

## EEO PUBLIC FILE REPORT

For the 12-month period ending

January 22, 2010

This report covers the following employment units:

Call Sign	Facility ID#	Type of Station	Location LMA
WVLA	70021	Commercial Broadcast	Baton Rouge, La.
KZUP-CA	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
News Video Journalist	4/24/09	6/22/09
News Video Journalist	7/23/09	8/10/09
Promotions Manager	6/23/09	8/17/09
News Meteorologist /Video Journalist	8/24/09	11/19/09
Traffic Assistant	6/22/09	8/10/09
Traffic Assistant	6/22/09	7/22/09

A. 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	Will Jordan	225-771-2264

Clark Hall Annex—2<sup>nd</sup> Floor

Netterville Drive

Baton Rouge, LA 70813

- |                                 |   |                             |                |
|---------------------------------|---|-----------------------------|----------------|
| 2. Delta Career College         | 7380 Exchange Place   | Amy Renn                    | 225-927-7780   |
|                                 | Baton Rouge, LA 70806   |                             |                |
| 3. Job Service                  | 1991 Wooddale Blvd.   | Darlene Carnegie            | 225-925-4311   |
|                                 | Baton Rouge, LA 7806  |                             |                |
| 4. *ITI Technical College       | 13944 Airline Highway   | Renee Fletcher              | 225-755-6300   |
|                                 | Baton Rouge, LA 70817   |                             |                |
| 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.  | Karen Coolidge              | 225-216-8000   |
|                                 | Baton Rouge, LA 70806   |                             | 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  | Annie/Classified            | 225-383-1111   |
|                                 | Baton Rouge, LA 70802   |                             |                |
| 11. Uplifted                    | 1979 Beaumont Drive   | Talia Mayeau                | 225-926-1400   |
|                                 | Baton Rouge, LA 70806   |                             |                |
| 12. B.R. School of<br>Computers | 9255 Interline Drive<br>Baton Rouge, LA 70809   | Brenda Boss                 | 225-923-2525   |

13. Delmont Service Ctr. 3535 & 3525 Riley Street Julie Newman 225-389-5464  
Baton Rouge, LA 70805 Ext. 315
14. B.R. Career/Job Ctr. 4523 Plank Road Steve Jarreau 225-358-4516  
Baton Rouge, LA 70805 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  
Hammond, LA 70402 Director of Career Services
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
22. River Parishes Community College Donna H. Seale phone number.  
7384 John LeBlanc Blvd. 225-675-0207  
Sorrento, LA 70778
23. WVLA NBC33  
Website  
[www.nbc33tv.com](http://www.nbc33tv.com) Karen Mire 225-769-0044  
10000 Perkins Road

Baton Rouge, LA 70810-1527

24. Entertainmentcareers. [www.entertainmentcareers.net](http://www.entertainmentcareers.net) none no phone number

914 S. Barrington Ave.

Los Angeles, CA. 90049

25. Newsroomjobs.com [www.newsroomjobs.com](http://www.newsroomjobs.com) Scott Dressel (863) 385-6155

2227 US 27 South

Sebring, FL. 33870

26. LAB [www.broadcasters.org](http://www.broadcasters.org) Lou Munson (225) 267-4522

660 Florida St.

Baton Rouge, La. 70801

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:

<u>Job Title:</u>	<u>Recruitment Source:</u>
1 News Video Journalist	Medialine.com
2. News Video Journalist	nbc33tv.com
3. Promotions Manager	employee referral
4. News Meteorologist	Tvjobs.com
5. Traffic Assistant	employee referral
6. Traffic Assistant	BR Criagslist

C. During the past 12 months, there were a total of 61 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. NBC33 website	11
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2. TVJobs.com	21
3. Medialine	4
4. LAB	1
5. employee referral	7
6. Entertainmentcareers.net	2
7. BR Craigslist	15

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 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 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:

Hospitality Job Fair	March 10 10 a -4 p.m.
La. Workforce Commission	March 19 10 a -- 1 p.m.
LSU Holliday Forum	March 26 5:30-7:30 p.m.
Veterans Job Fair	April 7 9a -- 1 p.m.
Veteran's Job Fair	Sept. 3 9 a -1 p.m.

(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:

Remington PAC Meeting	April 8 11 a to 1 p.m.
Glen Oaks Career Day	April 29 8:30-11:30 a.m.
Remington Career Fair	April 30 10 a -- 1 p.m.
Remington Career Fair	Nov.12 10 a -- 1 p.m.
Career Expo	Dec 2 10 a -- 4 p.m.

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

WVLA 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 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 participated in the following station tours for these schools:

Southside Journalism Class Tour April 22 , 2009

Tara High School Community Base Tour Sept 25, 2009

Westside Geography Club Tour Oct. 21<sup>st</sup>, 2009

Respondent : WVLA NBC33

Signed : Karen G. Mire

Typed Name: Karen G. Mire

Title : Public Service Director

Date: 1/19/10

Telephone: (225) 768-9148