

EEO PUBLIC FILE REPORT

For the 12-month Period Ending

January 22, 2012

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. Associate Producer	3/21/2011	4/29/11	# 21, 17, 20, 18, 13, 8, 19, 14
2. Journalist	3/30/11	4/29/11	#18, 14, 19, 17, 16, 13, 20, 8
3. Promo/Producer/Editor	9/15/11	10/17/11	#18,14,17, 20 16, 13
4. Technical Director	6/24/11	8/01/11	#18, 17, 14, 13, 16, 19, 20
5. Video Journalist	3/21/11	9/07/11	# 18, 17, 14, 16 20, 13, 8, 19
6. Associate Producer	8/03/11	9/08/11	#18,17,14,16 20, 13, 2, 8
7. Producer/Editor	9/15/11	10/31/11	#18, 20, 14, 17, 16, 13

B. During the past 12 months, the following recruitment sources were contacted for job vacancies for full-time jobs which 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	Will Jordan	225-771-2264
2. Job Service	1991 Wooddale Blvd. Baton Rouge, LA 7806	Darlene Carnegie	225-925-4311
3. ITI Technical College	13944 Airline Highway Baton Rouge, LA 70817	Renee Fletcher	225-755-6300
4. LA. Technical College	3250 N. Acadian Thruway E. Baton Rouge, LA 70805	Enola Miller Director of Students	225-357-9232
5. Camelot Career College	2618 Wooddale Blvd. Baton Rouge, LA 70805	Lenore Robinson	225-928-3005
6. Remington College	1900 Lobdell Blvd. Baton Rouge, LA. 70806	Julie Blouin Director of Career Services	1-800-736-2687
7. B.R. Community College	5310 Florida Blvd. Baton Rouge, LA 70806	Karen Coolidge	225-216-8000 225-216-8601
8. Women in Media 225-231-1869	http://www.womeninmedia.net/job_openings.html		
9. The Advocate	525 Lafayette Street Baton Rouge, LA 70802	Annie/Classified	225-383-1111
11. B.R. School of Computers	9255 Interline Drive Baton Rouge, LA 70809	Brenda Boss	225-923-2525
13. The Career Center	www.careercenterbr.com 120 St. Louis Street BR, La. 70802	Anne Nowak	225-381-8434
14. TVJobs.com P.O. Box 4116 760-754-8177	www.tvjobs.com	Mark C. Holloway, CEO Oceanside, CA 92052-4116	760-754-8177

15. Southeastern University www.selu.edu.com Michael D'Armand 985-549-2121
Hammond, LA 70402 Director of Career Services
16. MediaLine medialine@medialine.com Mark Shilstone, Mgr.
PO Box 51909 800-237-8073
Pacific Grove, CA 93950
17. BR Craigslist <http://www.batonrouge.craigslist.org/> No local info available
18. WVLA NBC33 Website
www.nbc33.com
10000 Perkins Road
Baton Rouge, LA 70810-1527 225-769-0044
19. Louisiana Association www.broadcasters.org Lou Munson , Dir. 225-267-4522
of Broadcasters 660 Florida St.
BR, La. 70801-1709
20. Entertainment Career www.entertainmentcareers.net No local contact info
21. Louisiana State University www.careercenter.lsu.edu 225-578-2162
1502 Patrick Hall
Baton Rouge, La. 70803
22. Sandra Bellack Corporate Headhunter 337-237-1142

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. Associate Producer | www.nbc33tv.com |
| 2. Journalist | www.nbc33tv.com |
| 3. Promo Producer/Editor | internal applicant |
| 4. Technical Director | internal applicant |

- 5. Video Journalist www.nbc33tv.com
- 6. Associate Producer www.nbc33tv.com
- 7. Producer/Editor www.nbc33tv.com

C. During the past 12 months, there were a total of 46 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) | 15 |
| 2. TVJobs.com | 18 |
| 3. Internal | 5 |
| 4. Entertainmentcareers.net | 2 |
| 5. Careerpage (LAB) | 1 |
| 6. BR Craigslist | 4 |
| 7. Mail | 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 :

Crowne Plaza Job Fair March 30, 2011

Veteran's Job Fair April 20, 2011

Veteran's Job Fair Sept. 7th, 2011

La. Technical Job Fair Nov 17, 2011

- (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:

Station representative speaks at Broodmoor High School school April 19, 2011
Remington Pac meeting April 6, 2011
Station representative speaks at LSU Communication Dept April 13, 2011
Station representative talks at S.E. Middle School May 10, 2011
Southern University Advisory Council meeting Oct. 28. 2011
Career Day at Park Forest Middle School May 4, 2011
Career Day at Glen Oaks on May 5' 2011
Mock interviews at Glen Oaks on May 13, 2011

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

WVLA and KZUP allowed 6 students from LSU , Southern University, and ULM 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 KIZUP Z19

Signed : *Karen G. Mire*

Typed Name: Karen G. Mire
Title : Public Service Director
Date: 1/26/12
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