

ANNUAL EEO PUBLIC FILE REPORT

KARK/KARZ

February 1, 2014 through January 31, 2015

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

KARK/KARZ

The information contained in this Report covers the time period beginning February 1, 2014 to and including January 31, 2015 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from February 1, 2014 through January 31, 2015

Station(s) Comprising the Station Employment Unit: KARK/KARZ

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Digital Content Producer	2/11/14	U	3	A-O, Q-X
2	Web Producer	2/15/14	Z	3	U,V,Y,Z
3	Commercial Producer	2/24/14	T	4	A-O, Q-R, T-X, Z, AA
4	Account Executive (2)	3/19/14, 4/7/14	Z, Z	5	A-O, Q-X, Z, BB
5	Director	4/14/14	Z	5	A-O, Q-Z
6	Reporter	4/22/14	Y	4	B-G, I, K-N, R, U-Z, CC
7	Account Executive	5/5/14	Z	4	B-X, Z
8	Sales Coordinator	5/5/14	S	3	B-X, Z, BB
9	Reporter	5/20/14	Z	4	B-Z
10	Creative Services, Shooter, Editor, Producer	6/16/14	Z	2	B-X, Z
11	Web Producer	6/16/14	Z	3	A-X, Z
12	News Producer	7/7/14	Z	4	A-Z, CC, DD
13	News Video Editor	7/22/14	D	3	A-Z
14	Reporter	7/28/14	U	3	A-X
15	Account Executive	8/18/14	U	4	B-I, K-N, P, R-X, Z
16	Reporter	9/8/14	Y	4	A-Z
17	Account Executive (4)	9/22/14	S, U, X, Z	4	B-I, K-N, P, R-X, Z
18	Newscast Director	11/5/14	Y	6	Exigent circumstances
19	Associate Producer (2)	12/2/14, 12/10/14	U, Z	6	A-X, Z
20	Photographer	12/17/14	Z	3	A-X, Z

Total Number of Persons Interviewed During Applicable Period: 77

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2014 through January 31, 2015

Station(s) Comprising the Station Employment Unit: KARK/KARZ

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address/Email/Website	Fax Number	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Arkansas Baptist College	None	www.arkansasbaptist.edu	501-414-0861	N	
B	Arkansas State University-Beebe	Sherry Organ	sorgan@searcy.asub.edu		N	
C	Arkansas State University - Heber Springs	Sherry Organ	sorgan@searcy.asub.edu		N	
D	Arkansas State University - Jonesboro	Carolyn Edwards	carolyne@astate.edu https://employer.myinterfase.com/astate/employer	870-972-2783	N	1
E	Arkansas State University - Mountain Home	Tamara Mitchell/George Truell	tmitchell@asumh.edu gtruell@asumh.edu	870-508-6287	N	
F	Arkansas State University - Newport	Amber Grady	agrady@asun.edu	870-512-7876	N	
G	Arkansas State University - Searcy	Sherry Organ	sorgan@searcy.asub.edu		N	
H	Central Baptist College	Mandy Hall	mhall@cbc.edu	501-329-2941	N	
I	Harding University	Kelley Ramey	careercenter@harding.edu https://www.myinterfase.com/harding/employer	501-279-4065	N	

J	Hendrix University-Conway	Jamie Fotioo		501-450-1260	N	
K	Ouachita Baptist University	Lauren Land/Rachel Roberts	lland@obu.edu robertsr@obu.edu		N	
L	Philander Smith College	Christopher Newton	cnewton@philander.edu	501-370-5299	N	
M	Southern Arkansas University-Magnolia	Beth Thompson	cethompson@saumag.edu	870-235-5262	N	
N	University of Arkansas - Fayetteville	None	https://uark-csm.symplicity.com/employers/	479-575-6742	N	
O	University of Arkansas - Little Rock	None	www.ualr.edu	501-569-8956	N	
P	University of Arkansas - Monticello	None	coons@uamont.edu	870-460-1922	N	
Q	University of Arkansas - Pine Bluff	None	www.uapb.edu	870-575-4606	N	
R	University of Central Arkansas-Conway	Teresa Murphy	teresam@uca.edu		N	
S	www.arkansasmatters.com	Andy Calhoun/Joseph Casey	1401 W. Capitol Ave., Ste. 104 Little Rock, AR 72201	501-340-4453 501-340-4995	N	10
T	www.fox16.com	Andy Calhoun/Joseph Casey	1401 W. Capitol Ave., Ste. 104 Little Rock, AR 72201	501-340-4453 501-340-4995	N	2
U	www.nexstar.tv	Terri Bush	545 E. John Carpenter Freeway Suite 700 Irving, TX 75062	(972) 373-8800	N	13
V	Station Bulletin Board	Kim Dunn	1401 W. Capitol Ave., Ste. 104 Little Rock, AR 72201	501-340-4457	N	1
W	Local Unemployment Office	Dolly Rhodes/ Dollie Fountain	dolly.rhodes@arkansas.gov dollie.fountain@arkansas.gov		N	
X	Arkansas Broadcasters Association	None	www.arkbroadcasters.org		N	2
Y	www.tvjobs.com	None	www.tvjobs.com		N	17
Z	Personal referral	N/A			N	30
AA	www.602communications.com	None	www.602communications.com		N	

BB	Arkansas Democrat Gazette	Effie Smith	esmith@arkansasonline.com	501-378-3843	N	
CC	Twitter	N/A	www.twitter.com @Austin Kellerman	501-340-4484	N	1
DD	LinkedIn	None	Austin Kellerman	501-340-4484	N	

Appendix 3 to Annual EEO Public File Report

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KARK/KARZ

	Recruitment Initiative	Description
1	Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	May 14, 2014. 10 hiring managers and two payroll contacts from the station went over EEO Guidelines, FCC EEO Vacancy Recruitment Compliance Form/New Job Vacancy Form, New Hire and Orientation Guidelines, Hiring Rules, New Hire Example booklet.
2	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	The station sponsors internship programs providing students with hands-on supervised experience in broadcast industry operations across all functional areas. During the summer semester from June 2014 through July 2014, the Sales Department hosted 1 student from the University of Arkansas-Fayetteville. During the summer semester from June 2014 through August 2014 the News Department hosted seven students from The University of Central Arkansas, Arkansas Tech University, Arkansas State University, and Mississippi State University.
3	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	The station sponsors internship programs providing students with hands-on supervised experience in broadcast industry operations across all functional areas. During the fall semester from August 2014 through December 2014, the News Department hosted two students from The University of Central Arkansas.
4	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	The station sponsors internship programs providing students with hands-on supervised experience in broadcast industry operations across all functional areas. During the winter semester starting in January 2015, the News Department hosted two students from The University of Arkansas at Pine Bluff and the University of Arkansas at Little Rock.