

ANNUAL EEO PUBLIC FILE REPORT
KARD
February 1, 2014 – 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):

KARD

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: KARD

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Graphic Designer	2/10/14	W	1	A-X, Z-HH
2	Reporter	4/7/14	FF	3	A-X, Z-HH
3	Reporter	5/13/14	FF	1	A-X, Z-HH
4	Digital media Reporter	7/21/14	HH	5	A-X, Z-HH
5	Account Executive	8/25/14	GG	1	A-X, Z-HH
6	Reporter	9/3/14	HH	1	A-X, Z-HH
7	Sales Assistant	1/6/15	GG	9*	A-X, Z-AA, CC-EE, HH
8	Sales Assistant	1/12/15	HH	9*	A-X, Z-AA, CC-EE, HH
9	Administrative Assistant**	9/11/14	GG	2	A-X, Z-AA, CC-EE, HH
10	Reporter**	1/26/15	GG	1	A-HH

Total Number of Persons Interviewed During Applicable Period: 22*

* 2 vacancies under one posting; interviewed candidates for both positions.

** denotes rehire

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: KARD

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	American School of Business	Kimberly Coppen	702 Professional Dr. Shreveport, LA 71105 asb.kimberly@gmail.com	318-798-3333	N	0
B	Arkansas Workforce Center	Richard Kennedy	523 E. 6 th Street El dorado AR 71730 Richard.Kennedy@aesd.arkansas.gov	870-864-6904	N	0
C	Bossier Parish Community College	Kathy Busch	6220 East Texas Street Bossier City, LA 71111 kbusch@bpcc.edu	318-678-6000	N	0
D	Centenary College	Dennis Taylor	2911 Centenary Blvd. Shreveport, LA 71104 career@centenary.edu	318-869-5208	N	0
E	Grambling State University	Denesia Lofton	P.O. Drawer 4291 Grambling, LA 71245 loftond@gram.edu	318-274-2346	N	0
F	Louisiana Association of Broadcasters Pushed to Indeed.com	Polly Prince Johnson	lab@broadcasters.org www.Indeed.com	225-267-4522	N	0
G	LaDelta Community College					

H	LA Tech University	Ron Cathey	P.O. Box 3153 Ruston, LA 71272 careercenter@latech.edu	318-257-4750	N	0
I	LA Technical College	Ruta Johns	609 Vocational Parkway West Monroe, LA 71292 rjohns@myneltc.edu	318-397-6100	N	0
J	LSU Career Center		One University Place Shreveport, LA 71115 lsus-career@lsus.edu	318-797-5062	N	0
K	LULAC Council		P.O. Box 5042 Bossier City, LA 71171 info@louisianalulac.org	318-658-6322	N	0
L	Northwestern State University	Traci LaBom	P.O. Box 5286 Natchitoches, LA 71497 labomt@nsula.edu	318-357-5621	N	0
M	Monroe Chamber of Commerce	Sue Edmunds	212 Walnut Street, Suite 100 Monroe, LA 71201 sedmunds@monroe.org	318-323-3461	N	0
N	Ouachita Economic Development	Angie White	1900 North 18th Street Monroe, LA 71201 awhite@nlep.org	318-387-0787	N	0
O	Our Lady of Holy Cross College	Jennifer Tubwell	4123 Woodland Drive New Orleans, 70131 jtubwell@alhcc.edu	504-391-2421	N	0
P	Paul Quinn College	Kelsel Thompson	3837 Simpson Stuart Road Dallas, TX 75241 kthompson@pgc.edu	214-302-3532	N	0
Q	Philander Smith College	Vashon Broadnax	900 W Daisy L Gaston Bates Dr Little Rock, AR 72202 vbroadnax@philander.edu	501-975-6050	N	0
R	Prairie View A & M	Shadia Washington	P.O. Box 519 Mail Stop 1028 Prairie View, TX 77446	936-857-3311	N	0

			sfwashington@pvamu.edu			
S	Southern University	Joe Marion	6400 Press Drive New Orleans, LA 70126 jmarion@suno.edu	504-286-5390	N	0
T	St. Phillips College	Diane Hester	MLK Campus, 1801 MLK Drive San Antonio, TX 78203 dhester@alamo.edu	210-486-2611	N	0
U	Texarkana College	Raphael Turner	2500 N Robinson Road Texarkana, TX 75599 raphael.turner@texarkanacollege.edu	903-838-4541	N	0
V	Tulane University	Kathy Ball	5823 St. Charles Ave New Orleans, LA 70118 kball@tulane.edu	504-988-3902	N	0
W	University of Louisiana-Monroe	Roslynn Pogue	700 University Ave Monroe, LA 71209 pogue@ulm.edu	318-342-5343	N	1
X	University of New Orleans	Martha Barnes	2000 Lakeshore Drive New Orleans, LA 70118 mbarnes2@uno.edu	504-988-3902	N	0
Y	West Monroe Chamber of Commerce	Cathy Thompson	112 Professional Dr. W Monroe, LA 71291 ctompson@westmonroechamber.org	318-325-1961	N	0
Z	Station Website	Chris Brown	www.myarklamiss.com	318-323-1972	N	1
AA	Station Bulletin Board	Bonnie Nugent	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	3
BB	Nexstar Broadcasting	Bonnie Nugent	www.Nextar.tv www.hirecentric.com		N	0
CC	KARD	Bonnie Nugent	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	0
DD	KTVE	Bonnie Nugent	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	0

EE	BOUNCE TV	Bonnie Nugent	200 Pavilion Road West Monroe, LA 71292	318-323- 1972	N	0
FF	TVJobs	Bonnie Nugent	www.tvjobs.com	318-323- 1972	N	4
GG	Referral	Bonnie Nugent	200 Pavilion Road West Monroe, LA 71292	318-323- 1972	N	8
HH	Indeed.com	LAB – pushed to this website by alternate source	www.indeed.com	Pushed to by 2 nd party.	N	7

Appendix 3 to Annual EEO Public File Report

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

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KARD

	Recruitment Initiative	Description
1	Co-Sponsor and Participation – 2014 University of Louisiana a Monroe Spring Semester All Majors Career Fair.	Co-sponsor ULM 2014 Spring All Majors Career Fair. Attended by: Creative Services Director, General Manager, Promotions Manager, Human Resources Manager, News Director, General Sales Manager, and Digital Media Manager. KARD visited the ULM campus to tape PSA and promotional footage to be aired on KARD to target agencies looking to hire individuals, as well as target individuals looking for work. KARD assisted in the set up, and promotion of the event. KARD set up a booth and distributed information on current job openings and accepted application material from interested individuals as well as educated individuals on the enter-workings of television broadcast jobs. Department Heads, with hiring authority attended the Career Fair and spoke to individuals seeking employment and encouraged individuals to apply for various open positions. KARD covered the event for rebroadcast on the evening news.
2	EEO Training to Management Personnel.	Weekly EEO education administered to all Department Heads using various materials; primarily Supervisor’s Legal Update newsletter. The SLU is a biweekly publication which assists managers with clarification of federal and state employment law. Topics include but not limited to: Diversity in the Workplace, Ending Sexual Harassment, Interviewing and Hiring Practices, Grievance Investigation, Ageism, FMLA, American’s with Disabilities Act, Discrimination, Violence in the Workplace, and much more.
3	Intern Program - Summer 2014	KARD has an unpaid intern program. KARD placed 1 intern during Summer 2014 (June – August 2014) from Louisiana College in the News department.
4	Co-Sponsor and Participation –	Co-sponsor ULM 2014 Spring All Majors Career Fair. Attended by: General Manager,

	2014 University of Louisiana a Monroe Fall Semester Career Fair.	Creative Services Manager, Promotions Manager, Human Resources Manager, News Director, Local Sales Manager, General Sales Manager, General Manger, Chief Engineer, and Digital Media Manager. KARD visited the ULM campus to tape PSA and promotional footage to be aired on KARD to target agencies looking to hire individuals, as well as target individuals looking for work. KARD assisted in the set up, and promotion of the event. KARD set up a booth and distributed information on current job openings and accepted application material from interested individuals as well as educated individuals on the enter-workings of television broadcast jobs. Department Heads, with hiring authority attended the Career Fair and spoke to individuals seeking employment and encouraged individuals to apply for various open positions. KARD covered the event for rebroadcast on the evening news.
5	Intern Program - Spring 2015	KARD has an unpaid intern program. KARD placed 2 Interns Spring semester (Beginning January 2015) from the University of Louisiana at Monroe, and Grambling State University; both within in the News Department with primary concentration in Mass Communication, Journalism.

CAREER FAIRS

- 2/19/14 ULM All Majors Career Fair (Spring Semester) - Monroe, LA**
 Attended by Creative Services Manager, Jeremy Tucker; Local Sales Managers, Bob Dowden & Susie Cumpton, Digital Media Manager, Chris Brown; General Manager , Jerry Jones, Promotions Manager, Esther Phillips, HR Manager, Bonnie Nugent; & News Director, John Walton.
 Career Fair sponsored by KARD; Produced and aired PSAs for event
- 9/24/14 ULM Career Fair (Fall Semester) - Monroe, LA**
 Attended by Creative Services Manager, Jeremy Tucker; Local Sales Manager, Bob Dowden, Digital Media Manager, Chris Brown; General Manager , Jerry Jones, Promotions Manager, Esther Phillips, HR Manager, Bonnie Nugent; Chief Engineer, Billy Brown, & News Director, John Walton.
 Career Fair sponsored by KARD; Produced and aired PSAs for event