

# EEO Public File Report

Station: KALB-TV

Period Covered by the Report: 2/1/07-1/31/08

This report is a complete listing of all full-time jobs filled by station's employment unit during previous year, identified by title.

| Position Title                     | Date Open | Date Filled | Recruitment Source(s) utilized to fill vacancy | Total # Interviewed | Number Hired | Recruitment Source of Hire      |
|------------------------------------|-----------|-------------|--|---------------------|--------------|---------------------------------|
| Writer/Producer, ALB-000064        | 12/12/06  | 2/9/07      | Recruitment Source List (see attached)         | 1                   | 1            | Internet                        |
| Director, ALB-000058               | 10/8/06   | 2/19/07     | Recruitment Source List (see attached)         | 7                   | 1            | Former KALB Employee Referral   |
| Local Sales Manager, ALB-000068    | 1/17/07   | 2/28/07     | Recruitment Source List (see attached)         | 1                   | 1            | Word of Mouth                   |
| Commerical Producer, ALB-000048    | 3/17/06   | 4/9/07      | Recruitment Source List (see attached)         | 8                   | 1            | LC Job Fair                     |
| Accountant, ALB-000071             | 2/13/07   | 4/26/07     | Recruitment Source List (see attached)         | 4                   | 1            | NSU Job Fair                    |
| Content Producer, ALB-000075       | 3/19/07   | 5/2/07      | Recruitment Source List (see attached)         | 2                   | 1            | LC Job Fair                     |
| Reporter, ALB-000074               | 3/19/07   | 5/30/07     | Recruitment Source List (see attached)         | 7                   | 1            | KALB Employee Referral          |
| Producer, ALB-000078               | 5/9/07    | 6/7/07      | Recruitment Source List (see attached)         | 6                   | 1            | KALB Employee Referral          |
| Account Executive, ALB-000065      | 12/12/06  | 7/9/07      | Recruitment Source List (see attached)         | 7                   | 1            | Friend                          |
| Account Executive, ALB-000072      | 3/8/07    | 8/20/07     | Recruitment Source List (see attached)         | 8                   | 1            | Self-Initiated                  |
| Anchor Weather Wknd PM, ALB-000077 | 4/19/07   | 6/25/07     | Recruitment Source List (see attached)         | 4                   | 1            | KALB Employee Referral          |
| Reporter, ALB-000081               | 6/20/07   | 8/20/07     | Recruitment Source List (see attached)         | 7                   | 1            | kalb.com                        |
| Anchor, Sports, Wknd, ALB-000080   | 6/20/07   | 7/9/07      | Recruitment Source List (see attached)         | 2                   | 1            | Word of Mouth/Industry Referral |
| Producer, ALB-000079               | 6/5/07    | 10/29/07    | Recruitment Source List (see attached)         | 7                   | 1            | Internet                        |

|                               |         |          |  |    |   |                      |
|-------------------------------|---------|----------|--|----|---|----------------------|
| Writer/Producer, ALB-000086   | 8/29/07 | 11/12/07 | Recruitment Source List (see attached) | 3  | 1 | Internet             |
| Account Executive, ALB-000083 | 6/28/07 | 12/10/07 | Recruitment Source List (see attached) | 6  | 1 | Former KALB Employee |
| Photojournalist, ALB-000082   | 6/20/07 | 1/21/08  | Recruitment Source List (see attached) | 4  | 1 | Internet             |
|                               |         |          | Total                                  | 84 |   |                      |

# Recruitment Source Analysis

This form is to be placed in the public file annually

Station: KALB-TV

Year: 2/1/07-1/31/08

Total No. of Persons  
Interviewed for full-  
time vacancies

84

## Recruitment Source Information

| Recruitment Source   | Address  | Contact Person                           | Telephone No. | Fax. No.     | Total Interviewed by Source | Entitled to Notification |
|--|--|--|---------------|--------------|-----------------------------|--------------------------|
| <u>Recruitment Sources Contacted for Each Full-Time Vacancy:</u> |  |  |               |              |                             |                          |
| Centenary College  | Career Services, 2911 Centenary Blvd, P.O. Box 41188, Shreveport, LA 71134 | Dennis Taylor                            | 318-869-5360  | 318-841-7235 | 0                           | N                        |
| Central LA Chamber of Commerce                                   | PO Box 992, Alexandria, LA 71309   | Minority Small Business Committee Chair  | 318-442-6671  | 318-442-6734 | 0                           | N                        |
| Delta Sigma Theta Sorority                                       | PO Box 6007, Alexandria, LA 71307  | Ms. Georgia Humphrey                     | 318-443-0624  | N/A          | 0                           | N                        |
| Grambling State Univ.  | Career Planning and Placement, 100 Main St., Grambling, LA 71245           | Ms. Adrienne Willis                      | 318-274-2346  | 318-274-3357 | 0                           | N                        |
| Jackson State University   | PO Box 18590, Jackson, MS 39217  | Dorothy Whitley                          | 601-979-2477  | 601-979-3948 | 0                           | N                        |
| kalb.com   | PO Box 951, Alexandria, LA 71309   | Shannon Tassin                           | 318-445-2456  | N/A          | 8                           | N                        |
| KALB Employee  | 605 Washington St, Alexandria, LA 71301                                    | Shannon Tassin                           | 318-445-2456  | N/A          | 5                           | N                        |
| KALB Employee Referrals  | 605 Washington St, Alexandria, LA 71301                                    | Shannon Tassin                           | 318-445-2456  | N/A          | 12                          | N                        |
| Louisiana College  | Career Development, 1140 College Drive, Pineville, LA 71360                | Ms. Michelle Duke                        | 318-487-7105  | 318-487-7140 | 4                           | N                        |
| Louisiana State Dept. of Labor                                   | PO Box 271, Alexandria, LA 71309   | Mr. Ed Blackwell                         | 318-487-5532  | 318-487-5272 | 3                           | N                        |
| Louisiana State University                                       | Journalism Building #221, Hodges Hall #101C, Baton Rouge, LA 70803         | David Kurpius, Ph.D.                     | 225-578-1948  | 225-578-2125 | 1                           | N                        |
| mediageneral.com   | Richmond, VA   | Corporate HR                             | 804-775-4600  | N/A          | 0                           | N                        |
| Mississippi State University                                     | Mississippi State, MS 39762  | Dr. Mike Brown<br>mike.brown@msstate.edu | 662-325-2906  | 662-325-9423 | 0                           | N                        |
| Ms. Bridgett Brown, Attorney at Law                              | 3504 Masonic Drive, Alexandria, LA 71301                                   | Ms. Bridgett Brown, Attorney at Law      | 318-442-0615  | 318-443-1444 | 0                           | N                        |
| National Assoc. of Black Journalists                             | 8701A Adelphia Rd, Adelphia, MD 20783                                      |  | 301-445-7100  | 301-445-7101 | 0                           | N                        |
| National Assoc. of Broadcasters (NAB)                            | 1771 N Street, N.W., Washington, D.C. 20036                                |  | 202-429-5300  | 202-429-4199 | 0                           | N                        |

|   |   |                  |              |                      |   |   |
|---|---|------------------|--------------|----------------------|---|---|
| National Assoc. of Hispanic Journalists | 1000 National Press Building, Washington, D.C. 20045                      |                  | 888-346-NAHJ | 202-662-7144         | 0 | N |
| Native American Journalists Assoc.      | University of South Dakota, 414 E. Clark St, Vermillion, SD 57069         |                  | 605-677-5282 | 866-694-4264         | 0 | N |
| Northwestern State Univ.                | Career and Placement Center, College Avenue, Natchitoches, LA 71497       | Rebecca Boone    | 318-357-5621 | 318-357-5690         | 2 | N |
| Rapides Parish NAACP                    | 626 8th Street, Alexandria, LA 71302                                      | Mr. Ed Larvadain | 318-445-6717 | Requested in writing | 0 | N |
| Southeastern LA University              | Career Development Services, SLU 495, Hammond, LA 70402                   | Mr. Ken Magee    | 985-549-2121 | 985-549-2126         | 0 | N |
| Southern University Career Center       | Career Center, Southern Branch Post Office, Baton Rouge, LA 70813         | Mr. Al Barron    | 225-771-2200 | 225-771-3272         | 0 | N |
| Southern University at New Orleans      | Career Placement, 223 University Center, New Orleans, La 70126            | Mr. Joe Marion   | 504-286-5395 | 504-286-5390         | 0 | N |
| University of LA at Lafayette           | Career Placement Center, PO Box 41730, Lafayette, LA 70504                | Ms. Billeaudeau  | 337-262-5300 | 337-482-1450         | 0 | N |
| University of LA at Monroe              | Dept. of Communication Arts, 120 Stubbs Hall - ULM, Monroe, LA 71209      | Ms. B. Kauffman  | 318-342-1406 | 318-342-1422         | 0 | N |
| University of New Orleans               | Counseling Services, 2000 Lakeshore Drive, New Orleans, LA 70122          | Dr. Mitchell     | 504-280-6683 | 504-280-7440         | 0 | N |
| Xavier University of LA                 | Mass Communications Dept., 1 Drexel Drive, Box 65A, New Orleans, LA 70125 | Ms. Russell      | 504-520-5092 | 504-520-7919         | 0 | N |

Other Sources not notified, but generated interviewees:

|                                 |     |     |     |     |    |   |
|---------------------------------|-----|-----|-----|-----|----|---|
| Former KALB Employee Referrals  | N/A | N/A | N/A | N/A | 4  | N |
| Former KALB Employee Friend     | N/A | N/A | N/A | N/A | 3  | N |
| Friend                          | N/A | N/A | N/A | N/A | 4  | N |
| Internet (Search-not specific)  | N/A | N/A | N/A | N/A | 17 | N |
| Job Fair                        | N/A | N/A | N/A | N/A | 1  | N |
| Professor at VCU                | N/A | N/A | N/A | N/A | 1  | N |
| Self-Initiated                  | N/A | N/A | N/A | N/A | 10 | N |
| Unknown Referrals               | N/A | N/A | N/A | N/A | 4  | N |
| Word of Mouth/Industry Referral | N/A | N/A | N/A | N/A | 5  | N |
| Total                           |     |     |     |     | 84 |   |

# Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: **KALB-TV**

Year: **2/1/07-1/31/08**

|    | <b>Initiative</b>                        | <b>Description</b>  | <b>Date</b> | <b>Personnel Involved by Title</b>  | <b>Scope of Station Participation</b>  |
|----|--|---|-------------|---|--|
| 1) | Louisiana State University at Alexandria | College Job Fair  | 3/14/07     | Phillip Taylor, Production Supervisor, Keith Holt, Marketing Director, & Tiffani McLain, Business Manager | We set up a TV with presentation, distributed Internship information and applications for employment.  |
| 2) | Louisiana College Job Fair               | College Job Fair  | 3/15/07     | Keith Holt, Marketing Director & Tiffani McLain, Business Manager   | We set up a TV with presentation, distributed Internship information and applications for employment.  |
| 3) | ULL Liberal Arts Job Fair                | College Job Fair  | 3/14/07     | Michele Godard, News Director   | We distributed Internship information and applications for employment.   |
| 4) | Ground Hog Job Shadow day                | Peabody Magnet Communcations Class students   | 2/2/07      | Keith Holt, Marketing Director  | Four students from the Peabody Magnet Communcations class visited the station. They toured the facilities and shadowed news and production employees. They have their own tv equipment at the school.  |
| 5) | Station Tour                             | Oak Hill High School students   | 4/5/07      | Keith Holt, Marketing Director  | Six Students from Oak Hill High School visited the station. They toured the facilities and viewed the Noon News live in the studio.  |
| 6) | KALB Training programs                   | Cross Training - Training employees to do jobs other than what they were hired for. | On-going    | All Department Managers and Supervisors   | Department heads are continually training their employees in other skills to enable current station personnel to aquire skills that will assist them in obtaining internal promotions or transfers to other markets. We concentrated on this in the Production and News Departments in 2006. |

|    |                            |   |          |   |   |
|----|----------------------------|---|----------|---|---|
| 7) | KALB-TV Internship Program | Internships available to college students who meet criteria | On-going | Michele Godard, News Director; Eric Marshall, Managing Editor; other News personnel | The KALB News Internship creates opportunities for students enrolled in institutions of higher learning to gain experience in the station's day-to-day operations. Students participating in the internship program in the News Department become knowledgeable in many different aspects of the News operation. The interns will interact with the assignment editors, researching stories, observe the news edit area where stories are prepared for broadcast, and will also have the opportunity to shadow reporters and photographers in the field, giving them a first hand experience at the news gathering process. |
|----|----------------------------|---|----------|---|---|