

WGNO/WNOL, New Orleans, LA
ANNUAL EEO PUBLIC FILE REPORT
Date: February 1, 2011

Statement of EEO Policy

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of Station(s) WGNO-TV/WNOL-TV, NEW ORLEANS, LA.

WGNO/WNOL, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at the station should contact the Human Resources Director at (504)569-0927.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer and passed a background check and drug test (if required). A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or via email. The Recruitment Sources are identified by number and listed (with complete contact information) in the attachment.

Full-Time Vacancies Filled During Reporting Period

		Recruitment Sources Used	Recruitment Source for Successful Applicant	Total Number Interviewed (from all Referral Sources)
1	News Producer	1, 2, 4-8, 11, 13-15, 17-22, 24	Unsolicited (Source 24)	3
2	Photog/Editor	1, 2, 4-8, 11, 13-15, 17-22, 24	wgno.com (Source 20)	6
3	Sports Anchor	1, 2, 4-8, 11, 13-15, 17-22, 24, 26	Agent (Source 26)	4
4	Editor	1, 2, 4-8, 11, 13-15, 17-22	tvjobs.com (Source 17)	3
5	Associate Producer	1, 2, 4-8, 11, 13-15, 17-22	wgno.com (Source 20)	3
6	MultiMedia Journalist	1, 2, 4-8, 11, 13-15, 17-22, 24, 26	wgno.com (Source 20)	4
7	Digital Journalist	1, 2, 4-8, 11, 13-15, 17-24, 26	Employee Referral (Source 23)	3
8	Digital Journalist	1, 2, 4-8, 11, 13-15, 17-24, 26	Employee Referral (Source 23)	Simultaneous with 7
9	Photog/Editor	1, 2, 4-8, 11, 13-15, 17-22, 24	wgno.com (Source 20)	Simultaneous with 2
10	MultiMedia Producer	1, 2, 4-8, 11, 13-15, 17-22, 24	wgno.com (Source 20)	3
11	MultiMedia Specialist	1, 2, 4-8, 11, 13-15, 17-22	wgno.com (Source 20)	4
12	MultiMedia Director	1, 2, 4-8, 11, 13-15, 17-22, 23	Employee Referral (Source 23)	2
13	Editor	1, 2, 4-8, 11, 13-15, 17-22	wgno.com (Source 20)	3
14	Sales Assistant	1, 2, 4-22, 23	Employee Referral (Source 23)	7
15	Sales Assistant	1, 2, 4-22, 23	Careerbuilder (Source 14)	Simultaneous with 14
16	Graphic Artist	1-11, 13-15, 17-22	Craig's List (Source 9)	7
17	Newscast Director	1, 2, 4-8, 10, 11, 13-15, 17-22	wgno.com (Source 20)	2
18	Photog/Editor	1, 2, 4-8, 11, 13-15, 17-22, 23	Employee Referral (Source 23)	4
19	Digital Journalist	14, 19-21, 23, 26	Agent (Source 26)	4
20	Digital Journalist	14, 19-21, 23, 26	Employee Referral (Source 23)	Simultaneous with 20
21	Account Executive	1, 2, 4-8, 10-23	Employee Referral (Source 23)	7
22	Digital Journalist	14, 19-21, 23, 26	Employee Referral (Source 23)	6

Supplemental Recruitment Measures 2/1/09 - 1/31/10

Activity/Description	Date	Staff Participant	Sponsor
<u>Kehoe-France Cub Scout Tour</u> - Eight cub scouts and 8 adult chaperones toured the the facility. Broadcasting, HDTV and new media were discussed with questions being answered. They observed a live newscast from the control room and the studio. They made an on air appearance during the 5PM newscast. They earned a merit badge for their experience.	2/1/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Kehoe-France School</u> - Fifty-six 2nd graders and nine adult chaperones toured the facility. The tour included question and answer sessions in each area of the station. The watched a live newscast from the control room and studio and made an on air appearance during the 11AM newscast.	2/10/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Atonement Lutheran School</u> - Twenty-seven 3rd graders and eleven adult chaperones were given a tour of the station. The business of broadcasting and techniques of newgathering were explained. Questions were asked and answered. They experienced a live newscast production and appeared on the 11AM newscast.	2/11/10	Human Resources Director and various news employees	WGNO/WNOL
<u>St. Ann School Cub Scouts Tour</u> - Twenty-five scouts and their parents enjoyed a visit to the station. As they toured, operations were explained and their questions answered. They appeared on a live newscast and earned a merit badge.	2/26/10	Human Resources Director and various news employees	WGNO/WNOL
<u>St. Catherine School Cub Scouts Tour</u> - Eight scouts and their parents visited the station for a tour. Broadcasting and news operations were explained and their questions answered. They appeared on a live newscast and earned a merit badge.	3/9/10	Human Resources Director and various news employees	WGNO/WNOL
<u>St. Martin School's Documentary Class</u> - Twenty-two high school students and their chaperones visited the station for a field trip. Broadcasting and news operations were discussed. They appeared on a live newscast.	3/15/10	Human Resources Director and various news employees	WGNO/WNOL
<u>St. Ann School Cub Scouts Tour</u> - Eight scouts and their parents visited the station for a tour. Broadcasting and news operations were explained and their questions answered. They appeared on a live newscast and earned a merit badge.	3/16/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Mount Carmel Academy Career Day</u> - Account Executive, Brandi Theard, spent the day with approximately fifty high school girls discussing the television industry. The advertising profession was explained to the students including programming, ratings and salaries.	3/18/10	Account Executive, Brandi Theard	Mount Carmel Academy
<u>Tulane University Journalism Majors</u> - Fourteen journalism majors visited the station. They were given a tour and a presentation of the broadcasting industry with emphasis on news writing. They appeared on the 5PM live newscast.	3/18/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Mandeville High School Television Class</u> - Fouteen students and their chaperones visited the station for a tour and discussions regarding broadcasting with emphasis on news gathering operations. The students appeared on a live newscast.	3/24/10	Human Resources Director and various news employees	WGNO/WNOL
<u>St. Ann School Girl Scouts Tour</u> - Twelve scouts and their parents visited the station for a tour. Broadcasting and news operations were explained and their questions answered. They appeared on a live newscast and earned a merit badge.	3/25/10	Human Resources Director and various news employees	WGNO/WNOL
<u>LSU Manship School Career Event</u> - HR Director traveled to Louisiana State University's campus in Baton Rouge to attend the Manship School of Communication's event. Spoke with students about careers in broadcasting, print, new media and HDTV. Discussed and advised students regarding the future of media, how to get first job, convergence of media and internships.	3/30/10	Human Resources Director	LSU Manship School of Communications
<u>Meisler Middle School Black History Program</u> - Anchor Michael Hill attended this event and spoke with approximately seven-five students about education and how he got started in broadcast journalism.	3/31/10	Anchor, Michael Hill	Meisler Middle School
<u>Destrehan Cub Scouts Tour</u> - Twelve scouts and their parents toured the station and were invited to ask questions. Broadcasting, HDTV and new media were discussed and they were invited to appear on the 5PM newscast. They earned a merit badge.	4/1/10	Human Resources Director and various news employees	WGNO/WNOL
<u>St. Catherine Cub Scouts Tour</u> - A group of ten scouts from Metairie toured the station with chaperones. Broadcasting, HDTV and new media were discussed. They appeared on a live newscast and earned a merit badge.	4/6/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Small Business Administration</u> - Reporter, Laila Morcoa, taught a media marketing class at the University of New Orleans. She explained the principles of marketing and broadcast advertising.	4/10/10	Reporter Laila Morcos	The Small Business Administration and UNO
<u>Tulane University Journalism Majors</u> - Ten journalism majors fromTulane University visited the station. They were given a tour and a presentation of the broadcasting industry with emphasis on news writing. They appeared on the 5PM live newscast.	4/20/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Delgado Job Fair</u> - The Director of Human Resources attended the job fair at Delgado Community College. Recruited for Photographer/Editor, Editor and MultiMedia Specialist. Accepted resumes and discussed internships.	4/21/10	Human Resources Director and various news employees	Delgado Community College
<u>Belle Chase Middle School Journalism Class</u> - Twelve students from the journalism class came to the station for a tour and discussion regarding news gathering and operations. They observed a live newscast and appeared on the show.	4/29/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Harahan Cub Scouts Tour</u> - Ten scouts from Metairie toured the station with chaperones. Broadcasting, HDTV and new media were discussed. They appeared on a live newscast and earned a merit badge.	5/6/10	Human Resources Director and various news employees	WGNO/WNOL

<u>St. Christopher School Cub Scouts Tour</u> - Eight scouts from Metairie toured the station with chaperones. Broadcasting, HDTV and new media were discussed. They appeared on a live newscast and earned a merit badge.	5/17/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Mount Carmel Academy Career Day</u> - Reporter, Laila Morcos, addressed a journalism class of senior high school students discussing the television industry. She spoke about careers and education.	5/18/10	Human Resources Director and various news employees	WGNO/WNOL
<u>St. Tammany Jr. High Technology Summer Camp</u> - Fifteen students toured the station and discussed careers in journalism as part of their summer camp.	6/11/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Metairie Academy Summer Camp</u> - Approximately sixty summer camp students toured the station to learn about broadcasting and news gathering.	6/18/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Boudreaux Elementary Summer Camp</u> - Approximately sixty students from the summer camp program toured the station to learn about broadcasting and news operations.	6/23/10	Human Resources Director and various news employees	WGNO/WNOL
<u>First Baptist Church Summer Camp</u> - Twenty at risk teenagers visited the station to learn about careers in broadcasting. They watched a live newscast production and appeared live on the show.	6/29/10	Human Resources Director and various news employees	WGNO/WNOL
<u>New Home Summer Drug Prevention Program</u> - Fourteen 9th graders visited the station for a tour and discussion about careers in broadcasting. They watched a live newscast being produced and appeared on air.	7/13/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Alice Birney Summer Camp</u> - Forty-five students and chaperones came to the station for a tour. The broadcast industry was explained and questions were answered.	7/15/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Woodland West Summer Camp</u> - Fifty students from the summer camp toured the station. Broadcasting and news careers were discussed.	7/21/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Green Park Elementary Summer Camp</u> - Fifty students from the summer camp toured the station to learn about broadcasting and news operations.	7/23/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Atonement Lutheran Cub Scouts</u> - Fourteen cub scouts were given a tour of the station. The business of broadcasting and techniques of newsgathering were explained. Questions were asked and answered. They experienced a live newscast and appeared on air.	7/30/10	Human Resources Director and various news employees	WGNO/WNOL
<u>St. Ann School Girl Scouts</u> - Eight scouts and their parents visited the station for a tour. Broadcasting and news operations were explained and their questions answered. They appeared on a live newscast and earned a merit badge.	8/15/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Fall Career Expo 2010</u> - Director of Human Resources attended this event recruiting for Newscast Director, Photographer/Editor, Digital Journalist and Account Executive. Resumes were collected and internships discussed.	10/6/10	Human Resources Director	Xavier, Dillard, SUNO and University of New Orleans
<u>Tulane University Journalism Majors</u> - Thirteen journalism majors from Tulane University visited the station. They were given a tour and a presentation of the broadcasting industry with emphasis on news writing. They appeared on the 5PM live newscast.	10/26/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Pack 491 Cub Scouts Tour</u> - Sixteen cubs scouts and their parents visited the station for a tour. The broadcasting industry and news operations were discussed. They watched the production of a live newscast and appeared on the show.	11/16/10	Human Resources Director and various news employees	WGNO/WNOL
<u>Loyola University Communications Majors</u> - Meteorologist, Hank Allen, hosted eight college students at the station. Careers in Broadcasting were discussed. They got to watch a newscast being planned and produced.	11/18/10	Meteorologist Hank Allen and various news employees	WGNO/WNOL
<u>St. Benilde School</u> - Fifty 4th graders toured the station to learn about broadcasting and news operations. They watched a live newscast and appeared on air.	1/20/10	Human Resources Director	WGNO/WNOL
<u>Tulane University Communications Majors Society</u> - The station's HR Director addressed approximately forty students and faculty that were divided in several small groups and rotated through an intimate setting. News, journalism and broadcasting in general were discussed. Internships and station tours were offered.	1/26/11	Human Resources Director	Tulane University Communications Majors Society
<u>Internship Program</u> - College students spend a semester in a position that gives them hands-on experience in their career field. They usually spend 15-20 hours per week. Four students participated in 2010.	Ongoing	Human Resources Director News Director Executive Producer Assignment Manager various news employees	WGNO/WNOL