



EEO PUBLIC FILE REPORT

February 1, 2020 to January 31, 2021

I. VACANCY LIST

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

Job Titile	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Digital 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	23
Reporter/MMJ	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
Assistant News Director	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,23,24,26,35	23
Digital Sales Manager	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	23
Local Sales Manager	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	23
News Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,23,24,25,26,32,35	12
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,23,24,26,32,35	23
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,23,24,26,32,35	23



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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

<u>RS Number</u>	<u>Recruitment Source</u>	<u>Contact Person/Phone Number</u>	<u>Mailing/Email Address</u>	<u>Phone/Website</u>	<u>Source Entitled to Vacancy Notification ? (Yes/No)</u>	<u>No. of Interviewees Referred by RS Over Reporting Period</u>
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	1
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	8
24	Gray TV			http://gray.tv/careersformerlygraycom	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	1
33	LinkedIn			https://www.linkedin.com/company/ravcom-media/	N	
34	Glassdoor.com			www.glassdoor.com	N	
35	KSLA OnAir	Laura Mosley			N	
TOTAL INTERVIEWEES OVER REPORTING PERIOD						17



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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Date	Brief Description Of Activity
1	Broadcasting of outreach recruitment to local organization regarding job openings.	February 1, 2020 – January 31, 2021	<p>KSLA airs the below promo recruiting organization who would like to receive our job openings.</p> <p>“KSLA News 12, a Gray TV 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	February 11, 2020	8 students from Keithville Middle School, event Designed to Disseminate Information About Broadcast Careers
3	Tour of KSLA Station: Event Designed to Disseminate Information About Broadcast Careers	February 21, 2020	27 students from Doyline High School, event Designed to Disseminate Information About Broadcast Careers
4	Tour of KSLA Station: Event Designed to Disseminate Information About Broadcast Careers	March 2, 2020	20 students from Huntington Leadership Academy, event Designed to Disseminate Information About Broadcast Careers
5	Tour of KSLA Station: Event Designed to Disseminate Information About Broadcast Careers	March 9, 2020	10 students from Arc of Caddo Bossier, event Designed to Disseminate Information About Broadcast Careers

6	Foundations in Diversity, Equity and Inclusion training.	July 9, 2020 – August 4, 2020	Our General Manager, Office Manager, News Director, Marketing Director, Sales Managers, and station staff participated in a training series “Foundations in Diversity, Equity and Inclusion” from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflicts, how to avoid common faux pas made regarding: gendered language, race, class and ability, how to apologize effectively.
7	National Association of Black Journalists and National Association of Hispanic Journalists Virtual Convention and Job Fair	August 5, 2020 – August 7, 2020	Our News Director attended with other Gray station representatives to review work of student and working journalists. Our News Director offered critiques with feedback on their work, career mentoring and discussed opportunities with our company.
8	The FCC’s Equal Employment Opportunity Rules training	November 19, 2020	Our Office Manager participate in a training on the FCC’s EEO Rules and Regulations provided by Joan Stewart of Wiley Rein, LLP.