

EEO PUBLIC FILE REPORT

For the 12-month Period Ending

January 22, 2013

This report covers the following employment unit:

Call Sign      Facility ID#      Type of Station      Location LMA

WVLA 70021 Commercial Broadcast 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:

WVLA :

Job Title:	Date of Opening	Date Filled	Sources Used:
1. Master Control Operator	12/02//2011	1/26/2012	#7, 5, 9, 13, 6, 10
2. News Multi-Tasker	10/11/12	10/30/12	#7, 10, 13, 11, 14 4,1,3
3. Video Journalist	5/4/12	6/6/12	#11, 10, 5, 12, 9, 13, 6, 7, 14
4. Associate Producer	6/21/12	7/02/12	#11, 10, 6, 13, 5, 7, 12, 9, 14, 1, 4 ,2, 3
5. Anchor	5/30/12	7/25/12	#11, 10, 5, 12, 13, 14, 9, 7
6. Multi-Media Journalist	6/4/12	8/21/12	#7, 11, 14
7. Master Control Operator	8/8/12	9/20/2012	#9, 5, 13, 12, 1, 10 11

8. Associate News Producer	9/1/12	10/12/12	#11, 10, 6, 12, 5, 7, 9, 13, 14, 8, 4, 2, 1, 3
9. MMJ/Reporter	7/24/2012	10/22/2012	#11, 10, 6, 7, 5
10. News Promo Producer Editor	10/19/12	12/17/2012	#11, 7, 13
11. Technical Director	12/11/12	12/28/12	#11, 13, 14, 1, 8, 2, 3, 4,

B. During the past 12 months, the following recruitment sources were contacted for job vacancies for full-time jobs which occurred.:

<b><u>Recruitment Source:</u></b>	<b><u>Address:</u></b>	<b><u>Contact Person:</u></b>	<b><u>Telephone:</u></b>
1. Southern University	Office of Career Services Clark Hall Annex—2 <sup>nd</sup> Floor Netterville Drive Baton Rouge, LA 70813	Tamara Montgomery	225-771-2264
2. ITI Technical College	13944 Airline Highway Baton Rouge, LA 70817	Renee Fletcher	225-755-6300
3.. Camelot Career College	2618 Wooddale Blvd. Baton Rouge, LA 70805	Charmilla Foreman	225-928-3005
4. Remington College	1900 Lobdell Blvd. Baton Rouge, LA. 70806	Julie Blouin Director of Career Services	1-800-736-2687
5. Women in Media	<a href="http://www.womeninmedia.net/job_openings.html">http://www.womeninmedia.net/job_openings.html</a>		225-231-1869
6.. The Career Center	<a href="http://www.careercenterbr.com">www.careercenterbr.com</a> 120 St. Louis Street BR, La. 70802	Anne Nowak	225-381-8434
7. TVJobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	Mark C. Holloway, CEO	760-754-8177

P.O. Box 4116

Oceanside, CA 92052-4116

8. Southeastern University [www.selu.edu.com](http://www.selu.edu.com) Michael D'Armand 985-549-2121  
Hammond, LA 70402 Director of Career Services
- 9.. MediaLine [medialine@medialine.com](mailto:medialine@medialine.com) Mark Shilstone, Mgr. 800-237-8073  
PO Box 51909  
Pacific Grove, CA 93950
10. BR Craigslist <http://www.batonrouge.craigslist.org/> No local info available
11. WVLA NBC33 [www.nbc33tv.com](http://www.nbc33tv.com)  
website 10000 Perkins Road 225-769-0044  
Baton Rouge, LA 70810-1527
12. Louisiana Association [www.broadcasters.org](http://www.broadcasters.org) Lou Munson , Dir. 225-267-4522  
of Broadcasters 660 Florida St.  
BR, La. 70801-1709
- 13.. Entertainment Career [www.entertainmentcareers.net](http://www.entertainmentcareers.net) No local contact info
- 14.. Louisiana State University [www.careercenter.lsu.edu](http://www.careercenter.lsu.edu) 225-578-2162  
1502 Patrick Hall  
Baton Rouge, La. 70803

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:**

WVLA :

- |                           |                    |
|---------------------------|--------------------|
| 1. MCO                    | internet (unknown) |
| 2. Multi-Tasker (News)    | internal applicant |
| 3. Video Journalist       | TV Jobs.com        |
| 4. Associate Producer     | nbc33tv.com        |
| 5. Anchor                 | nbc33tv.com        |
| 6. Multi-Media Journalist | nbc33tv.com.       |
| 7. MCO                    | nbc33tv.com        |

- |                                |                    |
|--------------------------------|--------------------|
| 8. Associate Producer          | nbc33tv.com        |
| 9. MMJ/Reporter                | nbc33tv.com        |
| 10. Promotions Producer/Editor | nbc33tv.com        |
| 11. Technical Director         | internal applicant |

C. During the past 12 months, there were a total of 69 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. WVLA website ( nbc33tv.com) | 24 |
| 2. TVJobs.com                  | 23 |
| 3. Internal                    | 7  |
| 4. Medialine                   | 2  |
| 5. Entertainmentcareers.net    | 1  |
| 6. Careerpage ( LAB)           | 0  |
| 7. BR Craigslist               | 9  |
| 8. Employee referral           | 1  |
| 9. Internet (unknown)          | 1  |
| 10. Friend                     | 1  |

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

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:

April 4, 2012 LSU Spring Networking night

April 5, 2012 Veteran's Job Fair at Crowne Plaza

April 19, 2012 Southeastern Job Fair for Summer Jobs

April 26, 2012 Remington Job Fair

August 23, 2012 Southeastern Job Fair

Sept 25, 2012 Hero's to Hire Job Fair at the Centroplex for Veterans /Gen public

- (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:

Jan. 23<sup>rd</sup>, 2012 Luncheon to support internship program at Southern University.

April 5, 2012 Remington College Program Advisory Committee meeting

May 4, 2012 Park Forest Career Day

Oct 23, 2012 Woodlawn High School Talk to students

Nov 14, 2012 Cypress Heights Academy Talk to Students

- (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, Southern University, University of Monroe and Denham Springs High School 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 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 and KZUP placed job openings on their website to inform the public of career openings which included contact information to apply for the positions.

Respondent : WVLA NBC33 and KZUP Z19

Signed :     *Karen G. Mire*    

Typed Name: Karen G. Mire  
Title : Public Service Director  
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Telephone: (225) 768-9148