/2010

6. Studio Assistant	5/27/10	6/23/2010
7. Associate News Producer	5/27/10	6/30/2010
8. Anchor	5/26/10	7/05/2010
9. MCO	8/24/10	10/21/2010
10. Meteorologist	9/13/10	11/09/2010
11. Video Journalist	12/06/10	1/10/2011

B. During the past 12 months, the following recruitment sources were contacted for job vacancies for full-time jobs which occurred. Those with an asterisk (*) were organizations that requested to be contacted as job openings occurred.

<u>Recruitment Source:</u>	<u>Address:</u>	<u>Contact Person:</u>	<u>Telephone:</u>
1. *Southern University	Office of Career Services Clark Hall Annex—2 nd Floor Netterville Drive Baton Rouge, LA 70813	Tamara Montgomery	225-771-2264
2. Delta Career College	7380 Exchange Place Baton Rouge, LA 70806	Amy Renn	225-927-7780
3. Job Service	1991 Wooddale Blvd. Baton Rouge, LA 7806	Darlene Carnegie	225-925-4311
4. *ITI Technical College	13944 Airline Highway Baton Rouge, LA 70817	Renee Fletcher	225-755-6300

5. LA. Technical College 3250 N. Acadian Thruway E. Enola Miller 225-357-9232
Baton Rouge, LA 70805 Director of Students
6. Camelot Career College 2618 Wooddale Blvd. Lenore Robinson 225-928-3005
Baton Rouge, LA 70805
7. Remington College 1900 Lobdell Blvd. Julie Blouin 1-800-736-2687
Baton Rouge, LA. 70806 Director of Career Services
8. *B.R. Community College 5310 Florida Blvd. Vallery Hill 225-216-8000
Baton Rouge, LA 70806 225-216-8601
9. Women in Media http://www.womeninmedia.net/job_openings.html 225-231-1869
10. The Advocate 525 Lafayette Street Annie/Classified 225-383-1111
Baton Rouge, LA 70802
11. B.R. School of 9255 Interline Drive Brenda Boss 225-923-2525
Computers Baton Rouge, LA 70809
- 12.. Delmont Service Ctr. 3535 & 3525 Riley Street Julie Newman 225-389-5464
Baton Rouge, LA 70805 Ext. 315
- 13.. TVJobs.com P.O. Box 4116 Mark C. Holloway, CEO
Oceanside, CA 92052-4116 760-754-8177
- 14.. Southeastern University Ken Ridgedell, 985-549-2121
Hammond, LA 70402 Director of Career Services
- 15.. MediaLine medialine@medialine.com Mark Shilstone, Mgr.
PO Box 51909 800-237-8073
Pacific Grove, CA 93950

16.. Craigslist <http://www.batonrouge.craigslist.org/> No local information available, ie address

phone number.

17.. WVLA NBC33 Website

www.nbc33tv.com

Karen Mire

225-769-0044

10000 Perkins Road

Baton Rouge, LA 70810-1527

18.. Entertainmentcareers. www.entertainmentcareers.net none no phone number

914 S. Barrington Ave.

Los Angeles, CA. 90049

19. Newsroomjobs.com www.newsroomjobs.com Scott Dressel (863) 385-6155

2227 US 27 South

Sebring, FL. 33870

20. LAB www.broadcasters.org Lou Munson (225) 267-4522

660 Florida St.

Baton Rouge, La. 70801

C. The following is a list of the services for full-time jobs shown in Section A above and the recruitment which provided the hire for that position:

Station : **KZUP**

Job Title:

Recruitment Source:

1. Traffic Assistant

business contact

2. Traffic Assistant

BR Craigslist

Station : **WVLA** :

1. Video Journalist	NBC33tv.com
2. Producer/Editor	internal employee
3. Video Journalist	NBC33tv.com
4. Technical Director	BR Craigslist
5. Studio Assistant	BR Craigslist
6. Associate News Producer	employee referral /NBCwebsite
7. Anchor	NBC33tv.com
8. MCO	station website
9. Meteorologist	NBC33tv.com
10. Video Journalist	NBC33tv.com
11. Video Journalist	NBC33tv.com

D. During the past 12 months, there were a total of 82 people interviewed for vacancies for full-time positions. The following is a list of the total number of interviews referred by each recruitment source shown above in Section B above:

1. NBC33tv.com	17
2. internal applicants	1
3. TV Jobs.com	37
5. BR Craigslist	7
6. walk-in	1
7. Entertainmentcareers.com	13

8. Medialine	2
10. Internet	1
11. unknown	2
14. employee referral	1

During the past twelve (12) months, the station employment unit engaged in the following activities:

During the last twelve months, WVLA and KZUP , in accordance with the FCC, has adopted

a 3-prong approach outreach recruitment program for each full-time job opening

(except) internal job promotions:

Prong One : Recruitment for all full-time vacancies. Widely disseminate information concerning each full-time (30 hours or more) job vacancy, except for vacancies filled in exigent circumstances.

Prong Two: Notification to Community Groups. Notification of all full-time job openings to any organization that distributes employment opportunities to job seekers to potential employees and requested to be notified, and ;

Prong Three: Menu Options. Engage in a specified number of activities selected from a menu of options-four (for employment units with more than ten (10) full-time employees located in larger markets)

The menu options WVLA and KZUP chose include:

- (1) Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions

WVLA and KZUP attended these job fairs:

Crown Plaza Industry Council Job Fair	March 24, 2010
LA. Technical College Create Workforce Connection	March 25, 2010
Southeastern Job Summer 2010 Job Fair	April 29, 2010
Career Fair at Remington College	August 26, 2010
LS. Workforce Commission Job Fair @ Crowne Plaza	Sept. 2, 2010
Disability Job Fair	Oct. 5, 2010

- (2) Participation in at least four (4) activities sponsored by community groups active

In broadcast employment issues, including conventions, career days, workshops and similar activities.

WVLA and KZUP attended these functions:

Remington PAC meeting	April 7, 2010
S.Eastern University on-campus recruiting	May 13, 2010
Remington College on-campus recruiting	May 26, 2010
University of Phoenix job recruitment meeting	June 24, 2010

- (3) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment ..

WVLA and KZUP allowed students from LSU and Southern University to intern in various departments here.

(4) Participation in general outreach efforts by such means as job banks or internet

Programs:

WVLA and KZUP utilized TVJOBS.com, and Louisiana Association of Broadcasters websites to recruit candidates for employment.

(5) Listing each upper-level opening in a job bank or newsletter of a media trade group with broad-based membership, including participation of women and Minorities.

WVLA and KZUP emailed job openings to be included on the Women in Media website .

(6) Participation in other activities that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting.

WVLA and KZUP participated in the following station tours for these schools:

Homeschoolers in Louisiana Field Trip	May 12 th at 1 p.m.
Bally's Fitness Kids Camp Field Trip	July 28 th at 1 p.m.
Bethany Christian School	Dec. 7 th at 11:30 a.m.

In addition, David D'Aquin, the News Director, spoke at an LSU Journalism Class on February 11th , 2010.

WVLA also created a Facebook and Twitter page to help alert the public to current job openings .

Respondent : WVLA NBC33 and KZUP Z19

Signed : Karen G. Mire

Typed Name: Karen G. Mire

Title : Public Service Director

Date: 1/25/11

Telephone: (225) 768-9148