



EEO PUBLIC FILE REPORT

February 1, 2017 to January 31, 2018

I. VACANCY LIST

See **Master Recruitment Source List** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Local Sales Manager	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,33,34	26
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	28
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	28
Executive Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,33,34,35	26
Assistant News Content Director	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,25,26,28,33	26
Traffic Specialist	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,26,28,33,35	35
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,25,26,28,30,33,35	26
General Sales Manager	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,26,28,32,33,35	26
Reporter MMJ	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,35	26
News Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	26
Investigative Reporter	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,25,26,28,35	33
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,33,34	25
Traffic Coordinator	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,27,28,33,34	28
Marketing Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,27,28,30,33,35	34
Media Sales Consultant	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	25
Media Sales Consultant	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	25
Media Sales Consultant	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	25
Media Sales Consultant	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	25
Media Sales Consultant	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	25
Media Sales Consultant	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,35	26
Media Sales Consultant	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	6
Success Manager	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	25
Success Manager	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	14
Success Manager	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,34,35	35
Success Manager	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,35	35
Media Planner	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,35	26
Transaction Seller	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,35	28
News Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,30,33,35	25
News Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,33,35	26
Reporter MMJ	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,25,26,28	26
Digital Sales Manager	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,33,35	25
National Sales Assistant	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,25,26,28,33,34	25
Senior News Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,26,28,33,35	25
Senior Digital Sales Specialist	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,22,26,28,30,33,34,35	25
Senior Digital Sales Specialist	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,25,26,28,30,33,34,35	25
News/Content Specialist	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,25,26,28	25
News/Content Specialist	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,25,26,28	25
News/Content Specialist	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,25,26,28	25
News/Content Specialist	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,26,28,33	26
City Weekend Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,26,28,33	25



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II. MASTER LIST OF RECRUITMENT SOURCES

Sources with an asterisk () denote organizations that requested notification of job vacancies

*Source Number	Organization	Contact Person	Mailing/Email Address	Website	Phone Number	Number of Interviews
COMMUNITY SOURCES						
1	AARP Seniors Employment Program	Betty Hendrix	820 Jordan St. Ste 310 Shreveport, LA 71101			
2	Bossier Chamber of Commerce	Executive Director	710 Benton Road Bossier City, LA 71111			
*3	Bossier Parish Community College	Job Placement Center	6220 East Texas Street, Bossier City, LA 71111 Bldg F, Room 242			
4	Broadcast Employment Services		P. O. Box 4116 Oceansid, CA 92052			
*5	Caddo Community Action Agency	Ethyl Taylor	P. O. Box 3446 Shreveport, LA 71103		318-861-4808	
*6	Centenary College	Rachael Peters	2911 Centenary Boulevard, Shreveport, LA 71104			1
7	Grambling State University	Margie Pruitt	P. O. Box F Grambling, LA 71245			
*8	LA Rehabilitation Services	Chuck Vaughan	1525 Fairfield Room 708 Shreveport, LA 71101			
*9	Louisiana Association of Broadcasters	Polly Johnson	660 Florida St. Baton Rouge, LA 70801	www.broadcasters.org		
*10	Louisiana Tech University	Ron Cathy	P. O. Box 3177 Kenny Hall 337 Ruston, LA 71272		318-257-2488	
*11	Louisiana Workforce Commission		400 Viking Dr. Bossier City, LA 71111			
12	LSU Shreveport Career Center	Kimberly Thornton	1 University Place Shreveport, LA 71115		318-797-5062	
13	NAACP of Shreveport	James Pannell	1315 Milam St. Shreveport, LA 71101			
*14	Northwestern State University	Traci LaBom-Norris	P. O. Box 5293 Natchitoches, LA 71497			1
*15	Shreveport Job Corps Center		2815 Lillian St. Shreveport, LA 71109		318-227-9331	
*16	Southern University	Diane N. Neal	3050 ML King Jr. Drive, Shreveport, LA 71107		318-670-6000	
*17	University of LA at Monroe		700 University Avenue Monroe, LA 71209	www.ulm.edu/careerconnections	318-342-5327	
*18	University of Texas		3900 University Drive, Tyler, TX 75799			
*19	Wiley College	Valentine	711 Wiley Ave. Marshall, TX 75670		903-923-1621	
*20	Workforce Solution East Texas	Amanda Singleton	4300 East End Blvd. South P.O. Box 400 Marshall, TX 75672	www.workintexas.com	903-935-7814	
ADDITIONAL SOURCES						
21	AAJA			http://jobs.ajaa.org/employer/signin_emp.php		
22	NAJA	Rebecca Landsberry		www.naja.com/membership/members_section/opportunities		
23	NAHJ			http://www.nahicareercenter.com		
24	Louisiana Job Connection	Susan Stafford		https://louisianajobconnection.com/	318-230-8985	
25	KSLA-TV	Carolyn Roy / Blane Skiles		www.ksla.com		38
26	Raycom Media, Inc. (automatically uploaded from icims)			www.raycommedia.com		27
27	TVjobs.com			www.tvjobs.com		
28	Walk-in/ employee referral/ word mouth					9
29	KSLA Job Fair					
30	Career Fairs: 3/24/17, 4/10/17, 7/20/07, 11/9/17					2
31	SBE.org			www.sbe.org		
32	Spots n Dots			www.spotsndots.com		
33	TVB.org (scrapes)			tvb.org/tvjobs.com		3
34	Indeed			www.indeed.com		2
35	Generic Internet (links that scrape our listings without us posting to their site) ie: Linked In / Glassdoor, Other					8
TOTAL:						91



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III. SUPPLEMENTAL OUTREACH INITIATIVES

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): February 7, 2017 – January 31, 2018

Describe Nature of Initiative:

Participate in job banks, Internet recruitment programs or other programs designed to promote outreach generally (that is, that are not primarily directed to providing notification of specific job vacancies.)

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

All jobs advertised on:

- NAJA (Native American Journalists Association)
- LAB.org (Louisiana Association of Broadcasters)
- ksla.com
- raycommedia.com

Names of Station Personnel involved in Initiative:

All hiring managers
Julie Zenter – KSLA, HR Coordinator / EEO Coordinator

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Broadcasting of outreach recruitment to local organization regarding job openings.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KSLA airs the below promo recruiting organization who would like to receive our job openings.

“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.”

Names of Station Personnel involved in Initiative:

Julie Zenter – KSLA, HR Coordinator / EEO Coordinator
Laura Mosley – KSLA, Traffic Coordinator

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): February 7, 2017 – January 31, 2018

Describe Nature of Initiative:

Tour of KSLA Station

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

May 9, 2017 – 21 students with Caddo Middle Magnet
June 6, 2017 – Vietnam Veteran and his wife
June 12, 2017 – 18 people from J-STAR Ministries
June 13, 2017 – 25 students from Shreve Island
July 6, 2017 – 30 children from Mt. Cannon Camp
August 16, 2017 – 2 Women from Dress for Success Program
October 16, 2017 – 25 students from Natchitoches Junior High School
November 22, 2017 – 16 students from Delta Lambda Omega Alpha Sorority
November 25, 2017 – 16 students from Mansfield Middle School Science Club
December 21, 2017 – 13 students from Betty Shabazz Delta Academy from Minden
January 31, 2017 – 37 students from Linwood Charter School

Names of Station Personnel involved in Initiative:

KSLA Staff

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): February 23, 2017

Describe Nature of Initiative:

KSLA Anchor Domonique Benn was guest speaker at the Belcher Library-A branch of the Shreve Memorial Library. It was their annual Black History Month celebration

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Domonique was the guest speaker

Names of Station Personnel involved in Initiative:

Domonique Benn, KSLA Anchor

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): February 28, 2017

Describe Nature of Initiative:

KSLA Anchor Domonique Benn served as guest speaker for Remington College's Black History Program. The topic was Crisis in Black Education. It was their annual Black History program.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Domonique was the guest speaker

Names of Station Personnel involved in Initiative:

Domonique Benn, KSLA Anchor

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 24, 2017

Describe Nature of Initiative:

University of North Texas hosted Media Career Kickstarter

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended University of North Texas Media Career fair open to all UNT students.

Names of Station Personnel involved in Initiative:

Blane Skiles – KSLA, Digital Marketing Manager

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): April 10, 2017

Describe Nature of Initiative:

Business & Breakfast at the University of Lafayette

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended University of Lafayette career fair open to all students.

Names of Station Personnel involved in Initiative:

Joe Sciortino – KSLA, General Manager/VP
Julie Zenter – KSLA, HR Coordinator / EEO Coordinator

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): July 13, 2017

Describe Nature of Initiative:

Eagles Camp Career day - for campers aged 8-14. Mentors/Leaders from Shreveport/Bossier are invited to visit with the kids and learn more about their dreams.
Campers prepare presentation boards and dress in the uniform of their career choice.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

A broad variety of businesses are invited.
KSLA, KTBS & Alpha Media
LA State Senate Dist 37 – Barrow Peacock

Names of Station Personnel involved in Initiative:

Joe Sciortino – KSLA, General Manager/VP
Rashad Johnson – KSLA, Reporter

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 8-11, 2018

Describe Nature of Initiative:

National Association of Black Journalists Annual Convention and Job Fair in New Orleans, Louisiana

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

I along with other Raycom station representatives review work of student and working journalists. I offered critiques with feedback on their work, career mentoring and discussed opportunities with Raycom stations.

Names of Station Personnel involved in Initiative:

Jayne Ruben – KSLA, News Director

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): September 28, 2017

Describe Nature of Initiative:

Louisiana Tech Fall Career Fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended Louisiana Tech fall career fair open to all students.

Names of Station Personnel involved in Initiative:

Joe Sciortino – KSLA, General Manager/VP
Julie Zenter – KSLA, HR Coordinator / EEO Coordinator
Katharyn DeVille – Raycom Media, Regional Director of Marketing

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 17, 2017

Describe Nature of Initiative:

EEO Annual Report training.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended the EEO annual report refresher webinar that covered quarterly self-audits and information on where to find all EEO information.

Names of Station Personnel involved in Initiative:

Joe Sciortino – KSLA, General Manager/VP
Julie Zenter – KSLA, HR Coordinator / EEO Coordinator

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): November 9, 2017

Describe Nature of Initiative:

Bossier Parish Community College Graduate Career Day

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended Bossier Parish Community College Graduate Career Day open to all students.

Names of Station Personnel involved in Initiative:

Joe Sciortino – KSLA, General Manager/VP
Julie Zenter – KSLA, HR Coordinator / EEO Coordinator

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): November 28, 2017

Describe Nature of Initiative:

Covington & Burling EEO Webinar

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Participated in the Covington & Burling EEO training. Training on EEO recruitment and reporting requirements.

Names of Station Personnel involved in Initiative:

Julie Zenter – KSLA, HR Coordinator / EEO Coordinator