

# ANNUAL EEO PUBLIC FILE REPORT

KTAL

**April 1, 2015 through March 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):

KTAL

The information contained in this Report covers the time period beginning April 1, 2015 to and including March 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 hire 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 April 1, 2015 through March 31, 2016

Station(s) Comprising the Station Employment Unit: KTAL

Section 1: Vacancy Information

|    | Full-Time Positions Filled by Job Title | Recruitment Source of Hire | Number of Applicants Interviewed | Recruitment Sources Utilized |
|----|---|----------------------------|----------------------------------|------------------------------|
| 1  | Associate Producer                      | W                          | 3                                | W                            |
| 2  | Reporter                                | W                          | 3                                | W, HH, S                     |
| 3  | Brand Manager                           | Z                          | 3                                | W, Z                         |
| 4  | Brand Manager                           | Z                          | 2                                | Z, AA                        |
| 5  | AM Producer                             | Z                          | 4                                | X, Z, HH                     |
| 6  | Assistant Producer                      | X                          | 6                                | X, HH                        |
| 7  | Assistant Producer                      | X                          | 6                                | X, HH                        |
| 8  | Assistant Producer                      | HH                         | 3                                | X, HH                        |
| 9  | News Director                           | W                          | 10                               | W, AA, Z, HH                 |
| 10 | Account Executive                       | Z                          | 6                                | Z, X, PP                     |
| 11 | Account Executive                       | Z                          | 3                                | Z                            |
| 12 | Account Executive                       | Z                          | 6                                | Z, X, PP                     |
| 13 | Local Sales Manager                     | Z                          | 7                                | Z, X, AA                     |
| 14 | Brand Manager                           | AA                         | 1                                | AA                           |
| 15 | Account Executive                       | Z                          | 9                                | Z, W, S, GG, BB              |
| 16 | Account Executive                       | Z                          | 9                                | Z, W, S, GG, BB              |
| 17 | Account Executive                       | Z                          | 9                                | Z, W, S, GG, BB              |
| 18 | Newscast Director                       | W                          | 6                                | W, Z, S                      |
| 19 | Account Executive                       | Z                          | 1                                | Z                            |
| 20 | Producer                                | S                          | 2                                | W, S                         |
| 21 | Production Assistant                    | Z                          | 6                                | Z, W, JJ, S                  |
| 22 | Newscast Dir                            | W                          | 2                                | W                            |

Total Number of Persons Interviewed During Applicable Period: 107

Appendix 2 to Annual EEO Public File Report

Covering the Period from April 1, 2015 through March 31, 2016

Station(s) Comprising the Station Employment Unit: KTAL

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 Commercial College        | Judy Killough     | 3014 Knight Street, Shreveport, La 71105      | 318-861-2112 | No                     | 0   |
| B | American School of Business        | Amy Juneau        | 702 Professional Dr. , Shreveport, LA 71105   | 318-798-3333 | No                     | 0   |
| C | Bossier Parish Community College   | Kathy Busch       | 6220 E. Texas Street, Bossier City, LA 71111  | 318-678-6036 | No                     | 0   |
| D | Centenary College                  | Therese Lambert   | 2911 Centenary Blvd, Shreveport, LA 71104     | 318-869-5042 | No                     | 0   |
| E | Louisiana Technical College        | N/A               | 2010 N. Market St, Shreveport, LA 71107       | 318-676-7811 | No                     | 0   |
| F | Grambling State University         | Margie Pruitt     | PO Box Drawer 4291, Grambling, LA 71245       | 318-274-2346 | No                     | 0   |
| G | Louisiana Tech University          | Cherl Meyers      | PO Box 3153 Ruston, LA 71272                  | 318-257-4336 | No                     | 0   |
| H | LSU Career Center                  | Brian Hirsch      | 1 University Place, Shreveport, LA 71115      | 318-797-5062 | No                     | 0   |
| I | NAACP @ Louisiana State University | Dr. Leonard Moore | 100 Raphael Semmes Rd., Baton Rouge, LA 70803 | N/A          | No                     | 0   |
| J | Northwestern State University      | Traci LaBom       | PO B5286, Natchitoches, LA 71497              | 318-357-5621 | No                     | 0   |
| K | Shreveport Job Corp                | Carol Darby       | 2815 Lillian St, Shreveport                   | 318-226-8494 | No                     | 0   |

|    | Center                            |                  | LA 71103  |              |     |    |
|----|-----------------------------------|------------------|---|--------------|-----|----|
| L  | Southern University               | Diondrea Edward  | 3050 ML King Jr. Drive, Shreveport, LA 71106                                  | 318-676-3474 | No  | 0  |
| M  | Texarkana College                 | Job Placement    | 2500 North Robinson Rd, Texarkana TX 75599                                    | 903-838-4541 | No  | 0  |
| N  | University of Louisiana at Monroe | Ray Watson       | Harris Hall-North Wing. Monroe, LA 71209                                      | 318-342-5343 | No  | 0  |
| O  | Wiley College                     | Eva Harris       | 711 Wiley Ave, Marshall, TX 75670   | 903-927-3300 | No  | 0  |
| P  | Prairie View A & M University     | Herbert Thomas   | PO Box 519Prairie Vie, TX 77446   | 936-857-3311 | No  | 0  |
| Q  | Xavier University                 | Carolyn Thomas   | 1 Drexel Drive, New Orleans, LA 70125   | 504-486-7411 | No  | 0  |
| R  | St. Philip's College              | Susan Sprole     | 1801 Martin Luther King Dr., San Anton, TX 78203                              | 210-531-3397 | No  | 0  |
| S  | Philander Smith College           | Stanley Ellis    | 1 Dr. Trudie Kibby Reed Dr., Little Rock, AR 72202                            | 501-370-5372 | No  | 8  |
| T  | Paul Quinn College                | Cynthia Marshall | 3837 Simpson Stuart Rd., Dallas, TX 75241                                     | 214-302-3532 | No  | 0  |
| U  | Dillard University                | Dowain Lee       | 2601 Gentilly Blvd., New Orleans, LA 70122                                    | 504-816-4360 | No  | 0  |
| V  | L.U.L..C. COUNCIL #16001          | Job Placement    | PO Box 5042 Bossier City, LA 71171  | 318-688-5553 | No  | 0  |
| W  | Corporate Website                 | None             | <a href="http://www.nexstar.tv">www.nexstar.tv</a>                            | None         | Yes | 15 |
| X  | Station website                   | None             | <a href="http://www.arklatexhomepage.com">www.arklatexhomepage.com</a>        | None         | Yes | 21 |
| Y  | Texas Association of Broadcasters | None             | <a href="http://broadcastengineering.com">http://broadcastengineering.com</a> | None         | No  | 0  |
| Z  | Word of Mouth                     | None             | None  | None         | No  | 36 |
| AA | In House                          | Supervisor       | 3150 North Market Street, Shreveport, LA 71107                                | None         | Yes | 3  |
| BB | Ouachita One Stop For Jobs        | None             | 3158 Louisville Ave, Monroe LA 71201  | None         | No  | 3  |

|    |                                |              |  |      |     |   |
|----|--------------------------------|--------------|--|------|-----|---|
| CC | Our Lady of Holy Cross College | Pam Lopez    | 4123 Woodland Dr., New Orleans 70131                     | None | No  | 0 |
| DD | Loyola University              | Brian Creel  | 6363 St. Charles Ave., New Orleans 70118                 | None | No  | 0 |
| EE | Arkansas Work Force Center     | Lillie Green | 523 E. 6 <sup>th</sup> Street, El Dorado AR 71730        | None | No  | 0 |
| FF | Society of Broadcast Engineers |              |  |      | Yes | 0 |
| GG | Media Line                     | None         | <a href="http://www.medialine.com">www.medialine.com</a> | None | No  | 9 |
| HH | TV Jobs                        | None         | <a href="http://www.tvjob.com">www.tvjob.com</a>         | None | No  | 9 |
| JJ | TV Station Spots               | None         | Channel 6  | None | Yes | 1 |
| KK | Walk In                        | None         | 3150 N Market  | None | No  | 0 |
| LL | Magazine Advertising           |              |  | None | Yes | 0 |
| MM | Social Media                   | None         | Facebook, Linked In                                      | None | No  | 0 |
| NN | Louisiana Work Force           |              |  |      | NO  | 0 |
| OO | Texas Workforce                |              |  |      |     | 0 |
| PP | Joint Job Fair                 |              |  |      |     | 2 |

Appendix 3 to Annual EEO Public File Report

Covering the Period from April 1, 2015 through March 31, 2016

Station(s) Comprising the Station Employment Unit: KTAL

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

|   | Recruitment Initiative   | Description   |
|---|--|---|
| 1 | Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination      | On April 20, 2015 the station's General Manager reviewed full EEO policy, record keeping and recruitment during a mandatory meeting for the entire department manager team. After a full review for the group a Q&A session was held.                   |
| 2 | Participate in job fairs by station personnel who have substantial responsibility for hiring decisions                                   | On May 21, 2015 three hiring managers from the station attended the Veteran's Job Fair in Shreveport. On November 12, 2015 two hiring managers from the station attended the Texarkana Workforce Job Fair in Texarkana.                                 |
| 3 | The establishment of an internship program designed to assist members of the community to acquire skills needed for Broadcast employment | The station hosted interns in its news department. During the summer semester 2015 the station hosted one intern from Southern University @ Shreveport. During the spring semester 2016 the station hosted one intern from Wylie College, Marshall, TX. |
| 4 | Hosting a job fair   | On November 13, 2015 the station co-hosted a job fair with Remington College in Shreveport. Five hiring managers from the station attended.   |