

EEO Narrative Statement

Mayavision, Inc.

KGLA-DT, Hammond, Louisiana (Facility ID No. 89345)

Crocodile Broadcasting Corp., Inc.

WFNO(AM), Gretna, Louisiana (Facility ID No. 14538)

KGLA(AM), Norco, Louisiana (Facility ID No. 56559)

Mayavision, Inc. and Crocodile Broadcasting Corp., Inc. (“Licensees”) have taken a number of efforts to achieve broad and inclusive outreach for stations KGLA-DT, WFNO, and KGLA (collectively, the “Stations”) over the period of time covered by this report. In addition to Licensees’ broad outreach to fill specific open positions at the Stations, Licensees have participated in several outreach activities as detailed in the Stations’ 2019-2020 and 2020-2021 Annual EEO Reports attached to this EEO Program Report (FCC Form 2100 – Schedule 396).

Licensees engage 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. Licensees distribute information for full-time positions with various organizations and media. When a vacancy occurs, Licensees 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 at the Stations. Licensees 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. Advertisements are also placed on local newspapers and websites, such as *El Tiempo* and craigslist.org, respectively.

Licensees conduct an internship program for high school and college students. Internships are unpaid and may supplement course work. The internship program 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 Stations have hosted interns from Grace King High School, Delgado Community College, and the University of New Orleans.

The Stations occasionally host job site visits for junior high and high school students. The visits are usually organized in conjunction with the leadership groups within the schools. The students usually spend half the day at the Stations learning about the broadcasting business,

**FCC Form 2100 – Schedule 396
Narrative Statement Exhibit**

and are given a mock commercial to produce. Licensees' participants include the General Manager, Production Manager, and on-air talent.