

EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 24, 2008

Prepared by: Knigh 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
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:

<u>Job Title:</u>	<u>Date of Opening:</u>	<u>Date Filled:</u>
1. Traffic Assistant	12/14/06	1/31/07
2. Chief Engineer	1/23/07	2/26/07
3. Master Control Operator	2/5/07	2/26/07
4. Videographer/Reporter	1/15/07	3/1/07
5. News Producer	1/15/07	3/19/07
6. Master Control Operator	3/28/07	4/11/07
7. Studio Floor Director	3/28/07	4/11/07
8. Reporter	2/22/07	5/07/07
9. News Producer	2/16/07	5/07/07
10. Technical Director	3/28/07	5/21/07
11. Meteorologist	2/07/07	5/29/07
12. News Production Audio Assistant	5/9/07	5/29/07
13. News Editor/Archivist	6/8/07 updated posting	6/11/07
14. IT Engineer	5/24/07	6/18/07
15. Master Control Operator	7/19/07	9/04/07
16. Master Control Operator	8/20/07	9/24/07
17. Technical Director	10/12/07	12/05/07
18. Traffic Assistant (KZUP-CA)	5/17/07	6/18/07
19. Traffic Assistant (KZUP-CA)	5/17/07	9/18/07

Note: #13. Because this is a new News venture, we consistently posted and re-posted positions because of turnover. I used the latest posting date and we promoted within the department.

Note: #19. We found ourselves in an exigent position and used the very generous pool from the 5/17 posting.

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	Amy Renn	225-927-7780

3. Job Service	Baton Rouge, LA 70806 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	http://www.womeninmedia.net/job_openings.html		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
16. National Association of Broadcasters (NAB)	1771 N Street NW Washington D.C. 20036		Fax: 202-429-4199
17. Southeastern University	Hammond, LA 70402	Michael D'Armand Director of Career Services	985-549-2121
18. Spots 'n' Dots	No local information available; ie address and/or phone number alice@spotsndots.com		
19. Rick Gever & Associates	rick@rickgevers.com		
20. MediaLine	P.O. Box 577 Zionsville, IN 46077-0577 medialine@medialine.com PO Box 51909 Pacific Grove, CA 93950	Mark Shilstone, Mgr.	800-237-8073
21. CraigsList	http://www.batonrouge.craigslist.org/	No local information available, ie address or phone number.	
22. River Parishes	Community College 7384 John LeBlanc Blvd. Sorrento, LA 70778	Donna H. Seale	225-675-0207
23. WVLA NBC 33 Website	10000 Perkins Road Baton Rouge, LA 70810-1527		www.nbc33tv.com 225-766-3233

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:

Job Title:

Recruitment Source:

1. News Editor/Archivist	NBC Website Jobs Listing
2. Traffic Assistant	Craigslist/BR
3. Studio Person/Floor Director	Part-Time Studio help/Promoted to Full-Time
4. Master Control Operator	Employee Referral
5. Chief Engineer	Employed as Engineer/Promoted to Chief Engineer
6. Master Control Operator	Employee Referral
7. Videographer/Reporter	Employee Referral
8. News Producer	TVJobs.com
9. Reporter	TVJobs.com
10. News Producer	Website Jobs Listing
11. Technical Director	Employee Referral
12. Meteorologist	Employee Referral
13. Production Audio	NBC Website Jobs Listing
14. IT Engineer	Walk-In
15. Master Control Operator	Employee Referral
16. Master Control Operator	Employee Referrals
17. AM Technical Director	Employee Referral
18. Traffic Assistant (KZUP-CA)	LAWorks.net/Job Service
19. Traffic Assistant (KZUP-CA)	WVLA NBC 33 Website Posting

D. During the previous 12 months, there were a total of 122 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. TVJobs.com	36
2. WVLA NBC Website Jobs Listing	18
3. Craigslist/BR	9
4. Employee Referrals	21
5. Walk-Ins/Word of Mouth	7
6. Employee Promotions	2
7. Job Service/LAWorks.net	3
8. ITI Technical College	6
9. Entertainment Careers.net	4
10. Job Fairs	4
11. The Advocate	9
12. Station Intern	1
13. Agent	2

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:

1. Holiday Inn Select Job Fair – March 5, 2007 – 10 a.m. to 4 p.m.
2. Veteran's Job Fair - April 5, 2007 - 8:30 a.m. to 12 noon
3. LA Technical College Job Fair – April 23, 2007 – 9-11:30 a.m.
4. Veteran's Job Fair - September 5, 2007 - 9 a.m. to 12 noon
5. Persons With Disabilities Job Fair – October 23, 2007 – 8 a.m. to 12 noon

- (2) Participation in at least four activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities. These events are aimed towards teaching broadcast job skills and introducing various schools and organizations to the types of careers available in the broadcast industry. We also accept resumes from individuals at these events and have used them as a hiring source.

1. Remington Career Fair – March 22, 2007 – 10 a.m. to 1 p.m.
2. Glen Oaks Career Fair – April 18, 2007 – 8 a.m. to 12 noon
3. LSU Media & Recruitment Day – April 24, 2007 – 4:30-7:30 p.m.
4. ITT Career Expo – September 12, 2007 – 1-5 p.m.
5. LSU Career Expo – September 13, 2007 – 10:30 a.m. to 1:30 p.m.
6. Remington College Career Fair – September 20, 2007 – 10 a.m. to 1 p.m.
7. Scotlandville Magnet School – September 27, 2007 – 10 a.m. to 3 p.m.

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

WVLA welcomed students from LSU, Southern University, Grambling University and Emerald Bayou to intern in various departments to gain an over-all knowledge of the practical workings of a multi-network television broadcast station.

- (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 posted job openings in TVJobs.com, MediaLine Job Bank & National association of Broadcasters as well as the TV sales publication, Spots 'n' Dots.

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

Name of Respondent: Knight Broadcasting of Baton Rouge License Corp

Signed: *Elaine Harrison*

Typed Name: Elaine Harrison

Title: Public Service Director

Date: 01/29/08

Telephone Number: 255-768-9147