

**KFSM & KXNW**  
**EEO PUBLIC FILE REPORT**  
**February 1, 2012 - January 31, 2013**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Producer/Multi-Media Journalist	3-4, 6-15, 17, 20-26, 28-29, 31-33, 35-41, 43-61, 63, 65-74, 76-78, 80-81, 83-86, 88-91, 93-103	47
Account Executive (Fort Smith)	3-4, 6-11, 13-14, 16-17, 20-26, 28-33, 35-40, 43-54, 56, 59-60, 63, 65-74, 76-78, 80-81, 83-91, 93-103	30
Editor	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-33, 35-40, 43-54, 56, 59-60, 63, 65-73, 76-78, 80-81, 83-91, 93-103	30
Managing Editor	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-40, 43-54, 56, 59-60, 63, 65-73, 76-78, 80-81, 83-91, 93-103	34
Multi Media Journalist	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-40, 43-54, 56, 59-60, 63, 65-73, 76-78, 80-81, 83-91, 93-103	45
News Photographer	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-40, 43-54, 56, 59-60, 63, 65-74, 76-78, 80-81, 83-91, 93-103	47
News Photographer Part Time	4, 6, 8-9, 11, 13-14, 16, 21-23, 25-26, 31-34, 36-40, 43-50, 52-54, 59, 65-67, 71-74, 76-78, 80-81, 83-87, 90-91, 93-103	47
Editor (Part-time)	3-4, 6-9, 11, 13-14, 17, 20-26, 28-29, 31-33, 35-40, 43-54, 56, 59-60, 63, 65-73, 76-78, 80, 83-86, 88-91, 93-103	47
Multi-Media Producer (Part-time)	3-4, 6-9, 11, 13-14, 17, 20-26, 28-29, 31-33, 35-40, 43-54, 56, 59-60, 63, 65-73, 75-78, 80, 83-86, 88-91, 93-103	85
Multi-Media Producer	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-40, 43-54, 56, 59-60, 63, 65-74, 76-78, 80, 83-91, 93-103	34
National Sales Assistant	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-40, 43-54, 56, 59-60, 63, 65-74, 76-80, 83-91, 93-103	34
Sports Reporter/Photographer	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-40, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47
Interactive/Web Producer	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-40, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47
Receptionist/Sales Assistant	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-33, 35-40, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47

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<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47
Multi Media Journalist	3-4, 6-9, 11, 13-17, 20-26, 28-33, 35-40, 43-54, 56, 58-60, 62-63, 65-74, 76-78, 80, 83-91, 93-103	62
Account Executive	1, 3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-41, 43-56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47
Account Executive	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47
Account Executive	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	34
IT Manager	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-80, 83-91, 93-103	8
Director of Technology	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	30
News Photographer	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	83
Sports Director, Local	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47
Anchor Reporter	3-4, 6-9, 11, 13-14, 16-17, 20-29, 31-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 82-103	27
Assignment Manager	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47
News Photographer	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	34
News Photographer	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47
Reporter	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	30

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Production Assistant/Operator	3-9, 11, 13-14, 16-26, 28-29, 31-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	18
Reporter	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	83
Weekend Sports Anchor/Reporter	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-41, 43-54, 56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47
Chief Engineer	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-33, 35-41, 43-54, 56, 58-60, 63-74, 76-78, 80, 83-91, 93-103	47
Meteorologist/Reporter	2-4, 6-9, 11, 13-14, 16-17, 20-26, 28-29, 31-35, 37-41, 43-56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47
Media Coordinator	3-4, 6-9, 11, 13-14, 16-17, 20-26, 28-33, 35, 37-56, 58-60, 63, 65-74, 76-78, 80, 83-91, 93-103	47

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Advertiser suggested Greg Davis	N	1
2	Agency Referral	N	1
3	American Business Women's Assoc. P.O. Box 636 Roland, Oklahoma 74954 Phone : 918-427-7111 Email : Fax : Manual posting Mary Gazzola	N	0
4	American Indian Center of Arkansas 1100 North University Avenue, #143 Little Rock, Arkansas Phone : Email : Fax : Manual posting Paul Austin	Y	0
5	Application already on file	N	1
6	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
7	Arkansas Broadcasters Association 2024 Arkansas Valley Drive, Suite 201 Little Rock, Arkansas 72212 Phone : 1-800-844-3216 Url : <a href="http://www.arkbroadcasters.org">http://www.arkbroadcasters.org</a> Email : <a href="mailto:mail@arkbroadcasters.org">mail@arkbroadcasters.org</a> Fax : 1--- Career Services	Y	1
8	Arkansas Department of Workforce Services P.O. Box 1205 2143 West 6th St. Fayetteville, Arkansas Phone : 479-587-3063 Url : <a href="http://www.arkansas.gov">http://www.arkansas.gov</a> Email : <a href="mailto:rick.reed@arkansas.gov">rick.reed@arkansas.gov</a> Fax : 1-479-521-1595 Rick Reed	Y	1

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9	Arkansas Employment Security Dept. P. O. Box 34047 10421 West Markham Street Little Rock, Arkansas 72205 Phone : 501-682-1721 Url : <a href="http://www.arkansas.gov">http://www.arkansas.gov</a> Email : <a href="mailto:dolly.rhodes@arkansas.gov">dolly.rhodes@arkansas.gov</a> Fax : 1-501-682-7801 Dolly Rhodes	N	0
10	Arkansas State University School of Radio & TV P. O. Box 2160 State University, Arkansas 72468 Phone : 870 972-3070 Url : <a href="http://www.astate.edu">http://www.astate.edu</a> Email : <a href="mailto:mary@kiowa.astate.edu">mary@kiowa.astate.edu</a> Fax : 1-870-972-2997 Mary Smith	N	1
11	Arkansas State University Career Services Center P.O. Box 2490 State University, Arkansas 72467 Phone : 870-972-3025 Url : <a href="http://www.astate.edu">http://www.astate.edu</a> Email : <a href="mailto:carolyne@astate.edu">carolyne@astate.edu</a> Fax : 1-870-972-2783 Carolyn Edwards	Y	0
12	Arkansas State University-Beebe P.O. Box 1000, Room 202A Beebe, Arkansas 72102 Phone : 501 882-8212 Url : <a href="http://www.asub.edu">http://www.asub.edu</a> Email : <a href="mailto:caharvey@asub.edu">caharvey@asub.edu</a> Fax : 1-501-882-8301 Carole Harvey	N	0
13	Arkansas Tech University 1509 North Boulder Avenue Russellville, Arkansas 72801 Phone : 479 968-0389 Url : <a href="http://www.atu.edu">http://www.atu.edu</a> Email : Fax : Manual posting Career Services	Y	1

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14	Arkansas Tech University, Ozark Campus 1700 Helberg Lane Ozark, Arkansas 72949 Phone : 479 667-2117866-225-2884 Url : <a href="http://www.atu.edu/ozark">http://www.atu.edu/ozark</a> Email : Fax : Manual posting Career Services	Y	0
15	Asian American Journalists Association 1182 Market Street, Suite 320 San Francisco, California 94102 Phone : 415-346-2051 Url : <a href="http://www.aaja.org">http://www.aaja.org</a> Email : <a href="mailto:post@aaja.org">post@aaja.org</a> Fax : 1-415-346-6343 Albert Lee	N	0
16	Black River Technical College PO Box 468 Pochantas, Arkansas 72455 Phone : 870-248-4000 Email : <a href="mailto:mba@mbaweb.org">mba@mbaweb.org</a> Fax : 1-870-248-4100 Kimberly Bigger	N	0
17	Business & Professional Women 1110 Bear Track Van Buren, Arkansas 72956 Phone : 479-474-7756 or 479-441-2 Email : Fax : Manual posting Donna Young	N	0
18	Call In	N	1
19	Career Fair	N	1
20	Carl Albert State College 1507 South McKenna Poteau, Oklahoma 74953 Phone : Url : <a href="http://www.carlalbert.edu">http://www.carlalbert.edu</a> Email : Fax : Manual posting Career Services	N	0

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21	Central Baptist College 1501 College Conway, Arkansas 72034 Phone : 501 329-6872 Url : <a href="http://www.cbu.edu">http://www.cbu.edu</a> Email : <a href="mailto:jriddle@cbc.edu">jriddle@cbc.edu</a> Fax : 1-501-329-2941 Jeff Riddle	N	0
22	Cherokee Nation of Oklahoma P.O. Box 948 Sallisaw, Oklahoma 74955 Phone : 918-775-6226 Url : <a href="http://www.cherokee.org">http://www.cherokee.org</a> Email : <a href="mailto:personnel@cherokee.org">personnel@cherokee.org</a> Fax : 1--- Faye Baird	N	0
23	Chickasaw Nation of Oklahoma Employment & Training Dept. P.O. Box 1548 Ada, Oklahoma 74821 Phone : 405-436-2603 Url : <a href="http://www.chickasaw.net">http://www.chickasaw.net</a> Email : <a href="mailto:darrell.walker@chickasaw.net">darrell.walker@chickasaw.net</a> Fax : 1-580-310-6458 Darrell Walker	N	0
24	Choctaw Nation, Attn: Personnel 16th & Locust, Box 1210 Durant, Oklahoma 74702 Phone : 405-924-8280 Url : <a href="http://www.choctawnation.com">http://www.choctawnation.com</a> Email : Fax : Manual posting Career Services	N	0
25	Community Service Clearinghouse, Inc. 4420 Wheeler Avenue Fort Smith, Arkansas 72901 Phone : 479-782-5074 Url : <a href="http://www.csclearinghouse.org">http://www.csclearinghouse.org</a> Email : <a href="mailto:sue.robison@csclearinghouse.org">sue.robison@csclearinghouse.org</a> Fax : 1--- Sue Robison	Y	0

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
26	Community Support Center 315 West Olive Street Rogers, Arkansas 72756 Phone : Url : <a href="http://www.rogersarkansas.com/communitysupport">http://www.rogersarkansas.com/communitysupport</a> Email : Fax : Manual posting Cesar Aguilar	Y	0
27	Consultant Referral	N	1
28	Crawford/Sebastian Community Action Agency P.O. Box 4069 Fort Smith, Arkansas 72914 Phone : 479-782-2303 Url : <a href="http://cscdc">http://cscdc</a> Email : Fax : Manual posting Mark Whitmer	N	0
29	Creek Nation of Oklahoma P.O. Box 580 Okmulgee, Oklahoma 74447 Phone : 918-756-3950 Email : Fax : Manual posting Mr. Fredo S. Anderson	N	0
30	Current Employee	N	9
31	Department of Workforce Services P.O. Box 1987 Fort Smith, Arkansas Phone : 479-783-0231 479-424-3412 Email : <a href="mailto:jeannie.means@arkansas.gov">jeannie.means@arkansas.gov</a> Fax : 1-479-783-2132 Jeannie Means	Y	0
32	Digital Operating Center 720 Boush Street Norfolk, Virginia 23510 Phone : 757-446-1306 Email : <a href="mailto:alex.clarke@ltvdoc.com">alex.clarke@ltvdoc.com</a> Fax : 1--- Alex Clarke	Y	0



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33	Drury University 900 North Benton Avenue, Bay Hall, 148 Springfield, Missouri 65802 Phone : 417-873-7284 Toll Free: 1 Url : <a href="http://www.collegecentral.com/du/">http://www.collegecentral.com/du/</a> Email : <a href="mailto:career@drury.edu">career@drury.edu</a> Fax : 1--- Career Services	N	0
34	Employee referral Rick Bagley	N	22
35	Fayetteville Employment Security Dept. P.O. Box 1205 Fayetteville, Arkansas Phone : 501-521-5730 Email : Fax : Manual posting Sam Pack	N	0
36	Fort Smith Workforce Development Center P.O. Box 1987 616 Garrison Avenue, Rm. 101 Fort Smith, Arkansas Phone : 479-424-3416 Email : <a href="mailto:kimberly.s.green@arkansas.gov">kimberly.s.green@arkansas.gov</a> Fax : 1-479-782-5543 Kimberly Green	N	0
37	Harding University 915 East Market Avenue Garrison Center, Room L221A Searcy, Arkansas 72149 Phone : 501-279-4454 Email : <a href="mailto:careercenter@harding.edu">careercenter@harding.edu</a> (Career Services) <a href="mailto:ksherman@harding.edu">ksherman@harding.edu</a> (Kay Ellen Sherman) Fax : 1---	Y	0
38	Henderson State UniversityCenter for Career Development 1100 Henderson Street, Box 7722 Arkadelphia, Arkansas 71923 Phone : 870-230-5442 Url : <a href="http://www.hsu.edu">http://www.hsu.edu</a> Email : <a href="mailto:fantj@hsu.edu">fantj@hsu.edu</a> Fax : 1-870-230-5336 Janet M. Fant	Y	0

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39	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
40	Hispanic Women's Organization of Arkansas 922 East Emma P.O. Box 6132 Springdale, Arkansas 72766 Phone : 479-756-8090ext. 131479 Email : hwoa@jcf.jonesnet.org Fax : 1-479-750-7444 n/a n/a	N	0
41	ITT Technical Institute 4520 South University Little Rock, Arkansas 72204 Phone : 800-359-4429 501-565-5550 Email : prydell@itt-tech.edu Fax : 1--- Career Services	N	0
42	Job posting on internet	N	1
43	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
44	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

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45	KFOR-TV/KAUT-TV 444 East Britton Road Oklahoma City, Oklahoma 73114 Phone : 405-424-4444 Url : <a href="http://www.kfor.com">http://www.kfor.com</a> Email : <a href="mailto:jobs@kfor.com">jobs@kfor.com</a> Fax : 1--- Shannon Gottschalk	N	1
46	KFSM-TV P.O. Box 369 Fort Smith, Arkansas 72902 Phone : 479-783-3131 Email : <a href="mailto:debby.etzkorn@kfsm.com">debby.etzkorn@kfsm.com</a> (Debby Etzkorn) <a href="mailto:patty.jewell@kfsm.com">patty.jewell@kfsm.com</a> (Patty Jewell) <a href="mailto:van.comer@kfsm.com">van.comer@kfsm.com</a> (Van Comer) Fax : 1-479-783-3295	N	0
47	kfsm.com P.O. Box 369 Fort Smith, Arkansas 72902 Phone : 479-783-3131 Url : <a href="http://www.kfsm.com">www.kfsm.com</a> Email : Fax : Manual posting Debby Etzkorn	N	89
48	KSTU-TV 5020 W Amelia Earhart Dr. Salt Lake City, Utah 84116 Phone : 801-536-1391 Url : <a href="http://www.fox13now.com">http://www.fox13now.com</a> Email : <a href="mailto:janet.gray@fox13now.com">janet.gray@fox13now.com</a> Fax : 1-801-536-1379 Janet Gray	N	0
49	KTVI-TV/KPLR-TV 2250 Ball Drive St. Louis, Missouri 63146 Phone : 314-213-2222 Url : <a href="http://www.fox2now.com">http://www.fox2now.com</a> Email : <a href="mailto:kristal.pruett@tvstl.com">kristal.pruett@tvstl.com</a> Fax : 1--- Kristal Pruett	N	0

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50	League Of United Latin American Citizens P.O. Box 55103 Little Rock, Arkansas 72215 Phone : 501-219-2460 Url : <a href="http://www.lulac.org">http://www.lulac.org</a> Email : <a href="mailto:cratesinc@aristotle.net">cratesinc@aristotle.net</a> Fax : 1--- Carlos Scerfantes	N	0
51	Little Rock Chapter NAACP 1124 Martin Luther King Drive Little Rock, Arkansas Phone : 501-376-7399 Url : <a href="http://littlerocknaacp.com/">http://littlerocknaacp.com/</a> Email : Fax : Manual posting Dale Charles	N	0
52	Lyon College P. O. Box 2317 Batesville, Arkansas 72503 Phone : 870-307-7228 Url : <a href="http://www.lyon.edu">http://www.lyon.edu</a> Email : <a href="mailto:vicki.webb@lyon.edu">vicki.webb@lyon.edu</a> Fax : 1--- Career Services	Y	0
53	Marketing Ideanet 602 Communications Charlotte, North Carolina 28277 Phone : 704-543-1426 Url : <a href="http://www.602communications.com">http://www.602communications.com</a> Email : <a href="mailto:slizik@602communications.com">slizik@602communications.com</a> Fax : 1-407-540-9336 Sandy Lizik	Y	0
54	MediaLine P. O. Box 51909 Pacific Grove, California 93950 Phone : 800 237-8037 Url : <a href="http://www.medialine.com">http://www.medialine.com</a> Email : <a href="mailto:mark@medialine.com">mark@medialine.com</a> Fax : 1-831-648-5204 Mark Shilstone	Y	0

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55	Metropolitan Career & Technical Center 7701 Scot Hamilton Drive Little Rock, Arkansas 72209 Phone : 501-447-1200 Url : <a href="http://lrtd.org.nexpoint.net/pics/metro/metro1/">http://lrtd.org.nexpoint.net/pics/metro/metro1/</a> Email : <a href="mailto:michael.peterson@lrtd.org">michael.peterson@lrtd.org</a> Fax : 1-501-447-1201 Michael Peterson	N	0
56	NAACP P. O. Box 9064 Pine Bluff, Arkansas 71611 Phone : Email : Fax : Manual posting M. K. Hart	N	0
57	National Assoc. of Black College Broadcasters P. O. Box 3191 Atlanta, Georgia 30302 Phone : 404 523-6136 Url : <a href="http://www.blackcollegeradio.com">http://www.blackcollegeradio.com</a> Email : <a href="mailto:bcrmail@blackcollegeradio.com">bcrmail@blackcollegeradio.com</a> Fax : 1-404-523-5467 Ken Jelks	N	0
58	National Assoc. of Hispanic Journalists 1050 Connecticut Avenue, NW, 10th Floor Washington, District of Columbia 20036 Phone : 202-662-7145 Url : <a href="http://www.nahj.org">http://www.nahj.org</a> Email : <a href="mailto:nahj@nahj.org">nahj@nahj.org</a> Fax : 1-202-662-7144 Career Center Career Center	N	0
59	National Park Community College 101 College Drive Hot Springs, Arkansas 71913 Phone : 501-760-4246 Url : <a href="http://www.npcc.edu">http://www.npcc.edu</a> Email : <a href="mailto:mwurm@npcc.edu">mwurm@npcc.edu</a> Fax : 1--- M. K. Wurm	N	0

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
60	National Society of Black Engineers Bell Engineering Center Fayetteville, Arkansas 72701 Phone : 501-575-6015 Email : Fax : Manual posting Thomas Carter, III	N	0
61	Native American Journalists Assoc. 555 Dakota Street Vermillion, South Dakota 57069 Phone : 605-677-5282 Url : <a href="http://www.naja.com">http://www.naja.com</a> Email : <a href="mailto:info@naja.com">info@naja.com</a> Fax : 1-866-694-4264 Career Services	N	0
62	ND at KDAF in Kansas City	N	1
63	Network of Executive Women P.O. Box 8413 Fort Smith, Arkansas Phone : Email : Fax : Manual posting Beth Longest	N	0
64	Non-Employee Referral	N	1
65	North Arkansas College 1515 Pioneer Drive Harrison, Arkansas 72601 Phone : 870-391-3560 Email : <a href="mailto:chorkey@northark.edu">chorkey@northark.edu</a> Fax : 1--- Cynthia Horkey, PhD	N	0
66	Northwest Arkansas Business Journal, Arkansas Business.com 122 E. Second Street Little Rock, Arkansas 72201 Phone : 501-372-1443 Url : <a href="http://www.arkansasbusiness.com">http://www.arkansasbusiness.com</a> Email : Fax : Manual posting Career Services	Y	0

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67	Northwest Arkansas Community College One College Drive Bentonville, Arkansas 72712 Phone : 479-636-9222 800-995-6922 Url : <a href="http://www.nwacc.edu">http://www.nwacc.edu</a> Email : <a href="mailto:askcareerservices@nwacc.edu">askcareerservices@nwacc.edu</a> Fax : 1--- Career Services	N	0
68	Northwest Arkansas LULAC Council 754 P.O Box 218 Rogers, Arkansas Phone : 479 544-9174 Url : <a href="http://www.lulac.org">http://www.lulac.org</a> Email : Fax : Manual posting Ana Lorena Hart	N	0
69	Oklahoma Association of Broadcasters 6520 North Western, Ste. 104 Oklahoma City, Oklahoma 73116 Phone : 405-848-0771 Url : <a href="http://www.oabok.org">http://www.oabok.org</a> Email : Fax : Manual posting Career Services	N	0
70	Oklahoma State Employment, Sallisaw Ctr. 401 West Houser Sallisaw, Oklahoma 74955 Phone : 918-775-5541 Email : Fax : Manual posting Johnny Blakey	N	0
71	Oklahoma State University Career Services 360 Student Union Stillwater, Oklahoma 74078 Phone : 1-888-678-4473 Url : <a href="http://www.okstate.edu">http://www.okstate.edu</a> Email : <a href="mailto:careers@okstate.edu">careers@okstate.edu</a> Fax : 1-405-744-8737 Brian Ahern	N	1

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72	Oral Roberts University 7777 South Lewis Avenue Tulsa, Oklahoma 74171 Phone : 918-495-6912 Url : <a href="http://www.oru.edu">http://www.oru.edu</a> Email : <a href="mailto:careers@oru.edu">careers@oru.edu</a> Fax : 1--- Career Services	Y	0
73	Ouachita Baptist University Evans Student Center, Room 135 P.O. Box 3772 Arkadelphia, Arkansas 71998 Phone : 870-245-5410 Url : <a href="http://www.obu.edu">http://www.obu.edu</a> Email : <a href="mailto:careerservices@obu.edu">careerservices@obu.edu</a> Fax : 1--- LaDonna Ritter	Y	0
74	Philander Smith College 900 West Daisy Bates Drive Cox Administration Building Little Rock, Arkansas 72202 Phone : 501-375-9845 Url : <a href="http://www.philander.edu">http://www.philander.edu</a> Email : <a href="mailto:ubalvin@philander.edu">ubalvin@philander.edu</a> Fax : 1-501-975-8560 Alvin Anglin	N	0
75	Self Referral	N	1
76	Spot-n-Dots 1744 Patriots Way, NW Kennesaw, Georgia 30152 Phone : 888 884-2630 Url : <a href="http://www.spotsndots.com">http://www.spotsndots.com</a> Email : <a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a> Fax : 1-607-729-7331 Emily McKay	N	0
77	St. James Baptist Church 4916 High Street Fort Smith, Arkansas Phone : 479-782-5756 Email : Fax : Manual posting Rev. Gary Hinkle	Y	0



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78	Staffmark 4300 Rogers Avenue, Suite 14 Fort Smith, Arkansas 72903 Phone : 479-452-1078 Email : Fax : Manual posting Career Services	Y	0
79	Station Posting	N	2
80	Talent Dynamics 600 Las Colinas Blvd., Suite 100 Irving, Texas 75039 Phone : 214 630-9590 Url : <a href="http://www.talentedynamics.com">http://www.talentedynamics.com</a> Email : <a href="mailto:connell@talentedynamics.com">connell@talentedynamics.com</a> Fax : 1-214-951-9610 Career Services	Y	0
81	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : 212-486-1111 Url : <a href="http://www.tvb.org">http://www.tvb.org</a> Email : <a href="mailto:tiphany@tvb.org">tiphany@tvb.org</a> Fax : 1-212-935-5631 Tiphany Jones	Y	0
82	Trade Website	N	1
83	TV Jobs.com P. O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Email : <a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a> (Career Services) <a href="mailto:markch@tvjobs.com">markch@tvjobs.com</a> (Mark Holloway) Fax : 1-760-754-2115	Y	21
84	University of Arkansas Arkansas Union, #6071 University of Arkansas Fayetteville, Arkansas Phone : 479-575-2804 Url : <a href="http://www.career.uark.edu">http://www.career.uark.edu</a> Email : <a href="mailto:recruit@uark.edu">recruit@uark.edu</a> Fax : 1-479-575-6742 Lori Magar	Y	1

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85	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	3
86	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 Fax : 1--- Career Services	N	0
87	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
88	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 Email : Fax : Manual posting Barbara A. Lofton, Ed. D.	N	1
89	University of Central Arkansas P.O. Box 4837 Conway, Arkansas 72035 Phone : Email : Fax : Manual posting Kathy Clayborn	N	0

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90	University of Missouri Journalism Career Center280-D Gannett Hall Columbia, Missouri Phone : 573-882-1957 Url : <a href="http://missouri.edu">http://missouri.edu</a> Email : WillisB@missouri.edu Fax : 1-573-884-1841 Barbara Willis	N	0
91	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
92	Unsolicited	N	2
93	WDAF-TV 3030 Summit Street, Signal Hill Kansas City, Missouri 64108 Phone : 816-753-4567 Url : <a href="http://www.fox4kc.com">http://www.fox4kc.com</a> Email : thermal.stewart@wdaftv4.com Fax : 1-816-932-9202 Thermal Stewart	N	1
94	WGHP-TV 2005 Francis Street High Point, North Carolina 27263 Phone : 336-841-8888 Url : <a href="http://www.myfox8.com">http://www.myfox8.com</a> Email : becky.austin@wghe.com Fax : 1-336-841-8812 Becky Austin	N	0
95	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

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96	WHO-TV 1801 Grand Avenue Des Moines, Iowa 50309 Phone : 515-242-3500 Email : mary.phares@whotv.com(Mary Phares) Fax : 1---	N	0
97	WITI-TV 9001 North Green Bay Rd. Milwaukee, Wisconsin Phone : 414-355-6666 Url : http://www.fox6now.com Email : julie.bednarek@fox6now.com Fax : 1--- Julie Bednarek	N	0
98	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
99	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
100	WQAD-TV 3003 Park 16th Street Moline, Illinois 61265 Phone : 309-764-8888 Email : larry.rosmilso@wqad.com(Larry Rosmilso) molly.mayfield@wqad.com(Molly Mayfield) Fax : 1-309-764-5763	N	0
101	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	1

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102	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
103	WTVR-TV 3301 West Broad Street Richmond, Virginia 23230 Phone : 804-254-3683 Url : <a href="http://www.wtvr.com">http://www.wtvr.com</a> Email : bmuoio@wtvr.com Fax : 1-804-355-7624 Betty Muoio	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>169</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	2/7/2012	Establishment of training programs for station personnel	On February 7 and February 8, Graphic Artist Jason Jewell took part in training with Ben Kern from VizRT on Viz Template Manager and several other functions of the program.	1	Graphic Artist
2	2/16/2012	Provision of training to management	General Manager Van Comer, Controller Patty Jewell, and Program Coordinator Debby Etzkorn took part in EEO Compliance Training with representatives from law firm Dow Lohnes and Broadcast1Source. This EEO training blended FCC training with training on some of our Broadcast1Source software and included information about anti-discrimination policies, recruitment, notification to community groups, longer term initiatives, and documentation and record keeping.	3	General Manager Controller Program Coordinator
3	2/22/2012	Participation in other activities designed by the station employment unit	A student from Pyron Elementary School in Clarksville was a job shadow with Meteorologist Garrett Lewis.	1	Chief Meteorologist
4	2/24/2012	Participation in events sponsored by community groups	Dusty King, Interactive Marketing Manager, attended a Linked In Training Session at the Rogers Lowell Chamber of Commerce on Friday, February 24th. This session dealt with Building an Effective Linked-In Profile for individuals and for the companies that they represent; how to add information to the profile(s) that makes them show up in more searches and in more relevant searches.	1	Internet Marketing Director
5	3/5/2012	Participation in other activities designed by the station employment unit	A senior from Florida State University was a job shadow with Meteorologist Jason Adams.	1	Meteorologist
6	3/21/2012	Participation in other activities designed by the station employment unit	A Clarksville High School student was a job Shadow with Meteorologist Joe Pennington.	1	Meteorologist

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7	4/2/2012	Participation in events or programs sponsored by educational institutions	Assignment Manager Charles Frazier participated in a Diversity Panel as a part of the University of Arkansas' Journalism Days events. Along with several other panel members, he fielded questions related to diversity in the workplace.	1	Assignment Manager
8	4/5/2012	Participation in other activities designed by the station employment unit	Two students from Coleman Jr. High School in Van Buren were job shadows with Anchor Ashley Beck and Meteorologist Joe Pennington. Job shadowing gives students an opportunity to see what it is like to work in television and to figure out what courses they need to take in the future.	2	Meteorologist News Anchor
9	4/11/2012	Establishment of an intern program designed to assist members of the community	Two students from Arkansas Tech University spent several weeks with KFSM/KXNW for a college internship. They had the opportunity to see how a broadcast journalist works in a modern newsroom. They wrote stories and learned how to shoot and edit video.	1	Executive Producer
10	4/30/2012	Participation in other activities designed by the station employment unit	KFSM employees Shanda Sundstrom and Pam Euper talked to a group of students from the Mass Communication Class at University of Arkansas Fort Smith.	2	Executive Producer Sales Services Specialist
11	5/11/2012	Participation in events or programs sponsored by educational institutions	Daren Bobb, anchor, took part in career day at Butterfield Jr. High School in Van Buren.	1	News Anchor
12	5/11/2012	Participation in events or programs sponsored by educational institutions	Meteorologist Jason Adams attended a career day event at Trusty Elementary School in Fort Smith.	1	Meteorologist
13	5/16/2012	Establishment of training programs for station personnel	The sales department took part in Strata Sales Training. Strata is a comprehensive sales tool for the television broadcast industry designed to help broadcasters maximize their ratings research and inventory. This new avails and order system takes ratings information and helps build out schedules.	15	General Sales Manager Local Sales Manager Account Executive Web Content Producer

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14	5/18/2012	Participation in other activities designed by the station employment unit	A student from Clarksville High School was a job shadow with Meteorologist Joe Pennington.	1	Meteorologist
15	5/21/2012	Participation in events sponsored by community groups	Controller Patty Jewell attended the MFM (Media Finance Management) Conference from May 21-24 in Las Vegas. Some of the breakout sessions Patty attended included: Bridging the Chasm – Sales and Accounting Can Work Together; Legal Implications of Social Media; HR Operational Excellence: A Critical Step on the Journey to World-Class; Doing Business with a Debtor...before during and after Chapter 11; Hubbing and Centralization; WideOrbit Traffic User Group; Wage and Hour Laws; The Power of Local News in a TV Everywhere Environment; Retransmission Consent Broadcasting's Blessing or Curse; and Practices for Generating New Revenue.	1	Controller
16	5/29/2012	Establishment of an intern program designed to assist members of the community	Amber Coleman, a senior student at Arkansas Tech University in Russellville, was an intern for six weeks with the news department.	1	Executive Producer
17	6/11/2012	Participation in other activities designed by the station employment unit	A student from Alma Jr. High School was a job shadow with meteorologist Joe Pennington.	1	Meteorologist
18	6/11/2012	Establishment of training programs for station personnel	Travis Hawkins from Ross/Overdrive was at KFSM to train Media Coordinators on the Ross/Overdrive automation switching system that was being installed in the control room. The training consisted of setup and execution of news directing using Overdrive automation through the Ross switcher. It included setup and coding of Opus news lineups for newscasts, recalls and EMEM setups, and other need information for complete newscast automation. Training was over a 10 day period and will be followed-up with a On-Air launch of the new system on July 14th.	4	Media Coordinator Media Coordinator Media Coordinator Media Coordinator



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19	6/12/2012	Participation in other activities designed by the station employment unit	A 5th grade student from Rogers was a job shadow with Meteorologist Jason Adams.	1	Meteorologist
20	6/20/2012	Establishment of an intern program designed to assist members of the community	Lindsey Parks, who lives in Bentonville, Arkansas, and is a student at a college in South Carolina, will be an intern in the news department for six weeks. She had the opportunity to see how a broadcast journalist works in a modern newsroom and wrote stories and learned how to shoot and edit video.	1	Executive Producer
21	6/21/2012	Participation in events or programs sponsored by educational institutions	Reporter Jocelyne Pruna visited the University of Arkansas and spoke to students about KFSM and her experience as a journalist. She also gave students suggestions on how to get into the media field.	1	Reporter
22	7/17/2012	Co Sponsoring Job Fair	KFSM was a sponsor of the Careers for Our Region Job Fair sponsored by the Fort Smith Regional Chamber of Commerce on Tuesday, July 17, from 11:00 a.m. to 6:00 p.m. in the Exhibit Hall at the Fort Smith Convention Center. The Department of Workforce Services also had two mobile command units fully equipped with computers at the Job Fair so applications could be submitted on-line. In addition to the job fair, a "Learn to Impress Event" was held on Monday, July 16. Jobseekers had the opportunity to attend the event to prepare them for the job fair the following day. The workshops focused on resume building, filling out applications, interview etiquette, and dressing for success.	5	Controller General Sales Manager Creative Services Director News Director
23	7/23/2012	Participation in events or programs sponsored by educational institutions	Anchor Daren Bobb spoke to a government class at the University of Arkansas Fort Smith.	1	News Anchor

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24	7/25/2012	Establishment of training programs for station personnel	Debby Etzkorn and Pam Euper took part in a Dow Lohnes Public File compliance webinar regarding new FCC Public File rules. Information was given on uploading material not otherwise available on the FCC's website to the Commission's new online public file system. They also learned what materials must be uploaded, what must be retained at the station but not uploaded, what may be discarded, and how the FCC's new system works.	2	Program Coordinator Sales Service Specialist
25	8/1/2012	Participation in other activities designed by the station employment unit	A student from Clarksville High School was a job shadow with Meteorologist Joe Pennington.	1	Meteorologist
26	8/7/2012	Participation in other activities designed by the station employment unit	A job shadow from Greenwood High School spent time with Anchor Daren Bobb to learn more about television and what courses she needed to take in college.	1	News Anchor
27	8/8/2012	Participation in other activities designed by the station employment unit	Meteorologist Joe Pennington hosted a science class of approximately 30 students from Carl Albert State College in the weather center. Joe explained the forecast process and answered questions about meteorology and working in television.	1	Meteorologist
28	8/19/2012	Participation in events or programs sponsored by educational institutions	Daren Bobb, Anchor, gave a speech at the University of Arkansas Fort Smith student convocation.	1	News Anchor

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29	9/14/2012	Co Sponsoring Job Fair	KFSM and KXNW was a sponsor of, and had a booth at, the Rogers-Lowell Area Chamber of Commerce 2012 Northwest Arkansas Job Fair presented by WorkSource NTS. In addition to a large number of business booths, the job fair featured free seminars and workshops to help job seekers with resumes and the interview process. The Workforce Readiness Committee also did free reviews of resumes; gave helpful tips and editing advice on resumes; and coaching on how to present your skills in the interview so employers will want to hire you. Employees who manned the booth included: Patty Jewell, Mark LaCrue, Tracy Gibson, Rick Bagley, and John-Mark Scales.	5	Controller General Sales Manager News Director Creative Services Director
30	10/1/2012	Participation in events or programs sponsored by educational institutions	Meteorologist Joe Pennington spoke to a TV production class at University of the Ozarks in Clarksville on the television business, the emergence of back pack journalists, and the changing business model of television.	1	Meteorologist
31	10/1/2012	Participation in events or programs sponsored by educational institutions	Meteorologist Joe Pennington taught an Earth Science class at University of the Ozarks in Clarksville. They discussed El Nino, the Arctic Oscillation, and the forecasting process.	1	Meteorologist
32	10/16/2012	Participation in events or programs sponsored by educational institutions	Daren Bobb, anchor, spoke to kids at Ramsey Jr. High School about how to have a career in media.	1	Anchor
33	11/2/2012	Participation in other activities designed by the station employment unit	A Mansfield Middle School student was a job shadow with Chief Meteorologist Garrett Lewis.	1	Chief Meteorologist
34	11/26/2012	Participation in events or programs sponsored by educational institutions	Director of Technology, Dan Bishop, explained the operations of a television station to a group of technology students from University of Arkansas Fort Smith as he showed them around the KFSM station.	1	Director of Technology

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35	11/26/2012	Participation in events or programs sponsored by educational institutions	Anchor Daren Bobb spoke to the University of Arkansas Fort Smith political science class.	1	Anchor
36	12/11/2012	Provision of training to management	Patty Jewell, Eileen Mazurkiewicz, Debby Etzkorn participated in a training session with Broadcast1Source (a software program used for keeping track of EEO activities) and law firm Dow Lohnes. The primary focus of this training session was an overview of the software system and discussion of any issues and concerns that have come across with the Broadcast1Source software. The law firm also gave information on different requirements on EEO policy and record keeping.	3	Controller Accounting Associate Program Coordinator