

ANNUAL EEO PUBLIC FILE REPORT

KNWA

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):

KNWA

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: KNWA

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	Account Executive	2-10-14	G	5	A-I, N, P, R
2	Asst. Chief Engineer	3-17-14	O	3	A-B, D-J, O, Q
3	Account Executive	3-31-14	G	4	A-I, N, P
4	Producer	4-07-14	C	5	A-J, N-P
5	Reporter	4-23-14	F	4	A-J, N, P
6	Account Executive	4-30-14	N	5	A-F, H-J, N-P
7	Account Executive	6-02-14	N	5	A-I, N, P
8	Reporter	6-09-14	N	9	A-J, N-P
9	Receptionist	6-23-14	R	7	A-I, N-R
10	Reporter	7-08-14	N	9	A-J, N-P
11	Reporter	9-10-14	N	8	A-D, F-J, N-P
12	Account Executive	10-21-14	N	3	A-I, N, P
13	Anchor/ Reporter	11-3-14	D	4	A-H, J, N-P
14	Sports Anchor	12-8-14	O	4	A-J, N-P
15	Producer	12-15-14	O	3	A-J, N-P
16	Meteorologist	12-15-14	O	5	A-J- N-P
17	Photographer	12-16-14	N	6	A-J, N-P
18	Account Executive	1-19-15	N	3	A-I, N, P

Total Number of Persons Interviewed During Applicable Period: 92

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: KNWA

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	Internal posting	n/a	n/a	n/a	N	0
B	Nwahomepage.biz	n/a	609 W. Dickson, 3 rd floor Fayetteville, AR 72701	479.571.5100	N	5
C	Nexstar website	n/a	545 E. John Carpenter Freeway Suite 700 Irving, TX 75062	972.373.8800	N	10
D	TVJobs.com	Self-service	n/a	n/a	N	8
E	State of AR Unemployment office	Virginia Mar, Michael Young, Nola Bull	2143 W. MLK Blvd. Fayetteville, AR 72701	479.521.5730	N	0
F	University of Arkansas	Self-service	1125 W. Maple Fayetteville, AR 72701	479.575.2805	N	5
G	University of Arkansas- Ft. Smith	Self-service	5210 Grand Ave. Fort Smith, AR 72904	479.788.7017	N	0
H	John Brown University	Self-service	2000 W. University St.	479.524.7282	N	0

			Siloam Springs, AR 72761			
I	NWACC	Self-service	One College Drive Bentonville, AR 72712	479.636.9222	N	0
J	AR Broadcasters Assoc.	Angie	2024 Arkansas Valley Dr. Little Rock, AR 72212	501.227.7564	N	0
K	Spots n Dots	Gene McKay	n/a	888.884.2630	N	0
L	MediaRecruiter.com	Art Scott	n/a	303.400.5150	N	0
M	TVNewsCheck.com	Self- service	n/a	n/a	N	0
N	Employee Referral	None	n/a	n/a	N	43
O	Internal Candidate	None	n/a	n/a	N	13
P	Hispanic Women of AR	Margarita	614 E Emma Ave Springdale, AR 72764	479.751.9494	N	0
Q	Job Board Aggregator	n/a	n/a	n/a	N	0
R	Craigslist	n/a	n/a	n/a	N	8

Appendix 3 to Annual EEO Public File Report

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

Station(s) Comprising the Station Employment Unit: KNWA

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

	Recruitment Initiative	Description
1	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	The station sponsors an internship program that allows students to gain practical experience in all areas of our operations, including news, production, sports and weather. During the reporting period, the station hosted a total of 20 interns from the University of Arkansas and 1 from Ouachita Baptist University.
2	Participation in activities that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities	The station produces an entire series related to getting jobs and helping families in the community. The series is entitled "Doing Good" and it runs weekly.

3	Participation in at least four activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and other similar activities	The station sponsored the Fayetteville Job Fair on Friday, April 25 th at the Guest House International Hotel & Suites. Sales Manager & eMedia Manager spoke with possible job candidates.
4	Participation in at least four events or programs relating to career opportunities in broadcasting which are sponsored by educational institutions	News Director, Assistant News Director, News Anchor, Producer all spoke at the Arkansas Scholastic Press Association Convention on Monday April 14 th and Tuesday, April 15 th at the John Q. Hammons Center in Rogers, AR.
5	Participation in at least four events or programs relating to career opportunities in broadcasting which are sponsored by educational institutions	News Director, Assistant News Director and Reporter spoke at the Spring Creek Art Festival at the Jones Center for Families in Springdale, AR on Friday, October 24 th . Promotions Manager served as a judge for the video entries for public affairs and public service announcements. Station hosted the Onsite Competition for students to discover an interesting news piece, write, shoot and edit the story for the festival.