

KFSM, KXNW
EEO PUBLIC FILE REPORT
February 1, 2017 - January 31, 2018

Statement of EEO Policy

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's EEO Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of Station(s) KFSM, KXNW, Fort Smith, Arkansas.

KFSM, 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 contact Human Resources at 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 (if required). 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.

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Meteorologist	2-6, 4, 8-12, 14-19, 21, 24-31, 33, 35-38, 40-68	60
Assignments Editor	2-6, 4, 8-12, 14-19, 21, 24-33, 35-38, 40-51, 53-68	31
Assignments Editor	2-6, 4, 8-12, 14-19, 21, 24-33, 35-38, 40-51, 53-68	32
Creative Services Producer	2-6, 4, 8-12, 14-19, 21, 23-33, 35-37, 40-51, 53-68	32
Photographer	2-6, 4, 8-12, 14-19, 21, 24-33, 35-37, 40-51, 53-69	32
Meteorologist	2-6, 4, 8-12, 14-19, 21, 24-31, 33, 35-37, 39-51, 53-69	39
Anchor	1-6, 4, 8-12, 14-21, 24-31, 33, 35-37, 40-51, 53-68	20
Producer	2-6, 4, 8-12, 14-19, 21, 24-33, 35-37, 40-51, 53-63, 65-68	32
Photographer	2-6, 4, 8, 10-19, 21, 24-31, 33, 35-37, 40-51, 53-68	59
Media Coordinator	2-6, 4, 8, 10-19, 21, 24-33, 35-37, 40-51, 53-68	32
Director, News	2-6, 4, 8, 10-21, 24-31, 33, 35-37, 40-51, 53-68	20
Photographer	20, 31, 39, 59	20

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Account Executive	2-6, 4, 8, 10-21, 24-31, 34-37, 40-51, 53-68	20
Photographer	2-6, 4, 8, 10-21, 24-31, 35-37, 40-51, 53-68	20
Producer, News	2-6, 4, 8, 10-19, 21, 24, 26-31, 35, 37, 40-51, 53-65, 67-68	59
Photographer	2-6, 4, 8, 10-21, 24, 26-27, 29-31, 35, 37, 40-51, 53-68	20
Editor, Assignment Desk	2-6, 4, 8, 10-19, 21, 24, 26-27, 29-31, 35, 37, 40-51, 53-68	59
Producer	2-6, 4, 8, 10-21, 24, 26-27, 29-31, 35, 37, 40-42, 44-51, 53-68	62
Media Coordinator	2-6, 4, 8, 10-22, 24, 26-27, 29-31, 35, 37, 40-42, 44-51, 53-68, 70	22
Web Producer	2-6, 4, 8, 10-21, 24, 26-27, 29-31, 35, 37, 40-42, 44-51, 53-68	20
Coord, Media	2-6, 4, 8, 10-19, 21, 24, 26-27, 29-31, 35, 37, 40-42, 44-51, 53-54, 56-68, 70	31
Producer	2-6, 4, 8, 10-19, 21, 24, 26-27, 29-31, 35, 37, 40-42, 44-51, 53-68, 70	62

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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	N	1
2	American Indian Center of Arkansas 1100 North University Avenue, #143 Little Rock, Arkansas Paul Austin Manual Posting	Y	0
3	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
4	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
5	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
6	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
7	Arkansas Technical University 1605 Collisium Drive Russellville, Arkansas 72801 Phone : 479-880-4520 Email : ajohnson94@atu.edu Fax : 1-479-964-0863 Amanda Johnson	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	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
9	Career Builder 200 N. LaSalle Street Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Luke Scanlon Manual Posting	N	0
10	Carl Albert State College 1507 South McKenna Poteau, Oklahoma 74953 Url : http://www.carlalbert.edu Career Services Manual Posting	N	0
11	Central Baptist College no listing Conway, Arkansas 72032 Phone : 501-329-6872 Fax : 1-501-329-2941 Central Baptist College Central Baptist College	N	0
12	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
13	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	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
15	Community Support Center 315 West Olive Street Rogers, Arkansas 72756 Url : http://www.rogersarkansas.com/communitysupport Cesar Aguilar Manual Posting	Y	0
16	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
17	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
18	Digital Operating Center 720 Boush Street Norfolk, Virginia 23510 Phone : 757-446-1306 Email : alex.clarke@ltvdoc.com Alex Clarke	Y	0
19	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Employee Referral	N	11
21	Fayetteville Employment Security Dept. P.O. Box 1205 Fayetteville, Arkansas Phone : 501-521-5730 Sam Pack Manual Posting	N	0
22	Former Employee	N	1
23	Former Employee Referral	N	1
24	Harding University 915 East Market Avenue Garrison Center, Room L221A Searcy, Arkansas 72149 Phone : 501-279-4454 Url : http://www.harding.edu Email : careercenter@harding.edu Career Services	Y	0
25	Harding University 915 East Market Avenue Garrison Center, Room L221A Searcy, Arkansas 72149 Phone : 501-279-4454 Url : http://www.harding.edu Email : ksherman@harding.edu Kay Ellen Sherman	Y	0
26	Harding University Main Campus no listing Searcy, Arkansas 72149 Phone : 501-279-4000 Fax : 1-501-279-4600 Harding University Main Campus Harding University Main Campus	N	0
27	Henderson State University 100 Henderson Street; Box 772 Arkadelphia, Arkansas 71923 Phone : 870-230-5295 Email : mba@mbaweb.org Fax : 1-870-230-5336 Jessica Garrison	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
28	Henderson State UniversityCenter for Career Development 1100 Henderson Street, Box 7722 Arkadelphia, Arkansas 71923 Phone : 870-230-5442 Url : http://www.hsu.edu Email : career@hsu.edu Sheri Phillips	Y	0
29	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
30	Hendrix College 1601 Harkrider St Conway, Arkansas 72032 Phone : 501-329-6811 Email : careerservices@hendrix.edu Fax : 1-501-450-1200 Hendrix College Hendrix College	N	0
31	Indeed 7501 N. Capital of Texas Hwy Bldg B Austin, Texas 78731 Phone : 203-564-2418 Url : http://www.indeed.com Online Posting Manual Posting	N	11
32	Internal Transfer/Promotion	N	6
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
34	Job Board	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
35	John Brown University 200 West University Siloam Springs, Arkansas 72761 Phone : 479-524-7282 Email : mba@mbaweb.org Fax : 1-479-524-7221 Dan Noyes	N	0
36	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
37	KFSM-TV P.O. Box 369 Fort Smith, Arkansas 72902 Phone : 479-783-3131 Url : http://www.kfsm.com Email : debby.etz Korn@kfsm.com Fax : 1-479-783-3295 Debby Etzkorn	N	5
38	KFSM-TV P.O. Box 369 Fort Smith, Arkansas 72902 Phone : 479-785-5054 Url : http://www.kfsm.com Email : eileen.mazurkiewicz@kfsm.com Fax : 1-479-783-3295 Eileen Mazurkiewicz	N	0
39	Linked In	N	2
40	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
41	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
42	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
43	Metropolitan Career & Technical Center 7701 Scot Hamilton Drive Little Rock, Arkansas 72209 Phone : 501-447-1200 Url : http://lrstd.org.nexpoint.net/pics/metro/metro1/ Email : michael.peterson@lrstd.org Fax : 1-501-447-1201 Michael Peterson	N	0
44	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
45	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

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46	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
47	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
48	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
49	Oklahoma State Employment, Sallisaw Ctr. 401 West Houser Sallisaw, Oklahoma 74955 Phone : 918-775-5541 Johnny Blakey Manual Posting	N	0
50	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
51	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

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52	Other Source	N	1
53	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
54	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
55	Phlander Smith College 812 West 13th Street Little Rock, Arkansas 72202 Phone : 501-370-5316 Email : mba@mbaweb.org Fax : 1-501-370-5299 Alvin Anglin	N	0
56	Staffmark 4300 Rogers Avenue, Suite 14 Fort Smith, Arkansas 72903 Phone : 479-452-1078 Career Services Manual Posting	Y	0
57	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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58	Tribune - Intranet/Career 435 N Michigan Ave Chicago, Illinois 60611 Phone : 214-252-3485 Url : http://www.tribunemediacareers.com Online Posting Manual Posting	N	14
59	TribuneMediaCareers.com 435 N. Michigan Ave Chicago, Illinois 60611 Url : http://www.tribunemediacareers.com Online Posting Manual Posting	N	15
60	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	3
61	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 Susan Pospisil	Y	0
62	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	3
63	University of Arkansas at Little Rock Radio, TV, & Film Dept. 2801 South University Little Rock, Arkansas 72204 Url : http://www.ualr.edu/masscomm Dr. Lynn Wahl-Wilson Manual Posting	N	0

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64	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
65	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
66	University of Arkansas- Little Rock 2801 S University Ave Little Rock, Arkansas 72204 Phone : 501-569-3000 Fax : 1-501-569-8156 University of Arkansas- Little Rock University of Arkansas- Little Rock	N	0
67	University of Central Arkansas P.O. Box 4837 Conway, Arkansas 72035 Kathy Clayborn Manual Posting	N	0
68	University of the Ozarks 415 North College Avenue, Robson 106 Clarksville, Arkansas 72830 Phone : 479-979-1320 Email : careers@ozarks.edu(Career Services) Fax : 1-479-979-1477	Y	0
69	Walk In/Self-Referral	N	2
70	www.mediagignow.com 5000 Crossmill Road McLeansville, North Carolina 27301 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			77

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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	2/2/2017	Participation in events or programs sponsored by educational institutions	University of Arkansas - Fort Smith broadcasting class had a tour at the station. They learned how a television station operates and how their class relates to a career in broadcast media. Tour guide answered questions relating to media and job opportunities.	1	Creative Services Director
2	4/26/2017	Participation in events or programs sponsored by educational institutions	Southside High School Journalism department was given a station tour and Q&A of the Fayetteville location.	1	On-Air Promotion Manager
3	5/3/2017	Participation in events or programs sponsored by educational institutions	Employee spoke to a 10th grade Communications class from Mulberry High School about broadcasting and working in television. The students went on a tour of the station and spoke to other employees to find out more about the business.	1	Production Assistant
4	5/5/2017	Co Sponsoring Job Fair	Co-sponsored the Fort Smith Regional Chamber of Commerce Business & Career Expo. This expo gave Chamber of Commerce members and nonmembers the opportunity to showcase their business, products, services, and employment opportunities in media to the community. It allows people and companies alike to promote and support growth within their industry and network with like-minded contributors to fill open positions and engage with the workforce of the future.	3	Creative Services Director Account Executive Account Executive
5	8/9/2017	Participation in Job Fairs	Participated in the National Association of Black Journalists Convention and Career Fair in New Orleans.	1	HR Manager
6	10/4/2017	Sponsorship of events in the community designed to increase public awareness	KFSM was a sponsor of the Northwest Arkansas Job Fair hosted by the Rogers-Lowell Area Chamber of Commerce.	3	HR Manager CS Director Integrated Media Director
7	10/9/2017	Establishment of training programs for station personnel	Station personnel participated in a week long event in Flight training. Flight is a new program/tool that will replace VizRT for making on-air graphics for the station. The training is needed to allow the employees the chance to apply for higher level positions.	1	Promotion Producer

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8	10/13/2017	Participation in events or programs sponsored by educational institutions	Two employees spoke to students during Senior Seminar at The University of Arkansas in preparation for college courses and broadcast media jobs in television.	2	CS Director Promotions Producer
9	11/7/2017	Sponsorship of events in the community designed to increase public awareness	KFSM/KXNW was a sponser of the iCan Career Expo held in Fort Smith. An anchor from the station spoke to students about jobs in broadcasting and types of classes to take at the college level. More than 900 students attended this event from area high schools.	1	Anchor
10	1/11/2018	Participation in events or programs sponsored by educational institutions	Two anchors represented KFSM at Roland High School's Career Day.	2	Anchor Sports Director Anchor