

## ANNUAL EEO PUBLIC FILE REPORT

**KARK/KARZ**

**February 1, 2015 through January 31, 2016**

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, 2015 to and including January 31, 2016 (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, 2015 through January 31, 2016

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	Traffic Assistant (2)	2/9/15 and 2/23/15	Z	2	A-X, Z
2	Promotions Producer	2/23/15	Z	3	A-X, Z
3	Account Executive (4)	3/2/15	U, Z	4	A-J, L-X, Z
4	Weekend Meteorologist	3/16/15	Z	3	A-P, R-X, Z
5	Creative Services Director	3/26/15	Z	4	A-Z, DD
6	Digital Media Sales Manager	3/30/15	S	2	A-X, EE
7	Traffic Assistant	3/31/15	Z	1	A-I, K-X, Z
8	News Photographer	4/13/15	Z	3	A-I, K-X, Z
9	Reporter	4/20/15	Z	3	A-Z
10	Traffic Assistant	5/11/15	S	1	A-I, K-X
11	Promotions Producer	6/1/15	Z	2	A-X, Z
12	Account Executive	6/8/15	Z	1	A-X, Z
13	Assignment and Web Producer	7/31/15	S	3	A-I, K-X, Z
14	Reporter	8/3/15	Y	3	A-I, K-Y
15	Weekend Sports Anchor/Reporter	9/11/15	Y	3	A-I, K-Y
16	Reporter	9/14/15	Z	3	A-I, K-Z
17	Promotions Assistant	10/4/15	V (Internal hire)	4	A-X, Z
18	Traffic Assistant (2)	10/5/15	S, Z	4	A-X, Z, FF
19	Digital Media Specialist	10/19/15	GG	6	A-I, K-X, FF,GG,HH

20	News Photographer (2)	10/27/15, 12/14/15	Z	4	A-Z, II
21	Associate News Producer	11/1/15	V (Internal hire)	3	A-Z
22	Assignment and Web Producer	1/18/16	V (Internal hire)	3	A-M, O-Q, S-X
23	News Editor	1/18/16	V (Internal hire)	3	A-Q, S-X
24	Master Control Operator	1/23/16	Z	3	A-Q, S-X, Z

Total Number of Persons Interviewed During Applicable Period: 71

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2015 through January 31, 2016

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	<a href="http://www.arkansasbaptist.edu">www.arkansasbaptist.edu</a>	501-414-0861	N	
B	Arkansas State University- Beebe	Sherry Organ	<a href="mailto:sorgan@searcy.asub.edu">sorgan@searcy.asub.edu</a>		N	
C	Arkansas State University - Heber Springs	Sherry Organ	<a href="mailto:sorgan@searcy.asub.edu">sorgan@searcy.asub.edu</a>		N	
D	Arkansas State University - Jonesboro		<a href="https://employer.myinterfase.com/astate/employer">https://employer.myinterfase.com/astate/employer</a>	870-972-2783	N	
E	Arkansas State University - Mountain Home	George Truell	<a href="mailto:gtruell@asumh.edu">gtruell@asumh.edu</a>	870-508-6287	N	
F	Arkansas State University - Newport	Amber Grady	<a href="mailto:agrad@asun.edu">agrad@asun.edu</a>	870-512-7876	N	
G	Arkansas State University - Searcy	Sherry Organ	<a href="mailto:sorgan@searcy.asub.edu">sorgan@searcy.asub.edu</a>		N	

H	Central Baptist College	Mandy Hall	mhall@cbc.edu/ careerservices@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	Rachel Roberts	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/ http://uca.edu/career/post-jobs/		N	
S	www.arkansasmatters.com	Joseph Casey/Kenny Allison	1401 W. Capitol Ave., Ste. 104 Little Rock, AR 72201	501-340-4995	N	7
T	www.fox16.com	Joseph Casey/Kenny Allison	1401 W. Capitol Ave., Ste. 104 Little Rock, AR 72201	501-340-4995	N	
U	www.nexstar.tv	Terri Bush	545 E. John Carpenter	(972) 373-	N	18

			Freeway Suite 700 Irving, TX 75062	8800		
V	Station Bulletin Board	Kim Dunn	1401 W. Capitol Ave., Ste. 104 Little Rock, AR 72201	501-340-4457	N	10
W	Local Unemployment Office	Dollie Fountain	dollie.fountain@arkansas. gov		N	
X	Arkansas Broadcasters Association	None	www.arkbroadcasters.org		N	
Y	www.tvjobs.com	None	www.tvjobs.com		N	5
Z	Personal referral	N/A			N	25
AA	Digital Media Hunt	Zachary P. Elliott	www.digitalmediahunt.co m	615-809-5567	N	
BB	Spots N Dots		www.spotsndots.com		N	
CC	Media Recruiter	Art Scott	9457 So. University Blvd. #303 Highlands Ranch, CO 80126	303-400-5150	N	
DD	TVNewsCheck	Patty Hersh	<a href="http://www.tvnewscheck.com">www.tvnewscheck.com</a>	610-420-6003	N	
EE	Indeed.com	None	<a href="http://www.indeed.com">www.indeed.com</a>		N	
FF	Arkansas Democrat Gazette	Effie Smith	<a href="mailto:esmith@arkansasonline.com">esmith@arkansasonline.co m</a>	501-378-3843	N	1
GG	LinkedIn		<a href="http://www.linkedin.com">www.linkedin.com</a>		N	3
HH	Monster				N	1
II	Twitter	www.twitter.com @Austin Kellerman	501-340-4484		N	1

Appendix 3 to Annual EEO Public File Report

Covering the Period from February 1, 2015 through January 31, 2016

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

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

	Recruitment Initiative	Description
1	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	On April 7, 2015, the station’s sales management team attended a Media and Communication Career Fair held at J. William Fulbright College of Arts and Sciences at the University of Central Arkansas. The team met with students and provided information about the company and the industry to them.
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 winter semester starting in February 2015 through April 30, 2015, the News Department hosted two students from The University of Arkansas at Pine Bluff and the University of Arkansas at Little Rock.
3	Co-sponsoring a job fair with an organization in the business and professional community whose membership includes substantial participation of women and minorities	On May 5, 2015 we co-sponsored a Fox 16/Goodwill Job Alert Job Fair. There were over 50 employers represented and over 750 potential job candidate’s attended the Job Fair. The team met with potential candidates and provided information about the company and the industry to them.
4	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast	The station sponsors internship programs providing students with hands-on supervised experience in broadcast industry operations across all functional areas. During the summer semester starting in May 2015 through June 2015, the News Department hosted two students from The University of Central Arkansas and the University of Arkansas at Little Rock.
5	The establishment of an internship program designed to	The station sponsors internship programs providing students with hands-on supervised experience in broadcast industry operations across all functional areas. During the fall

	assist members of the community to acquire skills needed for broadcast employment	semester starting in September 2015 through December 2015 the News Department hosted four students from The University of Arkansas at Pine Bluff and the University of Central Arkansas.
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