

KFSM
EEO PUBLIC FILE REPORT
January 21, 2022 - January 20, 2023

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
News Photographer - 10429	2-4, 6-9, 11, 15-16, 18-19, 27-28, 30, 38-44, 46, 48-49	42
News Photographer - 10429	2-4, 6-9, 11, 15-16, 18-19, 27-28, 30, 38-44, 46, 48-49	42
News Photographer - 10429	2-4, 6-9, 11, 15-16, 18-19, 27-28, 30, 38-44, 46, 48-49	42
News Photographer - 10429	2-4, 6-9, 11, 15-16, 18-19, 27-28, 30, 38-44, 46, 48-49	42
Multiskilled Journalist-11112	1-3, 6-9, 11-12, 15-16, 18-19, 26-27, 30, 33, 35, 38-44, 46, 48-49	42
Meteorologist-11383	1-4, 6-9, 11-12, 15-16, 18-19, 23, 25, 27, 30, 33, 35, 38-42, 46, 48-49	42
Meteorologist-11383	1-4, 6-9, 11-12, 15-16, 18-19, 23, 25, 27, 30, 33, 35, 38-42, 46, 48-49	42
Director-11607	1-4, 6-9, 11-12, 15-16, 18-19, 23, 27, 30, 33, 35, 38-42, 46, 48-49	42
Producer-011737	1-4, 6-9, 11-12, 15-16, 18-19, 21, 23, 27, 33, 35, 38-42, 46, 48-49	42
Producer-011737	1-4, 6-9, 11-12, 15-16, 18-19, 21, 23, 27, 33, 35, 38-42, 46, 48-49	42
Producer-011737	1-4, 6-9, 11-12, 15-16, 18-19, 21, 23, 27, 33, 35, 38-42, 46, 48-49	21
Photographer - 11872	7, 23, 26, 42	42
Executive Assistant-011915	1-4, 6-9, 11-12, 15-16, 18-19, 21, 23, 25, 27, 30, 33, 35, 38-42, 46, 48-49	25
DIGITAL SALES SPECIALIST-011952	1-4, 6-9, 11-12, 15-16, 18-19, 23, 26- 27, 30, 33, 35, 38-42, 46, 48-49	42
Assignment and Digital Editor - 012427	1-4, 6-9, 11-13, 15-16, 18-19, 23, 25- 27, 33, 35, 38-42, 46, 48-49	42
Marketing Producer - 012493	1-9, 11-12, 14-19, 22-24, 27, 29, 31, 33 -35, 38-42, 45-46, 48-49	42
Traffic Coordinator-12600	1-4, 6-9, 11-12, 15-16, 18-19, 23, 25, 27, 33, 35, 38-42, 46, 48-49	25
Chief Photographer-13121	1-12, 15-16, 18-20, 27, 31-35, 38-42, 46, 48-49	42
Account Executive-13437	1, 3-12, 15-16, 18-21, 25, 27, 31-35, 38 -42, 46, 48-49	25
Account Executive-13437	1, 3-12, 15-16, 18-21, 25, 27, 31-35, 38 -42, 46, 48-49	21
News Videographer-13658	1, 3-12, 14-20, 23, 27, 31-42, 46-49	42

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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)420-1343 Email : edmond.davis@arkansasbaptist.edu Fax : 1-501-375-9257 Ed Davis	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	N	0
5	Arkansas State University School of Radio & TV P. O. Box 2160 State University, Arkansas 72468 Phone : 870 972-3025 Url : http://www.astate.edu Email : careers@astate.edu Fax : 1-870-972-2997 Mary Smith	N	0

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6	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	N	0
7	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	3
8	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
9	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
10	Cherokee Nation of Oklahoma P.O. Box 948 Sallisaw, Oklahoma 74955 Phone : 918-453-5555 Url : http://www.cherokee.org Email : career-services-dept@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
11	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
12	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	N	0
13	Current Employee - Transfer/Promotion	N	1
14	Department of Workforce Services P.O. Box 1987 Fort Smith, Arkansas Phone : 479-424-3412 Email : jan.heftel@arkansas.gov Fax : 1-479-783-2132 Jan Heftel	N	0
15	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
16	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 McGlulgritch	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
17	Fort Smith Workforce Development Center P.O. Box 1987 616 Garrison Avenue, Rm. 101 Fort Smith, Arkansas Phone : 479-424-3416 Email : kimberly.s.green@arkansas.gov Fax : 1-479-782-5543 Kimberly Green	N	0
18	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
19	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
20	Hispanic Women's Organization of Arkansas 922 East Emma P.O. Box 6132 Springdale, Arkansas 72766 Phone : 479-751-9494 Email : hwoa@hwoa.org Fax : 1-479-751-9494 n/a n/a	N	0
21	Indeed.com	N	4
22	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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23	KFSM-TV 5101 S. 48th Street Springdale, Arkansas 72762 Phone : 904-742-3801 Url : http://www.kfsm.com Email : jgerwe@tegn.com Jody Gerwe	N	0
24	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
25	Linked In	N	9
26	LinkedIn / Word of Mouth	N	5
27	Lyon College P. O. Box 2317 Batesville, Arkansas 72503 Phone : 870-307-7228 Url : http://www.lyon.edu Email : provost@lyon.edu Career Services	N	0
28	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	N	0
29	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

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30	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
31	National Park College 101 College Drive Hot Springs, Arkansas 71913 Phone : 501-760-4246 Url : http://www.np.edu Email : careerservices@np.edu M. K. Wurm	N	0
32	Native American Journalists Assoc. 555 Dakota Street Vermillion, South Dakota 57069 Phone : 605-677-5282 Url : http://www.naja.com Email : contact@naja.com Fax : 1-866-694-4264 Career Services	N	0
33	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 : gmoritz@abpg.com Career Services	N	0
34	Northwest Arkansas Community College One College Drive Bentonville, Arkansas 72712 Phone : 479-636-9222/800-995-6922 Url : http://www.nwacc.edu Email : career_services@nwacc.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
35	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
36	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
37	Oklahoma State Employment, Sallisaw Ctr. 401 West Houser Sallisaw, Oklahoma 74955 Phone : 918-775-5541 Johnny Blakey Manual Posting	N	0
38	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
39	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	N	0
40	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	N	0

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41	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 Prong 2 Ended Date: 9/29/2022	N	1
42	Tegna 7950 Jones Branch Dr McLean, Virginia 22107 Career Page Manual Posting	N	63
43	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	N	0
44	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	N	0
45	University of Arkansas at Fort Smith P.O. Box 3649 Fort Smith, Arkansas Phone : 479.788.7018 Url : http://www.uafsmith.edu Email : careerservices@uafs.edu Fax : 1-479-788-7016 Jeanetta Henry Prong 2 Ended Date: 10/20/2022	N	0

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46	University of Arkansas, Lemke Department of Journalism Fayetteville, Arkansas 72701 Phone : 479-575-6307 Url : http://www.uark.edu Email : lfoley@uark.edu Larry Foley Prong 2 Ended Date: 10/25/2022	N	0
47	University of Central Arkansas P.O. Box 4837 Conway, Arkansas 72035 Kathy Clayborn Manual Posting	N	0
48	University of the Ozarks 415 North College Avenue, Robson 106 Clarksville, Arkansas 72830 Phone : 479-979-1320 Url : http://www.ozarks.edu Email : careers@ozarks.edu Fax : 1-479-979-1477 Andrea Cooper Prong 2 Ended Date: 10/18/2022	N	0
49	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:			86

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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	2/1/2022	Establishment of training programs for station personnel	TEGNA Phishing Training--Late last year, TEGNA launched their Secure TEGNA Cybersecurity campaign to increase our awareness of cybersecurity threats that can compromise our data and networks. TEGNA launched their first of our Secure TEGNA quarterly training modules focused on phishing and email safety. This training includes real-life examples of how phishing works, how it's different from spam, and what you can do to defend against all forms of attacks—whether you are using your TEGNA email or your own personal email account.	68	GM DOS News Director Dir of Marketing
2	5/12/2022	Establishment of training programs for station personnel	Members of the Arkansas Broadcasters Association made up of both television and radio broadcasters attend the annual convention to receive training on the latest FCC rulemaking, engineering insights, political issues, marketing/sales training and the latest innovations impacting our industries.	1	GM

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3	6/6/2022	Establishment of training programs for station personnel	<p>This station is participating in TEGNA Inc.'s Producer-In-Residence ("PIR") Program. TEGNA Inc. established this PIR Program to train and provide experience to college graduates interested in a career in broadcasting/producing. The PIR Program affords each selected PIR the opportunity to gain real-life experience as a Producer. Each PIR attends an initial one-week training boot camp followed by a two-year placement as a Producer in one of TEGNA's stations. After a nation-wide search, TEGNA Inc. selects the PIR's, completes their initial training and then assigns each PIR to one of 15 stations participating in the PIR Program. The selected PIRs fulfill a 2-Year contract as a full-time employee with full compensation and benefits. The 2-year position provides the PIR on-the-job training, education, experience and resources that will become invaluable in this industry. The PIR will receive regular feedback on performance, consistent corporate training and check-in on progress. At the end of a successful two-year Program the contract period ends and the PIR has 2-years of on-the-job experience. While there is no guarantee of continued employment for the PIRs, at the end of the contract period the PIR may be offered an opportunity for retention and promotion to a Producer.</p>	1	PIR

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4	6/6/2022	Establishment of an intern program designed to assist members of the community	KFSM actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well. During the reporting period, KFSM hired and trained 1 intern(s) for three-month assignments.	1	Intern
5	6/6/2022	Participation in events sponsored by organizations representing the community	News Director was the conference speaker at "Women Achieve Mentorship Program" by the Venture Group, a group of adult business leaders. The topic regarded the environment of a newsroom and how to get recognized when sending news releases.	1	ND
6	6/24/2022	Establishment of training programs for station personnel	Second quarter Secure TEGNA cybersecurity training was launched. The training provides information on social engineering, a series of manipulative practices cyber criminals adopt to convince users to surrender confidential information or fall victim to phishing attacks.	68	GM DOS News Director Dir of Marketing
7	9/23/2022	Establishment of training programs for station personnel	Ensuring the security of our data and networks requires that all of us understand the threat to our secure landscape and recognize the actions cybercriminals employ to breach our systems. In September, TEGNA launched the third of our Secure TEGNA quarterly training modules, Internet Security and You. This important course includes real-life examples of criminal practices often used to convince employees to surrender confidential data to gain access to data and networks.	68	GM News Dir DOS Dir of Marketing

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
8	10/10/2022	Participation in other activities designed by the station employment unit	Station hosted a team of educators from Springdale School District to discuss training partnership and educate them on skills required for immediate placement for roles in the station.	3	News Dir GM Manager of Digital
9	10/12/2022	Participation in events or programs sponsored by educational institutions	Executive Producer spoke to TV News Producing class at University of Arkansas regarding producer duties, jobs and skills.	1	EP
10	10/13/2022	Participation in events or programs sponsored by educational institutions	Account Executive spoke to a class at Northside High School. Anchor talked about careers in broadcasting and answered questions.	1	AE
11	11/28/2022	Establishment of training programs for station personnel	The final Secure TEGNA quarterly training module for 2022 was titled Spot the Phish. This interactive exercise demonstrates the subtle differences between legitimate online communications and scams. This training will help staff recognize risks and increase their understanding of the ever-changing security threats to our landscape. Keeping our systems safe requires constant vigilance.	68	GM News Dir DOS Dir of Marketing
12	12/1/2022	Establishment of a mentoring program	Executive Producer attended TEGNA News Leadership to learn more about the company's key performance indicators and making data-driven decisions. Prepares participants for larger roles in the organization.	1	EP
13	12/7/2022	Participation in events or programs sponsored by educational institutions	News Director and Anchor attended a job fair at West Port High School. Spoke to students about careers in broadcasting.	2	ND Anchor
14	12/15/2022	Establishment of training programs for station personnel	Poynter-led training called "Transforming Crime Reporting into Public Safety Journalism." Executive Producer attended this workshop focused on investing existing resources in documenting crime trends and holding law enforcement accountable, as well as some immediate steps journalists can take to improve coverage.	1	BB

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15	1/9/2023	Establishment of training programs for station personnel	<p>TEGNA Ethics Training:</p> <p>Part I: TEGNA's Annual Ethics Survey must be completed by all employees to disclose any issues that may conflict with TEGNA's interests.</p> <p>Part II: Code of Ethics: Our Shared Purpose, an online course that focuses on section three of the TEGNA Ethics Policy, addressing fair dealings and open competition, must be taken. It outlines the risks that remote work and online communications with competitors can present and offers guidance on how to navigate complex situations.</p>	68	GM News Dir Dir of Mar Dir of Sales