

EEO PUBLIC FILE REPORT

For the 12-month Period Ending

January 22, 2009

This report covers the following employment unit:

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

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

Job Title	Date of Opening	Date Filled
1. Reporter	1/14/08	2/20/08
2. Technical Director	2/04/08	4/07/08
3. Technical Director	2/04/08	4/15/08
4. News Photographer	4/07/08	4/21/08
5. Floor Manager	5/15/08	6/02/08
7. Master Control Operator	3/26/08	6/17/08
8. News Photographer	4/07/08	7/07/08
9. Traffic Assistant	5/29/08	7/29/08
10. Assignment Editor	7/08/08	9/08/08
11. Editor/Archivist	8/05/08	9/10/08
12. Technical Director	7/18/08	9/11/08
13. Programming Manager	9/11/08	9/25/08
14. Studio Assistant	5/16/08	7/11/08

15. Promotions Assistant	1/14/08	2/06/08
16. Master Control Operator	11/27/07	1/31/08
17. Promotions Assistant	1/14/08	1/28/08
18. News Producer	2/27/08	3/17/08
19. Web Producer	6/20/08	8/05/08
20. Reporter	4/15/08	9/16/08

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 <sup>nd</sup> Floor Netterville Drive Baton Rouge, LA 70813	Will Jordan	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. Baton Rouge, LA 70805	Enola Miller Director of Students	225-357-9232
6. Camelot Career College	2618 Wooddale Blvd. Baton Rouge, LA 70805	Lenore Robinson	225-928-3005
7. Remington College	1900 Lobdell Blvd. Baton Rouge, LA. 70806	Julie Blouin Director of Career Services	1-800-736-2687
8. *B.R. Community College	5310 Florida Blvd. Baton Rouge, LA 70806	Karen Coolidge	225-216-8000 225-216-8601
9. Women in Media	<a href="http://www.womeninmedia.net/job_openings.html">http://www.womeninmedia.net/job_openings.html</a>		225-231-1869
10. The Advocate	525 Lafayette Street Baton Rouge, LA 70802	Annie/Classified	225-383-1111
11. Uplifted	1979 Beaumont Drive Baton Rouge, LA 70806	Talia Mayeau	225-926-1400
12. B.R. School of Computers	9255 Interline Drive Baton Rouge, LA 70809	Brenda Boss	225-923-2525
13. Delmont Service Ctr.	3535 & 3525 Riley Street Baton Rouge, LA 70805	Julie Newman	225-389-5464 Ext. 315
14. B.R. Career/Job Ctr.	4523 Plank Road Baton Rouge, LA 70805	Steve Jarreau	225-358-4516 225-358-4311

15. TVJobs.com P.O. Box 4116 Mark C, Holloway, CEO  
Oceanside, CA 92052-4116 760-754-8177
16. National Association of Broadcasters (NAB) Fax: 202-429-4199  
1771 N Street NW  
Washington D.C. 20036
17. Southeastern University Michael D'Armand 985-549-2121  
Director of Career Services  
Hammond, LA 70402
18. Spots 'n' Dots No local information available; ie address and/or phone number  
[alice@spotsndots.com](mailto:alice@spotsndots.com)
20. MediaLine [medialine@medialine.com](mailto:medialine@medialine.com) Mark Shilstone, Mgr.  
PO Box 51909 800-237-8073  
Pacific Grove, CA 93950
21. Craigslist <http://www.batonrouge.craigslist.org/> No local information available, ie  
address phone number.
22. River Parishes Community College Donna H. Seale 225-675-0207  
7384 John LeBlanc Blvd.  
Sorrento, LA 70778
23. WVLA NBC 33 Website  
[www.nbc33tv.com](http://www.nbc33tv.com)  
10000 Perkins Road  
Baton Rouge, LA 70810-1527 225-766-3233
24. EntertainmentCareers.com [www.entertainmentcareers.net](http://www.entertainmentcareers.net) None  
914 S. Barrington Ave.  
Los Angeles, CA. 90049
25. LSU 1502 Patrick Hall  
Baton Rouge, La. 70803 Amy Calluet 225-578-2162

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

**Job Title:**

**Recruitment Source:**

- |                            |                    |
|----------------------------|--------------------|
| 1. Reporter                | WVLA NBC33 website |
| 2. Technical Director      | TV JOBS.com        |
| 3. Technical Director      | employee referral  |
| 4. News Photographer       | TV Jobs.com        |
| 5. Floor Manager           | in-house employee  |
| 7. Master Control Operator | WVLA NBC33 website |

8. News Photographer	employee referral
9. Traffic Assistant	employee referral
10. Assignment Editor	LSU School of Journalism
11. Editor/Archivist	in-house employee
12. Technical Director	internal employee
13. Programming Manager	previous employee
14. Studio Assistant	TV Jobs.com
15. Promotions Assistant	employee
16. Master Control Operator	employee referral
17. Promotions Assistant	employee
18. News Producer	employee referral
19. Web Producer	employee referral
20. Reporter	TV JOBS.com

C. During the past 12 months, there were a total of 103 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. LSU	1
2. Southern University	0
3. Southeastern University	0
4. Delta College	0
5. Baton Rouge Job Service	0

6. ITI Technical College	0
7. La. Technical College	0
8. Camelot Career College	0
9. Remington College	0
10. BR Community College	0
11. BR School of Computers	0
12. Demont Service Center	0
13. BR Career/Job Center	0
14. Uplifted	0
15. TV Jobs.com	38
16. Women in Media	0
17. On-air announcements	0
18. Employee referrals	13
19. personnel referrals	1
20. walk-in	0
21. business contact	0
22. in-house employee	8
23. The Advocate	9
24. Spots N' Dots	0
25. Job Fair	1
26. files	0
27. internet	0
28. phone in	0

29. past employee	1
30. entertainmentcareers.net	7
31. website	18
32. BR Craigslist	2
33. Word of mouth	3
34. internship	1

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

During the last twelve months, WVLA, in accordance with the FCC, has adopted A 3-prong 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 chose include:

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

WVLA attended these job fairs:

BR Community College Job Fair March 12, 2008

Remington College Job Fair March 13, 2008

Holiday Inn Select Job Fair March 17, 2008

BR Business & Career Solutions Job Fair April 10<sup>th</sup>, 2008

La. National Guard Job Fair June 28<sup>th</sup>

Disability Job Fair Oct. 22<sup>nd</sup>

- (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 attended these functions:

LSU Forum March 27, 2008

Glen Oaks Career Fair April 13, 2008

ITT Career Expo April 24, 2008

ITT Pack Meeting July 17, 2008

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

WVLA allowed 14 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 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 emailed job openings to be included on the Women in Media website And in their monthly publication.

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

WVLA aired job openings on the air originally produced announcements informing the public about the job opening.

In addition, they sent information from the LAB about scholarship opportunities To Southern University broadcast Journalism Dept. for students to apply.

Respondent : WVLA NBC33 TV

Signed : \_\_\_\_\_

Typed Name: Karen G. Mire  
Title : Public Service Director  
Date: 1/14/09  
Telephone: (225) 768-9148