

EEO PUBLIC FILE REPORT

For the 12-month Period Beginning February 1, 2006 and Ending January 31, 2007

Prepared by : Knight Broadcasting of Baton Rouge, License Corp

This report covers the following employment unit:

<u>Call Sign</u>	<u>Facility ID Number</u>	<u>Type of Station</u>	<u>Location – City, State</u>
WVLA	70021	Commercial Broadcast	Baton Rouge, LA

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

<u>Job Title:</u>	<u>Date of Opening:</u>	<u>Date Filled:</u>
1. Traffic Assistant	4/21/06	7/31/06
2. Traffic Assistant	9/5/06	9/21/06
3. Master Control Operator	8/15/06	10/18/06
4. News Director Assistant/Assignment ...	10/6/06	11/27/06
5. Senior News Producer	10/6/06	11/27/06
6. Production Assistant	11/7/06	1/27/06
7. News Director	10/6/06	12/4/06
8. Videographer/Reporter	10/6/06	12/6/06
9. Promotions Producer/Editor	11/21/06	12/11/06
10. Videographer/Reporter	10/6/06	12/11/06
11. Sports Reporter/Anchor	10/6/06	12/12/06
12. Videographer/Reporter	10/6/06	12/14/06
13. Senior Meteorologist	10/6/06	12/15/06
14. Reporter	10/6/06	12/18/06
15. News Anchor	10/6/06	12/18/06
16. Senior Reporter	10/6/06	12/18/06
17. Technical Director	12/12/06	12/26/06
18. Senior Reporter	10/6/06	12/29/06
19. Sports Reporter	10/6/06	1/2/07
20. Cameraman	10/6/06	1/16/07
21. Chief Photographer	10/6/07	1/18/07
22. Master Control Operator	12/7/06	1/19/07
23. Traffic Assistant	12/14/06	1/19/07

B. During the previous 12 months, the following sources were contacted as vacancies for full-time jobs opened. 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	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 | Sheri Domingue | 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 | Melissa Berthelot
Director of Career Services | 1-800-736-2687 |
| 8. *B.R. Community College | 5310 Florida Blvd.
Baton Rouge, LA 70806 | Yolanda Askins | 225-216-8000
225-216-8601 |
| 9. Women in Media | | Laurie Hardison | 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
Oceanside, CA 92052-4116 | Mark C, Holloway, CEO | 760-754-8177
Fax: 202-429-4199 |
| 16. National Association of Broadcasters (NAB) | 1771 N Street NW
Washington D.C. 20036 | | |
| 17. Television Bureau of Advertising (TBA) | 3 East 54 th Street, 10 th Floor
New York, NY 10022 | | Fax: 202-935-5631 |
| 18. Southeastern University | Hammond, LA 70402 | Kenneth W. Ridgedell
Director of Career Services | 985-549-221 |
| 19. Spots 'n' Dots | | alice@spotsndots.com | |
| 20. Rick Gever & Associates | P.O. Box 577
Zionsville, IN 46077-0577 | rick@rickgevers.com | |

C. 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. Promotions Director | Employee Referral |
| 2. Traffic Assistant | Louisiana Technical College |
| 3. Traffic Assistant..... | Walk-In |
| 4. Master Control Operator | Employee Referral |
| 5. Assistant News Director/Assignments | Past Employee |
| 6. Senior News Producer | Business Contact |

- 7. Production AssistantRecommended by Friend
- 8. News DirectorTVJobs.com
- 9. Videographer/ReporterEmployee Referral
- 10. Promotions-Producer/Editor.....Employee Referral—KADN
- 11. Videographer/ReporterTVJobs.com/Previous Employee
- 12. Sports Reporter/AnchorInternal (Tyler station)
- 13. Videographer/ReporterReferred by Colleague (WDSU)
- 14. Senior MeteorologistTVJobs.com
- 15. Reporter/Photographer Referred by Colleague (WDSU)
- 16. News Anchor TVJobs.com/Employee Referral
- 17. Senior Reporter TVJobs.com
- 18. Technical Director Walk-In
- 19. Senior Reporter Employee Referral

D. During the previous 12 months, there were a total of 258 people interviewed for vacancies for full-time positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:

<u>Recruitment Source:</u>	<u>Total Number of Interviewees:</u>
1. Southeastern University	2
2. Louisiana Technical College	6
3. LSU	1
4. Job Service/LAWorks	6
5. Baton Rouge School of Computers	1
6. TVJobs.com	202
7. Rick Gever's.com	1
8. The Advocate	29
9. WVLA TV Ad	16
10. WVLA Website Posting	2
11. On File	2
12. Tyler Intern	1
13. Walk-In/Call	3
14. Word of Mouth	10
15. WVLA Job Journal PSA	1
16. Business/Friend Referral	4
17. Past Employee	2
18. Employee Referral	9

E. During the last 12 months, the station employment unit engaged in the following Menu options:

WVLA NBC 33 TV, in accordance with FCC regulations, has adopted a three-prong approach outreach recruitment program for each full-time job opening (except for internal 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 fulltime openings to any organization that distributes employment opportunities to job seekers and potential employees and has 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 fulltime employees located in larger markets.)

The menu options WVLA NBC 33 TV chose to include:

- (1) Participation in at least four job fairs by station personnel who have substantial responsibility in make hiring decision.

WVLA attended the following job fairs:

March 22, 2006: WGMB/WVLA Job Fair Caravan for Hurricane Katrina survivors—

Airport #1 Location—10498 Elm Grove Garden Dr. (Near airport)

Airport #2 Location—10700 South Gibbens Rd. (Near airport)

Renaissance Village—2000 Groom Rd., Baker, LA 70714

November 28, 2006: LA. Technical College—Jumonville Campus Job Fair

605 Hospital Rd., New Roads, LA 70760

September 21, 2006: Southeastern University Fall Career Fair—Hammond, LA.

- (2) Participation in at least four activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities.

WVLA NCB 33 participated in the following:

February 8, 2006: LSU's E.J. Ourso College of Business Career Reception.

3838 West Lakeshore Dr., Baton Rouge, LA 70808

March 8, 22006: Southeastern University Career Fair—Student Activity Center

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

WVLA engaged the services of interns from Southern University and Southeastern University for college credits.

- (4) Listing upper level opening in job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities:

WVLA consistently faxed and/or e-mailed job openings to Baton Rouge Women in Media.

WVLA posted job openings with TVJobs.com as well as the National Association of Broadcasters, Television Bureau of Advertising, Rick Gevers & Associates as well as the TV sales publication, Spots 'n' Dots.

Name of Respondent: Knight Broadcasting of Baton Rouge License Corp

Signed: _____

Typed Name: Elaine Harrison

Title: Public Service Director

Date: 01/23/07

Telephone Number: 255-768-9147