

ANNUAL EEO PUBLIC FILE REPORT
KARD
February 1, 2016 – January 31, 2017

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, 2016 to and including January 31, 2017 (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, 2016 through January 31, 2017

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	Account Executive	2/29/2016	GG	3	A-HH
2	News Director	3/6/2016	BB	3	A-HH
3	Account Executive	3/21/2016	GG	2	A-HH
4	Account Executive	3/28/2016	GG	2	A-HH
5	News Anchor	4/11/2016	BB	4	A-HH
6	Multi Media Journalist	4/25/2016	GG	6	A-HH
7	Account Executive	5/2/2016	GG	5	A-HH
8	News Anchor	5/16/2016	FF	6	A-HH
9	Multi Media Journalist	5/23/2016	BB	6	A-HH
10	Multi Media Journalist	5/30/2016	FF	5	A-HH
11	Meteorologist	6/1/2016	BB	2	A-HH
12	Promotions Assistant	6/2/2016	GG	3	A-HH
13	News Director	9/20/2016	GG	2	A-HH
14	Integrated Digital Specialist	11/13/2016	GG	4	A-HH
15	News Producer	11/14/2016	GG	4	A-HH
16	Multi Media Journalist	11/28/2016	BB	8	A-HH
17	Director of Sales	12/12/2016	GG	3	A-HH

Total Number of Persons Interviewed During Applicable Period: 68*

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2016 through January 31, 2017

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	6
F	Louisiana Association of Broadcasters Pushed to Indeed.com	Polly Prince Johnson	lab@broadcasters.org www.Indeed.com	225-267-4522	N	0

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
G	LaDelta Community College	Kathy Gardner	7500 Millhaven Road Monroe, LA 71203 kathy.gardner@LaDelta.edu	318-345-9261	N	5
H	LA Tech University	Ron Cathey	P.O. Box 3153 Ruston, LA 71272 www.latech.edu/career_center/	318-257-4750	N	4
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	2
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

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
P	Paul Quinn College	Kelsel Thompson	3837 Simpson Stuart Road Dallas, TX 75241 kthompson@pqc.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 sfwashington@pvamu.edu	936-857-3311	N	0
S	Southern University	Joe Marion	6400 Press Drive New Orleans, LA 70126 imarion@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	11
X	University of New Orleans	Martha Barnes	2000 Lakeshore Drive New Orleans, LA 70118 mbarnes2@uno.edu	504-988-3902	N	0

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
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	0
AA	Station Bulletin Board	Tiffany White	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	4
BB	Nexstar Broadcasting	Tiffany White	www.Nextar.tv www.hirecentric.com		N	15
CC	KARD	Tiffany White	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	0
DD	KTVE	Tiffany White	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	0
EE	BOUNCE TV	Tiffany White	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	0
FF	TVJobs	Tiffany White	www.tvjobs.com	318-323-1972	N	2
GG	Referral	Tiffany White	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	19
HH	Indeed.com	LAB – pushed to this website by alternate source	www.indeed.com	Pushed to by 2 nd party.	N	0

Appendix 3 to Annual EEO Public File Report

Covering the Period from February 1, 2016 through January 31, 2017

Station(s) Comprising the Station Employment Unit: KARD

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

	Recruitment Initiative	Description
1	<p>Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities</p> <p>University of Louisiana at Monroe 2016 Spring Semester All Majors Career Fair.</p>	<p>Co-sponsor ULM 2016 Spring Career Fair. Attended by: Chief Engineer, Creative Services Director, General Manager, Promotions Manager, Office Manager/HR Contact, 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 employment opportunities 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.</p>
2	<p>Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;</p>	<p>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.</p>

	Recruitment Initiative	Description
3	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;	The station has an established intern program. The station had one intern from the University of Alabama during the Fall 2016 Semester.
4	Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities; University of Louisiana at Monroe 2016 Fall Semester Career Fair.	Co-sponsor ULM 2016 Fall All Majors Career Fair. Attended by: General Manager, 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	Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	General Manager, Promotions Director, General Sales Manager, Office Manager, Chief Engineer, Digital Media Manager. KARD visited CenturyLink Center in Monroe to tape promotional footage to be aired on KARD to welcome individuals who recently relocated to Ouachita Parish and Northeast Louisiana and help them to get familiar with the community. Department Heads, with hiring authority, sales executives and on-air talent attended the event and spoke to new residents about career and job opportunities and directed those interested to watch for and apply to open positions via our website.

	Recruitment Initiative	Description
6	<p>Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions;</p> <p>GSU Fall Career Fair – Grambling, LA</p>	<p>Promotions Director, Local Sales Manager & Chief Engineer. KARD visited Grambling State University in Grambling, LA to tape 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.</p>
7	<p>Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;</p> <p>Monroe Chamber of Commerce Career Fair</p>	<p>Co-sponsor Monroe Chamber of Commerce Career Fair. This fair targeted the general public in Northeast Louisiana. Attended by: Chief Engineer, Creative Services Director, General Manager, Promotions Manager, Office Manager/HR Contact, News Director, General Sales Manager, and Digital Media Manager. KARD aired promotional announcements targeting agencies looking to hire individuals, as well as targeting Veterans and other individuals looking for work. KARD assisted in the promotion of the event. KARD set up a booth and distributed information on employment opportunities 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. KARD made several connections with job-placement agencies.</p>