

Narrative Statement

The single employment unit (SEU), consisting of KGLA-DT, KGLA(AM), and WFNO(AM), engages in various activities to widely disseminate full-time vacancies and to educate and make aware the public at large, and Hispanics in particular, about careers in television and radio broadcasting.

The SEU distributes information for full-time positions with various organizations and media. When a vacancy occurs, the stations notify community groups, such as the Hispanic Chamber of Commerce of Louisiana and the Hispanic Apostolate Job Services of Catholic Charities, and government outreach programs, such as the Jefferson Parish Workforce Connection and the City of Kenner's Hispanic Resource Center. Some of these groups, such as the Chamber of Commerce, continuously recruit and forward candidates even when no vacancies exist, because the stations can always use highly qualified bilingual personnel in sales and production.

For media, the stations provide wide distribution themselves through both television and radio spots. Ads are also placed on local newspapers and websites, such as El Tiempo and craigslist.org, respectively.

The SEU conducts an internship program for high school and college students. Internships are unpaid and may supplement course work. The internship focuses the interns' time and training on the production aspect of broadcasting, from video photography to writing copy to video and audio editing. Interns are also exposed to the other areas of the stations' operations, including programming, promotions, and sales. Recruitment for the internship program is made through the Career Services Office of the respective institutions. In the past two years, the SEU has hosted interns from Grace King High School, Delgado Community College, and the University of New Orleans.

The stations occasionally hosts job site visit for junior high and high school students. The visit are usually organized in conjunction with the leadership groups within the schools. The students spent half the day at the stations learning about the broadcasting business and are given a mock commercial to produce. Station participants included the General Manager, Production Manager, and on-air talent.