

EEO Public File Report

Station: KALB-TV

Period Covered by the Report: 2/1/08-1/31/09

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
IMD Content Producer, ALB-000092	3/24/08	6/9/08	Recruitment Source List (see attached)	3	1	Walk-In
Anchor, Wkdy, Evening, ALB-000097	5/20/08	7/15/08	Recruitment Source List (see attached)	4	1	Walk-In
Commercial Producer, ALB-000103	8/11/08	8/25/08	Recruitment Source List (see attached)	5	1	Walk-In
Writer/Producer, ALB-000100	6/26/08	9/1/08	Recruitment Source List (see attached)	1	1	Former KALB Employee
Account Executive, ALB-000094	4/29/08	9/15/08	Recruitment Source List (see attached)	10	1	KALB Employee Referral
Total				23		

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: KALB-TV

Year: 2/1/08-1/31/09

Total No. of Persons
Interviewed for full-time
vacancies

23

Recruitment Source Information

Recruitment Source	Address	Contact Person	Telephone No.	Fax. No.	Total Interviewed by Source	Entitled to Notification
Recruitment Sources Contacted for Each Full-Time Vacancy:						
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	0	N
KALB Employee	605 Washington St, Alexandria, LA 71301	Shannon Tassin	318-445-2456	N/A	1	N
KALB Employee Referrals	605 Washington St, Alexandria, LA 71301	Shannon Tassin	318-445-2456	N/A	5	N
Louisiana College	Career Development, 1140 College Drive, Pineville, LA 71360	Ms. Michelle Duke	318-487-7105	318-487-7140	0	N
Louisiana State Dept. of Labor	PO Box 271, Alexandria, LA 71309	Mr. Ed Blackwell	318-487-5532	318-487-5272	0	N
Louisiana State University Manship School	B6 Hodges Hall, Baton Rouge, LA 70803 yvonne@lsu.edu	Yvonne Cappe	225-578-2165		0	N
mediageneral.com	Richmond, VA	Corporate HR	804-775-4600	N/A	0	N
Mississippi State University	Mississippi State, MS 39762	Dr. Mike Brown 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	1	N
Rapides Parish NAACP	626 8th Street, Alexandria, LA 71302	Mr. Ed Larvadain	318-445-6717	Requested in writing	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	N/A	N/A	N/A	N/A	1	N
Friend	N/A	N/A	N/A	N/A	1	N
Internet (Search-not specific)	N/A	N/A	N/A	N/A	4	N
Self-Initiated	N/A	N/A	N/A	N/A	2	N
Unknown Referrals/Walk-In	N/A	N/A	N/A	N/A	4	N
Word of Mouth/Industry Referral	N/A	N/A	N/A	N/A	4	N
Total					23	

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: KALB-TV

Year: 2/1/08-1/31/09

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1)	Louisiana State University at Alexandria	College Job Fair	3/5/08	Phillip Taylor, Production Manager	We set up a TV with presentation, distributed Internship information and applications for employment.
2)	Louisiana College	College Job Fair	3/13/08	Keith Holt, Marketing Director	We set up a TV with presentation, distributed Internship information and applications for employment.
3)	2008 Groundhog Job Shadow Day	Job Shadowing	1/31/08	Eric Marshall, Managing Editor & Nick Mikulas, Morning Weather Anchor	One student from the ASH, one student from Northwood High and one from Rapides High School visited the station. They toured the facilities and shadowed news employees.
4)	NSU Interviews/Job Fair	NSU Interviews/Job Fair	5/5/08	Michele Godard, News Director	Along with other businesses, we publicized with the NSU Journalism Department that we would be on campus for interviews on 5/5/08. Paul Furr, Department Head and Associate Professor of the Department of Journalism at NSU coordinated the event. Michele Godard interviewed 10 students.
5)	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 acquire 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.
6)	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.