

**KLAX TV/KWCE-LP  
EEO PUBLIC FILE REPORT  
02/01/2019 – 01/31/2020**

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Manager	1,2,6,10	2
Account Manager	1,2,6,10,12	12
Sports Reporter/MMJ	1,2,3-10,12	12
Account Manager	1,2,6,10,12	12
Account Manager	1,2,6,10,12	2

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	TV Jobs <a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a> – Mark Holloway – P.O. Box 4116 Oceanside, CA 92052	No	3
2	Indeed.com	No	14
3	Tulane University via Handshake.com	No	
4	Grambling State University via Handshake.com	No	
5	Loyola University via Handshake.com	No	
6	Louisiana State University via Handshake.com	No	
7	Louisiana Technical via Handshake.com	No	
8	Southern University/A&M College Baton Rouge via Handshake	No	
9	Xavier University – via Handshake.com	No	
10	KLAX website - KLAX-tv.com	No	3
11	KLAX Facebook page	No	
12	Referral	No	6
14	Internal Candidate	No	
15	SpotsNDots.com	No	

**Total interviewees for the twelve month period**

**26**

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b>	<b>Provide Training to staff to assist them in growing into management level personnel.</b>	Our SEU provided monthly training to our Account Executives with an emphasis on internet and mobile advertising and the role of social media which will grow their knowledge to bigger markets and management positions. Some of the topics included: display ads, mobile conquesting, Facebook & Instagram, prospecting, digital co-op, creating digital ads and selling to clients
<b>2</b>	<b>List upper-level openings in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities</b>	The SEU has implemented a recruitment process designed to achieve board outreach. All applicable job openings are posted on several websites that specialize in reaching a wide range of candidates. These sites include TV Jobs, Indeed.com, station Facebook and website, Universities, Colleges, and others (See our Master Recruitment Source List for details.
<b>3</b>	<b>Training for Chief Meteorologist to enhance his skills and keep him updated on the latest technology</b>	07/10/19 -7/11/19 the station’s Chief Meteorologist attended the 2019 NWA annual meeting in Huntsville AL, which included presentations concerning the latest forecasting skills and technology.
<b>4</b>	<b>Members of the news staff promotes careers in broadcasting</b>	Over the reporting period presentations regarding broadcast journalism including duties and college prep for journalism have been presented at area schools and to the City of Alexandria.