



EEO PUBLIC FILE REPORT
February 1, 2019 to January 31, 2020

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Weekend Meteorologist/Reporter	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,23,24,26,32,34,35	24
News Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,23,24,26,32,35	24
Content Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,23,24,26,32,35	24
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,23,24,26,32,33,35	23



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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	Recruitment Source	Contact Person/Phone Number	Mailing/Email Address	Phone/Website	Source Entitled to Vacancy Notification ? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
COMMUNITY SOURCES						
1	AARP Seniors Employment Program	Betty Hendrix	820 Jordan St. Ste 310 Shreveport, LA 71101		N	
2	Bossier Chamber of Commerce	Executive Director	710 Benton Road Bossier City, LA 71111		N	
3	Bossier Parish Community College	Job Placement Center	6220 East Texas Street, Bossier City, LA 71111 Bldg F, Room 242		Y	
4	Broadcast Employment Services		P. O. Box 4116 Oceansid, CA 92052		N	
5	Caddo Community Action Agency	Ethyl Taylor	P. O. Box 3446 Shreveport, LA 71103	318-861-4808	Y	
6	Centenary College	Rachael Peters	2911 Centenary Boulevard, Shreveport, LA 71104		Y	
7	Grambling State University	Margie Pruitt	P. O. Box F Grambling, LA 71245		N	
8	LA Rehabilitation Services	Chuck Vaughan	1525 Fairfield Room 708 Shreveport, LA 71101		Y	
9	Louisiana Association of Broadcasters	Polly Johnson	660 Florida St. Baton Rouge, LA 70801	www.broadcasters.org	Y	
10	Louisiana Tech University	Ron Cathy	P. O. Box 3177 Kenny Hall 337 Ruston, LA 71272	318-257-2488	Y	
11	Louisiana Workforce Commission		400 Viking Dr. Bossier City, LA 71111		Y	
12	LSU Shreveport Career Center	Kimberly Thornton	1 University Place Shreveport, LA 71115	318-797-5062	N	
13	NAACP of Shreveport	James Pannell	1315 Milam St. Shreveport, LA 71101		N	
14	Northwestern State University	Randi Washington	P. O. Box 5286 Natchitoches, LA 71497		Y	
15	Shreveport Job Corps Center		2815 Lillian St. Shreveport, LA 71109	318-227-9331	Y	
16	Southern University	Donald Howard	3050 ML King Jr. Drive, Shreveport, LA 71107	318-670-6000	Y	
17	University of LA at Monroe		700 University Avenue Monroe, LA 71209	318-342-5327 www.ulm.edu/careerconnections	Y	
18	University of Texas	Michael Cichowicz	3900 University Drive, Tyler, TX 75799		Y	
19	Wiley College	Valentine	711 Wiley Ave. Marshall, TX 75670	903-923-1621	Y	
20	Workforce Solution East Texas	Amanda Singleton	4300 East End Blvd. South P.O. Box 400 Marshall, TX 75672	903-935-7814 www.workintexas.com	Y	
21	Pleasant Hill Baptist Church	Mr. Kenneth Epperson	4670 Lakeshore Drive, Shreveport, LA 71109		Y	
ADDITIONAL SOURCES						
22	Louisiana Job Connection	Susan Stafford		318-230-8985 https://louisianajobconnection.com/	N	
23	KSLA-TV			www.ksla.com	N	4
24	Gray TV			http://gray.tv/careersformerlygray.com	N	7
25	TVjobs.com			www.tvjobs.com	N	
26	SNAG/People Matter			www.peoplematter.com	N	
27	KSLA Job Fair		LIST EVENTS & DATES		N	
28	Career Fair		LIST EVENTS & DATES		N	
29	SBE.org			www.sbe.org	N	
30	Spots n Dots			www.spotsndots.com	N	
31	TVB.org			tvb.org	N	
32	Indeed			www.indeed.com	N	
33	LinkedIn			https://www.linkedin.com/company/ksla.com/media/	N	4
34	Glassdoor.com			www.glassdoor.com	N	
35	KSLA OnAir	Laura Mosley			N	
TOTAL INTERVIEWEES OVER REPORTING PERIOD						15



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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Broadcasting of outreach recruitment to local organization regarding job openings.	<p>February 1, 2018 – January 31, 2019, KSLA airs the below promo recruiting organization who would like to receive our job openings.</p> <p>“KSLA News 12, a Raycom Media station, is looking for organizations that regularly distribute information about employment opportunities to job applicant or have job applicants to refer. If your organizations would like to receive notifications of job vacancies at KSLA, please notify Julie Zenter at KSLA News 12 1812 Fairfield Ave. Shreveport, Louisiana 71105. Or e-mail jzenter@ksla.com. KSLA News 12 is an equal opportunity employer and encourages minorities to apply.”</p>
2	Tour of KSLA Station: Event Designed to Disseminate Information About Broadcast Careers	<p>Thursday, February 14, 2019 – 17 Students from Glen Brook Middle School</p> <p>Friday, March 1, 2019 – 17 Students from Natchitoches Junior High School</p> <p>Thursday, March 21, 2019 – 12 Students from BTW High</p> <p>Monday, April 8, 2019 – 42 Students from Shreve Island</p> <p>Tuesday, April 9, 2019 – 44 Students from Shreve Island</p> <p>Wednesday, April 10, 2019 – 41 Students from Shreve Island</p> <p>Thursday, May 2, 2019 – 27 Students from Caddo Middle Magnet</p> <p>Wednesday, June 26, 2019 – 24 Students from St. John Berchmans Catholic School STEM and Drama Camp</p> <p>Friday, June 28, 2019 – 11 Students from St. John Berchmans Catholic School STEM and Drama Camp</p> <p>Monday, July 22, 2019 – 15 Students from The Providence House</p> <p>Friday, October 18, 2019 – 21 Students from Haughton High School</p> <p>Tuesday, October 29, 2019 – 14 Students from Elysian Fields Broadcasting class</p>

		Monday, November 25, 2019 – 4 Children from the Providence House
3	Event Designed to Disseminate Information About Broadcast Careers	On February 28, 2019, a reporter spoke to a class about broadcast journalism at Grambling State University. Spoke to class about the day to day duties and how to write and answer journalism related questions. Participants from the station included a Reporter.
4	Participated in Job Fair	On Saturday, March 16, 2019, the station participated in a workshop and job fair held at the Hyatt Regency Hotel in New Orleans. LAB Student Career Workshop welcomed college students enrolled Mississippi studying Journalism, Mass Communications or just interested in television and radio broadcasting. High School seniors currently enrolled in a television or radio educational program were also invited to attend. Participants from the station included the News Director.
5	Internship Program	March – May 2019, Louisiana Tech student participated in our internship program where she performed general newsroom duties, including writing, editing, shooting, and storytelling. Multiple newsroom employees provided hands-on training for broadcast & digital skillsets. Participants from the station involved included the Assistant News Director, Anchors, and Reporters.
6	Event Designed to Disseminate Information About Broadcast Careers	On Friday, March 22, 2019 the station participated in a Career Kickstarter held at UNT. This event was a “Speed Networking” setting where students had an opportunity to have a chance to speak with a number of professionals to find out about opportunities and internships in various areas of media as well as ask question in a small group setting. Participants from the station included the Multi-Platform Content Manager.
7	Event Designed to Disseminate Information about Broadcast Careers	On April 11, 2019 the station participated in The Boys and Girls Club for a Career Day. Discussions about a career in News and what the day to day work day looks like. Participants from the station included the Digital Content Producer/MMJ.
8	Internship Program	June – August 2019, Millsaps College student participated in our internship program where she performed general newsroom duties, including writing, editing, shooting, and storytelling. Multiple newsroom employees provided hands-on training for broadcast & digital skillsets. Participants from the station involved included the Assistant News Director, Anchors, and Reporters.
9	Training program designed to promote career advancement of station personnel	On June 20, 2019 the station participated in a Webinar for Gray Television Stations, presented by Joan Sewart of

		Wiley, Rein, LLP. Participants from the station included the Office Manager.
10	Event Designed to Disseminate Information About Broadcast Careers	On July 11, 2019 the station participated in the Greenwood Acres Career Fair for students in summer camp. Students shared information on their chosen career paths and we were able to talk to students about broadcasting career options. Participants from the station included a Reporter.
11	Event Designed to Disseminate Information About Broadcast Careers	On September 5 – 7, 2019 the station participated in the RTDNA Excellence in Journalism Conference/NAHJ. Station met with students and professional journalists, offering critiques and career counseling. Participants from the station included the News Director.
12	Event Designed to Disseminate Information About Broadcast Careers	On October 19, 2019 the station participated in the CommNEXT Conference at LSU-Shreveport where students interacted with professionals in areas of design, video, advertising, marketing, public relations, and journalism. Participants from the station included the News Director and the Multi-Platform Content Manager.
13	Event Designed to Disseminate Information About Broadcast Careers	On January 8, 2020 the station participated in the Broadmoor Middle School's JAG Program, where we were able to talk to the students about a career path as a Meteorologist and discuss a broadcasting career path. Participants from the station included a Meteorologist.