

KFSM & KXNW
EEO PUBLIC FILE REPORT
February 1, 2013 - January 31, 2014

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
News Photographer	2-11, 13-22, 24-27, 29-51, 53-62, 65-73, 75-85, 87-90	9
Interactive/Web Producer	2-11, 13-22, 24, 26-27, 29-51, 53-63, 65-73, 75-85, 87-90	37
Marketing Director	2-5, 7-22, 24, 26-51, 53-62, 65-73, 75-90	12
Multi-Media Producer	2-5, 7-11, 13-22, 24, 26-51, 53-62, 65-73, 75-85, 87-90	28
Maintenance Engineer	2-5, 7-11, 13-22, 24, 26-27, 29-51, 53-60, 62, 65-72, 74-85, 87-90	38
Reporter	2-5, 7-11, 13-22, 24, 26-27, 29-51, 53-62, 65-72, 74-85, 87-90	37
Creative Service Director	2-5, 7-11, 13-22, 24, 26-27, 29-62, 65-72, 74-85, 87-90	65
Morning Co-Anchor/Reporter	1-5, 7-11, 13-22, 24, 26-27, 29-51, 53-63, 65-72, 74-85, 87-90	63
News Photographer	2-11, 13-22, 24, 26-27, 29-51, 53-62, 65-72, 74-85, 87-90	37
Executive Producer	2-11, 13-24, 26-27, 29-51, 53-62, 65-72, 74-85, 87-90	23
Weekend Anchor/Reporter	1-11, 13-22, 24, 26-27, 29-51, 53-60, 62, 65-85, 87-90	1
Multi-Media Producer	2-11, 13-24, 26-27, 29-51, 53-62, 65-85, 87-90	37
Multi-Media Producer	2-11, 13-15, 17-22, 24, 26-27, 29-51, 54-62, 65-70, 72-85, 87-90	37
News Reporter	2-11, 13-15, 17-22, 24, 26-27, 29-51, 54-62, 64-70, 72-85, 87-90	64
News Photographer	2-11, 13-15, 17-22, 24, 26-27, 29-51, 54-62, 65-70, 72-85, 87-90	37

Statement of EEO Policy:

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of Station(s) KFSM-TV, FORT SMITH, AR and KXNW(TV) EURKEA SPRINGS, AR.

KFSM-TV/KXNW, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at the station should call 479-783-3131.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer and passed a background check and drug test. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or via email. The Recruitment Sources are identified by number and listed (with complete contact information) in the attachment.

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Anchor Reporter	2-11, 13-15, 17-24, 26-27, 29-51, 54-62, 65-70, 72-85, 87-90	23
Interactive Content Producer	2-11, 13-15, 17-22, 24, 26-51, 54-62, 65-70, 72-85, 87-90	38
News Photographer	3-10, 14-15, 17, 19-21, 23-24, 26-27, 29-41, 43-46, 49, 54-62, 65, 67-70, 72-74, 76-85, 87-90	23
Multi-Media Producer	3-11, 14-15, 17, 19-21, 23-24, 26-27, 29-41, 43-46, 49, 54-62, 67-70, 72-74, 76-85, 87-90	23
Reporter	3-11, 14-15, 17, 19-21, 24, 26-27, 29-41, 43-46, 49, 54-62, 67-70, 72-74, 76-85, 87-90	38

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Agency Referral David Brunner	N	2
2	American Business Women's Assoc. P.O. Box 636 Roland, Oklahoma 74954 Phone : 918-427-7111 Mary Gazzola Manual Posting	N	0
3	American Indian Center of Arkansas 1100 North University Avenue, #143 Little Rock, Arkansas Paul Austin Manual Posting	Y	0
4	Arkansas Baptist College 1600 Bishop Street Little Rock, Arkansas 72202 Phone : 501 374-7856 Email : gillamlm@aol.com Fax : 1-501-375-9257 Linda Gillam	N	0
5	Arkansas Broadcasters Association 2024 Arkansas Valley Drive, Suite 201 Little Rock, Arkansas 72212 Phone : 1-800-844-3216 Email : mail@arkbroadcasters.org(Career Services) angie@arkbroadcasters.org(Angie Robenson) Fax : 1---	Y	0
6	Arkansas Department of Workforce Services P.O. Box 1205 2143 West 6th St. Fayetteville, Arkansas Phone : 479-587-3063 Url : http://www.arkansas.gov Email : rick.reed@arkansas.gov Fax : 1-479-521-1595 Rick Reed	Y	0
7	Arkansas Employment Security Dept. P. O. Box 34047 10421 West Markham Street Little Rock, Arkansas 72205 Phone : 501-682-1721 Url : http://www.arkansas.gov Email : dolly.rhodes@arkansas.gov Fax : 1-501-682-7801 Dolly Rhodes	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Arkansas State University Career Services Center P.O. Box 2490 State University, Arkansas 72467 Phone : 870-972-3025 Url : http://www.astate.edu Email : carolyne@astate.edu Fax : 1-870-972-2783 Carolyn Edwards	Y	0
9	Arkansas Tech University 1509 North Boulder Avenue Russellville, Arkansas 72801 Phone : 479 968-0389 Url : http://www.atu.edu Career Services Manual Posting	Y	1
10	Arkansas Tech University, Ozark Campus 1700 Helberg Lane Ozark, Arkansas 72949 Phone : 479 667-2117866-225-2884 Url : http://www.atu.edu/ozark Career Services Manual Posting	Y	0
11	Black River Technical College PO Box 468 Pochantas, Arkansas 72455 Phone : 870-248-4000 Email : mba@mbaweb.org Fax : 1-870-248-4100 Kimberly Bigger	N	0
12	Bulletin Board	N	1
13	Business & Professional Women 1110 Bear Track Van Buren, Arkansas 72956 Phone : 479-474-7756 or 479-441-2 Donna Young Manual Posting	N	0
14	Carl Albert State College 1507 South McKenna Poteau, Oklahoma 74953 Url : http://www.carlalbert.edu Career Services Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	Central Baptist College 1501 College Conway, Arkansas 72034 Phone : 501 329-6872 Url : http://www.cbu.edu Email : jriddle@cbc.edu Fax : 1-501-329-2941 Jeff Riddle	N	0
16	Cherokee Nation of Oklahoma P.O. Box 948 Sallisaw, Oklahoma 74955 Phone : 918-775-6226 Url : http://www.cherokee.org Email : personnel@cherokee.org Faye Baird	N	0
17	Chickasaw Nation of Oklahoma Employment & Training Dept. P.O. Box 1548 Ada, Oklahoma 74821 Phone : 405-436-2603 Url : http://www.chickasaw.net Email : darrell.walker@chickasaw.net Fax : 1-580-310-6458 Darrell Walker	N	0
18	Choctaw Nation, Attn: Personnel 16th & Locust, Box 1210 Durant, Oklahoma 74702 Phone : 405-924-8280 Url : http://www.choctawnation.com Career Services Manual Posting	N	0
19	Community Service Clearinghouse, Inc. 4420 Wheeler Avenue Fort Smith, Arkansas 72901 Phone : 479-782-5074 Url : http://www.csclearinghouse.org Email : sue.robison@csclearinghouse.org Sue Robison	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Community Support Center 315 West Olive Street Rogers, Arkansas 72756 Url : http://www.rogersarkansas.com/communitysupport Cesar Aguilar Manual Posting	Y	0
21	Crawford/Sebastian Community Action Agency P.O. Box 4069 Fort Smith, Arkansas 72914 Phone : 479-782-2303 Url : http://cscdc Mark Whitmer Manual Posting	N	0
22	Creek Nation of Oklahoma P.O. Box 580 Okmulgee, Oklahoma 74447 Phone : 918-756-3950 Mr. Fredo S. Anderson Manual Posting	N	0
23	Current Employee	N	6
24	Department of Workforce Services P.O. Box 1987 Fort Smith, Arkansas Phone : 479-424-3412 Email : david.reamy@arkansas.gov Fax : 1-479-783-2132 David Reamy	Y	0
25	Did not indicate where they found out about the position	N	2
26	Digital Operating Center 720 Boush Street Norfolk, Virginia 23510 Phone : 757-446-1306 Email : alex.clarke@ltvdoc.com Alex Clarke	Y	0
27	Drury University 900 North Benton Avenue, Bay Hall, 148 Springfield, Missouri 65802 Phone : 417-873-7284 Toll Free: 1 Url : http://www.collegecentral.com/du/ Email : career@drury.edu Career Services	N	0

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28	Employee Referral	N	5
29	Fayetteville Employment Security Dept. P.O. Box 1205 Fayetteville, Arkansas Phone : 501-521-5730 Sam Pack Manual Posting	N	0
30	Harding University 915 East Market Avenue Garrison Center, Room L221A Searcy, Arkansas 72149 Phone : 501-279-4454 Email : careercenter@harding.edu(Career Services) ksherman@harding.edu(Kay Ellen Sherman) Fax : 1---	Y	0
31	Henderson State UniversityCenter for Career Development 1100 Henderson Street, Box 7722 Arkadelphia, Arkansas 71923 Phone : 870-230-5442 Url : http://www.hsu.edu Email : fantj@hsu.edu Fax : 1-870-230-5336 Janet M. Fant	Y	0
32	Hendrix College Office of Career Services 1600 Washington Avenue Conway, Arkansas 72032 Phone : 501-450-1416 800-277-9017 Email : careerservices@hendrix.edu Fax : 1-479-450-1260 Career Services	N	0
33	ITT Technical Institute 4520 South University Little Rock, Arkansas 72204 Phone : 800-359-4429 501-565-5550 Email : prydell@itt-tech.edu Career Services	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	John Brown University Career Development Center 2000 West University St. Siloam Springs, Arkansas 72761 Phone : 479-524-7282 Url : http://www.jbu.edu Email : cdc@jbu.edu Fax : 1-479-524-7221 Chris Confer	Y	0
35	KDRV-TV 100 East Speer Blvd. Denver, Colorado 80203 Phone : 303-566-7658 Url : http://www.kdrv.com Email : mercedes.romero@kdvr.com Fax : 1-303-566-2954 Mercedes Romero	N	0
36	KFOR-TV/KAUT-TV 444 East Britton Road Oklahoma City, Oklahoma 73114 Phone : 405-424-4444 Url : http://www.kfor.com Email : jobs@kfor.com Shannon Gottschalk	N	0
37	KFSM-TV P.O. Box 369 Fort Smith, Arkansas 72902 Phone : 479-783-3131 Email : debby.etzkorn@kfsm.com (Debby Etzkorn) patty.jewell@kfsm.com (Patty Jewell) van.comer@kfsm.com (Van Comer) eileen.mazurkiewicz@kfsm.com (Eileen Mazurkiewicz) Fax : 1-479-783-3295	N	27
38	kfsm.com P.O. Box 369 Fort Smith, Arkansas 72902 Phone : 479-783-3131 Url : www.kfsm.com Debby Etzkorn Manual Posting	N	24

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
39	KSTU-TV 5020 W Amelia Earhart Dr. Salt Lake City, Utah 84116 Phone : 801-536-1391 Url : http://www.fox13now.com Email : janet.gray@fox13now.com Fax : 1-801-536-1379 Janet Gray	N	0
40	KTVI-TV/KPLR-TV 2250 Ball Drive St. Louis, Missouri 63146 Phone : 314-213-2222 Url : http://www.fox2now.com Email : kristal.pruett@tvstl.com Kristal Pruett	N	0
41	League Of United Latin American Citizens P.O. Box 55103 Little Rock, Arkansas 72215 Phone : 501-219-2460 Url : http://www.lulac.org Email : cratesinc@aristotle.net Carlos Scerfantes	N	0
42	Little Rock Chapter NAACP 1124 Martin Luther King Drive Little Rock, Arkansas Phone : 501-376-7399 Url : http://littlerocknaacp.com/ Dale Charles Manual Posting	N	0
43	Lyon College P. O. Box 2317 Batesville, Arkansas 72503 Phone : 870-307-7228 Url : http://www.lyon.edu Email : vicki.webb@lyon.edu Career Services	Y	0

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44	Marketing Ideanet 602 Communications Charlotte, North Carolina 28277 Phone : 704-543-1426 Url : http://www.602communications.com Email : slizik@602communications.com Fax : 1-407-540-9336 Sandy Lizik	Y	0
45	MediaLine P. O. Box 51909 Pacific Grove, California 93950 Phone : 800 237-8037 Url : http://www.medialine.com Email : medialine@medialine.com Fax : 1-831-648-5204 Mark Shilstone	Y	0
46	Metropolitan Career & Technical Center 7701 Scot Hamilton Drive Little Rock, Arkansas 72209 Phone : 501-447-1200 Url : http://lrsdorg.nexpoint.net/pics/metro/metro1/ Email : michael.peterson@lrsd.org Fax : 1-501-447-1201 Michael Peterson	N	0
47	NAACP P. O. Box 9064 Pine Bluff, Arkansas 71611 M. K. Hart Manual Posting	N	0
48	National Assoc. of Hispanic Journalists 1050 Connecticut Avenue, NW, 10th Floor Washington, District of Columbia 20036 Phone : 202-662-7145 Url : http://www.nahj.org Email : nahj@nahj.org Fax : 1-202-662-7144 Career Center Career Center	N	0

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49	National Park Community College 101 College Drive Hot Springs, Arkansas 71913 Phone : 501-760-4246 Url : http://www.npcc.edu Email : mwurm@npcc.edu M. K. Wurm	N	0
50	National Society of Black Engineers Bell Engineering Center Fayetteville, Arkansas 72701 Phone : 501-575-6015 Thomas Carter, III Manual Posting	N	0
51	Network of Executive Women P.O. Box 8413 Fort Smith, Arkansas Beth Longest Manual Posting	N	0
52	Non-Employee Referral	N	1
53	North Arkansas College 1515 Pioneer Drive Harrison, Arkansas 72601 Phone : 870-391-3560 Email : chorkey@northark.edu Cynthia Horkey, PhD	N	0
54	Northwest Arkansas Business Journal, Arkansas Business.com 122 E. Second Street Little Rock, Arkansas 72201 Phone : 501-372-1443 Url : http://www.arkansasbusiness.com Career Services Manual Posting	Y	0
55	Northwest Arkansas Community College One College Drive Bentonville, Arkansas 72712 Phone : 479-636-9222 800-995-6922 Url : http://www.nwacc.edu Email : askcareerservices@nwacc.edu Career Services	N	0

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56	Northwest Arkansas LULAC Council 754 P.O Box 218 Rogers, Arkansas Phone : 479 544-9174 Url : http://www.lulac.org Ana Lorena Hart Manual Posting	N	0
57	Oklahoma Association of Broadcasters 6520 North Western, Ste. 104 Oklahoma City, Oklahoma 73116 Phone : 405-848-0771 Url : http://www.oabok.org Career Services Manual Posting	N	0
58	Oklahoma State Employment, Sallisaw Ctr. 401 West Houser Sallisaw, Oklahoma 74955 Phone : 918-775-5541 Johnny Blakey Manual Posting	N	0
59	Oklahoma State University Career Services 360 Student Union Stillwater, Oklahoma 74078 Phone : 1-888-678-4473 Url : http://www.okstate.edu Email : careers@okstate.edu Fax : 1-405-744-8737 Brian Ahern	N	0
60	Oral Roberts University 7777 South Lewis Avenue Tulsa, Oklahoma 74171 Phone : 918-495-6912 Url : http://www.oru.edu Email : careers@oru.edu Career Services	Y	0
61	Ouachita Baptist University Evans Student Center, Room 135 P.O. Box 3772 Arkadelphia, Arkansas 71998 Phone : 870-245-5410 Url : http://www.obu.edu Email : careerservices@obu.edu LaDonna Ritter	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
62	Philander Smith College 900 West Daisy Bates Drive Cox Administration Building Little Rock, Arkansas 72202 Phone : 501-375-9845 Url : http://www.philander.edu Email : ubalvin@philander.edu Fax : 1-501-975-8560 Alvin Anglin	N	0
63	Phone Inquiry	N	2
64	Self Referral	N	1
65	Spot-n-Dots 1744 Patriots Way, NW Kennesaw, Georgia 30152 Phone : 888 884-2630 Url : http://www.spotsndots.com Email : ads@spotsndots.com Fax : 1-607-729-7331 Emily McKay	N	2
66	St. James Baptist Church 4916 High Street Fort Smith, Arkansas Phone : 479-782-5756 Rev. Gary Hinkle Manual Posting	Y	0
67	Staffmark 4300 Rogers Avenue, Suite 14 Fort Smith, Arkansas 72903 Phone : 479-452-1078 Career Services Manual Posting	Y	0
68	Talent Dynamics 600 Las Colinas Blvd., Suite 100 Irving, Texas 75039 Phone : 214 630-9590 Url : http://www.talentedynamics.com Email : connell@talentedynamics.com Fax : 1-214-951-9610 Career Services	Y	0

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69	TV Jobs.com P. O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Email : jobs@tvjobs.com(Career Services) markch@tvjobs.com(Mark Holloway) Fax : 1-760-754-2115	Y	4
70	University of Arkansas Arkansas Union, #6071 University of Arkansas Fayetteville, Arkansas Phone : 479-575-2804 Url : http://www.career.uark.edu Email : recruit@uark.edu Fax : 1-479-575-6742 Lori Magar	Y	0
71	University of Arkansas at Fort Smith P.O. Box 3649 Fort Smith, Arkansas Phone : 479-788-7012 Email : placement@uafortsmith.edu(Career Services) pacamp@uafortsmith.edu(Pam Camp) Fax : 1-479-788-7016	Y	0
72	University of Arkansas at Little Rock Counseling & Career Planning 2801 South University Little Rock, Arkansas 72204 Phone : 501-569-3185 Url : http://www.uarl.edu Email : recruit@ualr.edu Career Services	N	0
73	University of Arkansas Monticello PO Box 3548 Monticello, Arkansas 71656 Phone : 870-460-1454 Email : mba@mbaweb.org Fax : 1-870-460-1354 Laura Hughes	N	0
74	University of Arkansas, Lemke Department of Journalism Fayetteville, Arkansas 72701 Phone : 479-575-5216 Url : http://www.uark.edu Email : dcarpent@uark.edu Dale Carpenter	Y	0

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75	University of Arkansas, Sam M. Walton College of Business 301 Business Building, 334A Fayetteville, Arkansas 72701 Phone : 479-575-4557 Url : http://www.uark.edu Barbara A. Lofton, Ed. D. Manual Posting	N	0
76	University of Central Arkansas P.O. Box 4837 Conway, Arkansas 72035 Kathy Clayborn Manual Posting	N	0
77	University of Missouri Journalism Career Center280-D Gannett Hall Columbia, Missouri Phone : 573-882-1957 Url : http://missouri.edu Email : WillisB@missouri.edu Fax : 1-573-884-1841 Barbara Willis	N	0
78	University of the Ozarks 415 North College Avenue, Robson 106 Clarksville, Arkansas 72830 Phone : 479-979-1320 Email : careers@ozarks.edu(Career Services) kapicer@ozarks.edu(Kimberly Spicer) sdavis@ozarks.edu(Career Services) Fax : 1-479-979-1477	Y	0
79	WDAF-TV 3030 Summit Street, Signal Hill Kansas City, Missouri 64108 Phone : 816-753-4567 Url : http://www.fox4kc.com Email : thermal.stewart@wdaftv4.com Fax : 1-816-932-9202 Thermal Stewart	N	0

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80	WGHP-TV 2005 Francis Street High Point, North Carolina 27263 Phone : 336-841-8888 Url : http://www.myfox8.com Email : becky.austin@wghep.com Fax : 1-336-841-8812 Becky Austin	N	0
81	WHNT-TV 200 Holmes Avenue Huntsville, Alabama 35801 Phone : 256-533-1919 Email : stan.pylant@whnt.com (Stan Pylant) nonda.sloan@whnt.com (Nonda Sloan) deanna.medley@whnt.com (Deanna Medley) Fax : 1-256-535-9300	N	0
82	WHO-TV 1801 Grand Avenue Des Moines, Iowa 50309 Phone : 515-242-3500 Email : dale.woods@whotv.com (Dale Woods) mary.phares@whotv.com (Mary Phares) rebecca.jess@whotv.com (Rebecca Jess) Fax : 1-515-242-3792	N	0
83	WITI-TV 9001 North Green Bay Rd. Milwaukee, Wisconsin Phone : 414-355-6666 Url : http://www.fox6now.com Email : julie.bednarek@fox6now.com Julie Bednarek	N	0
84	WJW-TV 5800 S Marginal Rd. Cleveland, Ohio 44103 Phone : 216-431-8888 Url : http://www.fox8.com Email : susan.pace@fox8.com Fax : 1-216-432-4239 Susan Pace	N	0

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85	WNEP-TV 16 Montage Mountain Rd. Moosic, Pennsylvania 18507 Phone : 570-346-7474 Email : chuck.morgan@wnep.com(Chuck Morgan) Debbie.Drechin@WNEP.com(Debbie Drechin) Fax : 1-570-207-2421	N	0
86	Word of Mouth Referral	N	1
87	WQAD-TV 3003 Park 16th Street Moline, Illinois 61265 Phone : 309-764-8888 Email : molly.mayfield@wqad.com(Molly Mayfield) Fax : 1-309-764-5763	N	0
88	WREG-TV 803 Channel 3 Drive Memphis, Tennessee 38103 Phone : 901-543-2333 Email : ron.walter@wreg.com(Ron Walter) eeo@WREG.com(Tracey Whitaker) Fax : 1-901-543-2198	N	0
89	WTKR-TV 720 Boush Street Norfolk, Virginia 23510 Phone : 757-446-1000 Email : jeff.hoffman@wtkr.com(Jeff Hoffman) pamela.weaver@WTKR.com(Pam Weaver) Fax : 1-757-446-1303	N	0
90	WTVR-TV 3301 West Broad Street Richmond, Virginia 23230 Phone : 804-254-3683 Url : http://www.wtvr.com Email : bmuoio@wtvr.com Fax : 1-804-355-7624 Betty Muoio	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			79

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	2/4/2013	Participation in other activities designed by the station employment unit	A student from Coleman Jr. High School in Van Buren was a job shadow with Anchor Daren Bobb.	1	News Anchor
2	2/5/2013	Participation in other activities designed by the station employment unit	A 9th grade student from Coleman Jr. High School in Van Buren was a job shadow with Anchors Daren Bobb and Ashley Beck.	2	News Anchor News Anchor
3	2/7/2013	Participation in other activities designed by the station employment unit	Meteorologist Joe Pennington had a student from Van Buren High School as a job shadow in the studio during the morning newscast.	1	Meteorologist
4	2/16/2013	Participation in events or programs sponsored by educational institutions	Reporter Jocelyne Pruna spoke to a group of high school students at the University of Arkansas Lemke Journalism Project.	1	Reporter
5	2/25/2013	Participation in other activities designed by the station employment unit	A Bentonville high school senior was a job shadow in the newsroom with reporter Jocelyne Pruna.	1	Reporter
6	3/4/2013	Participation in events or programs sponsored by educational institutions	Reporter Jocelyne Pruna took a class for journalists at the University of Arkansas on how to use the web to help find people.	1	News Reporter
7	3/13/2013	Participation in events or programs sponsored by educational institutions	Meteorologist Joe Pennington visited New School in Fayetteville to talk to students about about a career in broadcasting and other topics such as clouds, tornadoes, and other weather conditions.	1	Meteorologist
8	3/20/2013	Participation in other activities designed by the station employment unit	A 9th grade student from Clarksville was a job shadow with Meteorologist Joe Pennington.	1	Meteorologist
9	3/21/2013	Participation in job banks, internet programs and other programs designed to promote outreach	Account Executive Stacy Gustafson and Meteorologist Tyler Southard spoke to the Poteau Chamber of Commerce and recent graduates of the business class at Kiamichi Center at Carl Albert State College. This was part of their Leadership LeFlore County program designed to be a series of issue-oriented forums and learning experiences.	2	Account Executive Meteorologist

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
10	3/25/2013	Participation in other activities designed by the station employment unit	9th through 12th grade students from the Alma High School's TV Classroom talked with Anchor Daren Bobb about a career in broadcasting.	1	News Anchor
11	3/27/2013	Establishment of training programs for station personnel	The sales and traffic staff participated in Wide Orbit Media Sales training called TVSales.101 which dealt with the new sales avails system to be used by the traffic and sales department. This sales training program had a heavy emphasis on how to sell digital. Participants included Sales Assistants Pam Euper, Amanda Beck, and Tarrah Fears and Account Executives Stacy Gustafson, Erin Williams, Camy Hutchinson, Brad Berryman, Joe McMahon, Jeff Parmer, Keith Smith, Mark LaCrue, Megan Goins, Tracy Gibson, and Shane Walker. Training was from March 27 to April 3.	14	General Sales Manager Local Sales Manager Account Executive Local Sales Assistant
12	3/28/2013	Participation in events or programs sponsored by educational institutions	Reporter Jocelyne Pruna took part in a storm spotter class at Northwest Arkansas Community College.	1	Reporter
13	4/3/2013	Participation in events or programs sponsored by educational institutions	Robbie Ferguson participated in the ASPA (Arkansas Scholastic Press Association) Conference held in Rogers. He was the judge for On-Site News Challenge Events and he was also on the Advisory Council. Professionals from the television industry met with local educators to help them improve their curriculum so what they were teaching their students in the classroom would best translate to the real world. This event was for high school students.	1	Chief Photographer
14	4/30/2013	Participation in other activities designed by the station employment unit	Anchor Daren Bobb spoke to two Introduction to Government Classes at University of Arkansas Fort Smith.	1	News Anchor
15	5/9/2013	Participation in other activities designed by the station employment unit	A local student who wanted to become a meteorologist was a job shadow with Garrett Lewis and Tyler Southard in the weather department. He was given tips on what classes to take and different schools to attend.	2	Chief Meteorologist Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
16	5/14/2013	Participation in other activities designed by the station employment unit	Three 8th grade students from Bentonville were job shadows in the news department with Managing Editor, Larry Henry, who explained the different job functions of news employees. The students learned how to chase down a breaking news story for our local noon newscast; how to figure out which authorities to call during breaking events; and how to tweet the news and post it on our website and Facebook page with photographs sent in from the field. Larry demonstrated how all the reporting from the newsroom provides the basic information that our reporters use in going live from the site of a breaking news story. Due to the fact that we had a lot of breaking news, the students got a sense not only of the way we use multiple platforms to deliver content, but also the excitement of working in a newsroom, especially when big stories are happening.	1	Managing Editor
17	5/17/2013	Participation in events or programs sponsored by educational institutions	Heather Lewis, Anchor/Reporter, took part in the Zonta Club Career Fair for Girls at Darby Junior High School in Fort Smith. The purpose of the career fair was to engage 7th, 8th, and 9th grade girls in career possibilities; to empower them to have a career goal; to encourage them to stay in school; and to reinforce hard work to achieve their career goals.	1	News Anchor
18	5/17/2013	Participation in events or programs sponsored by educational institutions	Daren Bobb spoke to the journalism class at Greenwood High School.	1	News Anchor
19	5/20/2013	Provision of training to management	Controller Patty Jewell attended the MFM (Media Finance Management) Conference from May 20-22 in New Orleans. Patty attended a number of training sessions including one on Wide Orbit and a special session with lawyers.	1	Controller

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
20	5/30/2013	Participation in events or programs sponsored by educational institutions	Anchor Ashley Beck took part in a Career Fair at Elm Tree Elementary School in Bentonville. She spoke to 16 classes about a career in broadcasting.	1	News Anchor
21	6/6/2013	Participation in other activities designed by the station employment unit	A Mansfield student was a job shadow with Meteorologist Garrett Lewis.	1	Chief Meteorologist
22	6/28/2013	Participation in other activities designed by the station employment unit	A Boy Scout from Greenwood Troop 54 job shadowed Meteorologist Garrett Lewis. The young man had the opportunity to find out what courses he needed to study to become a meteorologist and he was also able to earn his Weather Merit Badge.	1	Chief Meteorologist
23	9/4/2013	Participation in other activities designed by the station employment unit	Executive Producer Amanda Hale talked to students from a Media Productions Class at University of Arkansas in Fort Smith about the television business and also gave them a tour of the station.	1	Executive Producer
24	9/13/2013	Participation in job banks, internet programs and other programs designed to promote outreach	KFSM & KXNW were sponsors of the Rogers/Lowell Business Conference & Expo which is a partnership between the Arkansas World Trade Center and the Rogers-Lowell Area Chamber of Commerce. The event was packed with opportunities to learn best practices and helpful insights; connect with new customers and contacts; and energize employers and their business team with new ideas and perspectives.	1	Marketing Director

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25	9/19/2013	Co Sponsoring Job Fair	KFSM/KXNW was a sponsor of the University of Arkansas Career Fair for all Majors and Veterans. This career fair was for all University of Arkansas students and for veterans who are seeking employment opportunities. Attendees had the opportunity to expand their network, polish interview skills, learn industry information, and gather information about companies. We promoted the event with our online community calendar, on-air community calendar and facebook posts. We also had a booth at the event manned by News Director Rick Bagley and Creative Services Director Dave Shelly. They passed out job descriptions of some of our current job openings and talked with people about jobs at our stations and accepted resumes.	2	News Director Creative Services Director
26	10/15/2013	Participation in other activities designed by the station employment unit	A student from Immaculate Conception School was a job shadow with Anchors Daren Bobb and Ashley Beck and Chief Photographer Chad Sharpe to learn about what is involved in and what courses to take in school to have a career in broadcasting. He was also Anchor for A Day.	3	News Anchor News Anchor Chief Photographer
27	11/11/2013	Participation in other activities designed by the station employment unit	Meteorologist Garrett Lewis talked to students at an Ozark School about what classes they would need to study to become a meteorologist. He also discussed severe weather safety.	1	Chief Meteorologist
28	1/15/2014	Establishment of training programs for station personnel	Amanda Hale and Matt Hager participated in training on the NewsroomSolutions News Ticker. They learned to navigate the many uses of the ticker such as school closings, headlines, breaking news, sports and forecast information. They also learned to input data needed for the ticker.	2	Executive Producer Producer