



Lafayette, Louisiana
EEO narrative for 2021 Model EEO Program Report

KATC-TV is strongly committed to effectively canvassing our diverse Acadiana community in terms of our recruitment efforts. The company takes this commitment seriously and more importantly involves our entire department head team in the process especially as it relates to job fairs and engaging with key employment organizations and educational institutions in our marketplace.

The station actively participates in multiple job fair/career days every year. These job fairs include the University of Louisiana-Lafayette career events in February and in September. We also attend the LEDA job fair (Lafayette Economic Development Association) in May and in August, the largest of the year in Lafayette. In addition to the aforementioned events, KATC attends the Disabilities Job fair every year and that event occurs in October.

At all of these job fairs, the station staffs a "KATC branded" booth where Vicky Cormier and Jennifer Guidry, our administrative assistants, and supported by a key decision maker team member that would include Donald Ward/Director of Engineering, Cathy Schexnayder/HR Business Partner. The staff brings information about the company and the job descriptions of all current openings as well as an overview of the different career opportunities we offer at KATC. In 2020 with the COVID pandemic in play, the station was able to do virtual job fairs to reach out to potential persons interested in a broadcast career. We talk to each person that walks up to our table or virtual booth and answered any questions they may have about the openings or the station.

This year, Cathy Schexnayder, our HR Director, attended a Resume' Roundtable at the University of Louisiana-Lafayette. She was one of many professionals there to look over resumes written by college students. The professionals offered advice on the best practices needed when submitting a resume.

Every year, our company hosts several interns that are enrolled full time in college. These paid internships would include several different departments in our operation and our coordinated with the placement services within the college. Each station internship is offered for class credit only.

Open employment opportunities are sent to many different recruitment agencies throughout our community as well the job postings being advertised on our own television station (Acadiana Rebound and We're Hiring, Acadiana) and website, media industry websites and publications. Recruitment agencies include but would not be limited to: AARP Seniors Employment Program, African Careers, Asian American Journalist Association, Department of Labor, Goodwill Employment Solutions, Hispanic Chamber of Commerce, Advocates for the Disabled, American Legion for Vets and posting to various colleges around the state of Louisiana.

Over this past year the management team has focused on in house and virtual training to ensure equal employment opportunity and preventing discrimination by attending several trainings on Equity, Diversity, and Inclusion seminars. These would include trainings with BRBS, Kneeland, SEEK, and LAB (Louisiana Association of Broadcasters). In March 2020 and September 2020, KATC held a four-session training course mandatory for all managers and employees on Equity, Diversity and Inclusion. The purpose of this training is to further ingrain concepts and practices into how we work, how we interact, and how we communicate. Its goal was for the staff to have a common language when discussing equity, diversity, and inclusion, and for us to have eyes wide open to how our differences can and should unite us.

As the market faced the economic impacts of the COVID-19 pandemic, we produced and aired "We're Open Acadiana" in conjunction with the Lafayette Economic Development Authority to remind viewers of businesses that were open for business during the lockdown, and we also aired an overall initiative called "The Rebound" to focus on stories centered around economic recovery that included a campaign called "Acadiana Rebound Jobs" that listed job openings from area businesses.

KATC managers participated in The EW Scripps Company's Career Management Program that includes training to help employees develop their career skills.