

KFSM
EEO PUBLIC FILE REPORT
January 21, 2021 - January 20, 2022

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
Multiskilled Journalist/Photographer - 009313	1-9, 13, 15-17, 19, 23-34, 36-45	39
Assistant News Director - 009315	1-9, 13, 15-17, 25-34, 36-45	39
MSJ/Reporter - 009480	1-9, 13, 15-17, 25-34, 36-45	39
Photographer - 009890	1-9, 13, 15-17, 25-38, 40-45	35
Photographer - 009890	1-9, 13, 15-17, 25-38, 40-45	35
Weekend Anchor/MSJ - 009962	1-9, 13, 15-18, 25-34, 36-45	39
Digital Content Producer - 10166	1-9, 13, 15-17, 25-34, 36-45	39
Traffic Coordinator - 10169	1-9, 13, 15-17, 24-34, 36-45	39
Account Executive - 10306	1-9, 11, 13-17, 20, 22, 24-25, 27-28, 33-34, 36, 38, 40-45	14
Chief Meteorologist - 10315	2-9, 13, 15-17, 25, 27-28, 33-34, 36, 38-42, 44-45	39
News Photographer - 10429	2-9, 13, 15-17, 25, 27-28, 33-34, 36, 38-42, 44-45	6
PRODUCER	1-9, 13, 15-17, 25, 27-34, 36-42, 44-45	39
Director of Marketing - 10642	1-9, 11-17, 21, 25, 27-34, 36-45	21
News Director	1-9, 13, 15-17, 25, 27-45	35
Weekend Sports Anchor/MSJ - 11064	1-10, 13, 15-17, 23, 25, 28-30, 33-34, 36, 38-39, 42, 44-45	39
Photographer-011964	1-10, 13, 15-17, 23, 25, 28-34, 36, 38-39, 42-45	39
Photographer-011964	1-10, 13, 15-17, 23, 25, 28-34, 36, 38-39, 42-45	6
Producer - 10911	23, 39	39

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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	American Indian Center of Arkansas 1100 North University Avenue, #143 Little Rock, Arkansas 72207 Phone : 501-666-9032 Url : www.aicargo.org Email : star@aicargo.org Star Jackson	N	0
2	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
3	Arkansas Broadcasters Association 2024 Arkansas Valley Drive Suite 201 Little Rock, Arkansas 72212 Phone : 1-800-844-3216 Url : http://www.arkbroadcasters.org Email : angie@arkbroadcasters.org Timothy Fisher	N	0
4	Arkansas Department of Workforce Services P.O. Box 1205 2143 West Martin Luther King Blvd Fayetteville, Arkansas 72701 Phone : 479-444-2807 Url : http://www.arkansas.gov Email : Brian.hedrick@arkansas.gov Fax : 1-479-521-1595 Brian Hedrick Prong 2 Ended Date: 8/12/2021	N	0
5	Arkansas Tech University, Ozark Campus 1700 Helberg Lane Ozark, Arkansas 72949 Phone : 479 667-2117 x 6540 Url : http://www.atu.edu/ozark Email : mreano@atu.edu Mitzi Reano Prong 2 Ended Date: 6/29/2021	N	0

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6	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	2
7	Carl Albert State College 1507 South McKenna Poteau, Oklahoma 74953 Phone : 918-647-1264 Url : http://www.carlalbert.edu Email : rajohnson@carlalbert.edu Rachel Johnson	N	0
8	Central Baptist College 1501 College Conway, Arkansas 72034 Phone : 501 205 8823 Url : http://www.cbu.edu Email : alightfoot@cbc.edu Allison Lightfoot	N	0
9	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
10	Community Service Clearinghouse, Inc. 4420 Wheeler Avenue Fort Smith, Arkansas 72901 Phone : 479-782-5074 Url : http://www.csclearinghouse.org Email : aubry.severe@csclearinghouse.org Aubry Hargrove Prong 2 Ended Date: 6/30/2021	N	0
11	Current Employee	N	2
12	Current Employee/Internal Promotion	N	1

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13	Drury University 900 North Benton Avenue, Bay Hall, 148 Springfield, Missouri 65802 Phone : 417-873-7284 Url : http://www.collegecentral.com/du/ Email : career@drury.edu Merri Sutherland	N	0
14	Employee Referral	N	2
15	Express Employment Professionals 6301 Hwy 45 Suite D Fort Smith, Arkansas 72916 Phone : 479-452-6400 Url : www.expresspros.com Email : stephany.mcglugritch@expresspros.com Stephany McGlugritch Prong 2 Ended Date: 7/2/2021	N	0
16	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	N	0
17	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
18	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

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19	Indeed 7501 N. Capital of Texas Hwy Bldg B Austin, Texas 78731 Phone : 203-564-2418 Url : http://www.indeed.com Online Posting	N	1
20	Indeed.com	N	1
21	Internal Candidate	N	1
22	Job posting on internet	N	1
23	KFSM-TV 5101 S. 48th Street Springdale, Arkansas 72762 Phone : 479-435-4883 Url : http://www.kfsm.com Email : marsha.philipak-chambers@kfsm.com Fax : 1-479-785-5067 Marsha Philipak-Chambers	N	1
24	Linked In	N	6
25	Lyon College P. O. Box 2317 Batesville, Arkansas 72503 Phone : 870-307-7228 Url : http://www.lyon.edu Email : provost@lyon.edu Career Services Prong 2 Ended Date: 8/23/2021	N	0
26	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 Prong 2 Ended Date: 6/29/2021	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
27	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 Prong 2 Ended Date: 7/2/2021	N	0
28	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
29	Northwest Arkansas Business Journal, Arkansas Business.com 122 E. Second Street Little Rock, Arkansas 72201 Phone : 501-372-1443 Url : http://www.arkansasbusiness.com Email : gmорitz@abpg.com Career Services	N	0
30	Northwest Arkansas LULAC Council 754 P.O Box 218 Rogers, Arkansas Phone : 479-426-4658 Url : http://lulacnwa754.org Email : contact@lulacnwa754.org Jessica Aguilar-Hiett	N	0
31	Oklahoma Association of Broadcasters 6520 North Western, Ste. 104 Oklahoma City, Oklahoma 73116 Phone : 405-848-0771 Url : http://www.oabok.org/post-a-job/ Nancy Struby Manual Posting	N	0

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32	Oklahoma State Employment, Sallisaw Ctr. 401 West Houser Sallisaw, Oklahoma 74955 Phone : 918-775-5541 Johnny Blakey Manual Posting	N	0
33	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
34	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 Prong 2 Ended Date: 6/30/2021	N	0
35	Other Source	N	8
36	Ouachita Baptist University Evans Student Center, Room 135 P.O. Box 3772 Arkadelphia, Arkansas 71998 Phone : 870-245-5283 Url : http://www.obu.edu Email : careerservices@obu.edu Rachel Roberts Prong 2 Ended Date: 11/5/2021	N	0
37	Staffmark 4300 Rogers Avenue, Suite 14 Fort Smith, Arkansas 72903 Phone : 479-452-1078 Career Services Manual Posting Prong 2 Ended Date: 7/2/2021	N	0

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38	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	2
39	Tegna 7950 Jones Branch Dr McLean, Virginia 22107 Career Page Manual Posting	N	46
40	TV Jobs.com P. O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Career Services Prong 2 Ended Date: 8/11/2021	N	0
41	TV Jobs.com P. O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Email : markch@tvjobs.com Fax : 1-760-754-2115 Mark Holloway Prong 2 Ended Date: 8/11/2021	N	0
42	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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43	University of Central Arkansas P.O. Box 4837 Conway, Arkansas 72035 Kathy Clayborn Manual Posting	N	0
44	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
45	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			74

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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	3/2/2021	Participation in events or programs sponsored by educational institutions	Virtual Presentation to Lower Elementary Class at Fort Smith Montessori by Chief Meteorologist on how weather is predicted, weather tools, layers of atmosphere, hydrosphere, and types of clouds to increase awareness of meteorologist opportunities and skills.	1	Chief Meteorologist
2	4/15/2021	Participation in events or programs sponsored by educational institutions	MSJ was a panelist sharing her story of covering racial injustice protests in OKC helped develop her skills for her career. Convention for student broadcasters to learn from panelists and to connect with each other.	1	MSJ
3	8/9/2021	Establishment of training programs for station personnel	TEGNA in partnership with Poynter Institute held a companywide inclusive journalism training consisting of 4 separate trainings for the News and Marketing staff throughout July and August of 2021. Staff were led through a series of exercises and topics to help recognize ways to be more inclusive and sensitive to our diverse community when it comes to reporting the news.	65	Anchor Digital Content Manager Executive Producer Assignment Manager
4	8/11/2021	Participation in events sponsored by organizations representing the community	Anchors emceed the largest fundraiser event of the year for the Alzheimers Association. Spoke about their career path to becoming an anchor and current opportunities at the station.	2	Anchor Anchor
5	8/17/2021	Participation in events sponsored by organizations representing the community	FS Film Festival: Multi-cultural event promoting diversity in arts and teaching about current issues. GM spoke at the film festival about the issues news stations within the North West Arkansas community face and how the station is highlighting and help advance the issues within the community.	1	General Manager
6	10/15/2021	Participation in events sponsored by organizations representing the community	Chief Meteorologist emceed the MC'd the Survivor's Challenge 5k and 10k for Reynolds Cancer Support House. Spoke about pathways to becoming a Chief Meteorologist and opportunities within news. The 5k and 10k races honored both survivors, active patients, and those who have died from cancer. All proceeds help continue the mission of the Cancer Support House.	1	Chief Meteorologist

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7	10/20/2021	Establishment of training programs for station personnel	Ellen Crooke, VP of News, implemented a training on the latest weathercast research with all company meteorologists to improve skills on new technologies.	3	Meteorologist Chief Meteorologist Meteorologist
8	11/3/2021	Establishment of training programs for station personnel	TEGNA Corp. training on copy coordinator procedures to improve master control operations hub knowledge for cross-training.	1	Account Manager
9	11/18/2021	Participation in events or programs sponsored by educational institutions	Lead a virtual career talk at Waldron High School for 9th, 10th, and 11th grade students about journalism career paths and anchor responsibilities.	1	Anchor
10	12/2/2021	Provision of training to management	Had a guest speaker from local Jewish organization in Northwest Arkansas, Toby Klein, give a talk on Jewish religious and cultural traditions and how to address anti-Semitism in the media.	25	General Manager Director of Marketing Director of Sales News Director
11	12/17/2021	Participation in events or programs sponsored by educational institutions	Virtual career talk with Cedarville Middle School 6th, 7th and 8th graders. Main anchor lead a 45 minute discussion on a career in News and a path to become an anchor.	1	Anchor