

**KFSM**  
**EEO PUBLIC FILE REPORT**  
**January 21, 2020 - January 20, 2021**

**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
Digital Content Producer#8198	6, 14-16	15
Photographer/Editor - 008956	1-13, 15, 17-34	15
Producer - 009093	1-34	15
Meteorologist - 009102	1-15, 17-34	6
Broadcast Director - 009136	1-13, 17-34	6
Sports Director - 009152	1-13, 15, 17-34	15
Weekday Morning Meteorologist - 009162	1-15, 17-34	15
Multiskilled Journalist/Photographer - 009313	1-34	15

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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 : <a href="http://www.aicago.org">www.aicago.org</a> Star Jackson Manual Posting  Prong 2 Ended Date: 1/28/2020	N	0
2	Arkansas Baptist College 1600 Bishop Street Little Rock, Arkansas 72202 Phone : 501 374-7856 Email : <a href="mailto:gillamlm@aol.com">gillamlm@aol.com</a> 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 : <a href="http://www.arkbroadcasters.org">http://www.arkbroadcasters.org</a> Email : <a href="mailto:angie@arkbroadcasters.org">angie@arkbroadcasters.org</a> Angie Robinson  Prong 2 Ended Date: 1/28/2020	N	0
4	Arkansas Department of Workforce Services P.O. Box 1205 2143 West Martin Luther King Blvd Fayetteville, Arkansas 72701 Phone : 479-521-5730 Url : <a href="http://www.arkansas.gov">http://www.arkansas.gov</a> Email : <a href="mailto:Gary.Morris-Mansee@arkansas.gov">Gary.Morris-Mansee@arkansas.gov</a> Fax : 1-479-521-1595 Gary Morris-Mansee	Y	0
5	Arkansas Tech University, Ozark Campus 1700 Helberg Lane Ozark, Arkansas 72949 Phone : 479 667-2117 x 6540 Url : <a href="http://www.atu.edu/ozark">http://www.atu.edu/ozark</a> Email : <a href="mailto:mreano@atu.edu">mreano@atu.edu</a> Mitzi Reano	Y	0

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6	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : <a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a> Career Service Manual Posting	N	5
7	Carl Albert State College 1507 South McKenna Poteau, Oklahoma 74953 Phone : 918-647-1264 Url : <a href="http://www.carlalbert.edu">http://www.carlalbert.edu</a> Email : <a href="mailto:rajohnson@carlalbert.edu">rajohnson@carlalbert.edu</a> Rachel Johnson	N	0
8	Central Baptist College 1501 College Conway, Arkansas 72034 Phone : 501 205 8823 Url : <a href="http://www.cbu.edu">http://www.cbu.edu</a> Email : <a href="mailto:alightfoot@cbc.edu">alightfoot@cbc.edu</a> Allison Lightfoot	N	0
9	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
10	Drury University 900 North Benton Avenue, Bay Hall, 148 Springfield, Missouri 65802 Phone : 417-873-7284 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> Merri Sutherland	N	0

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11	Express Employment Professionals 6301 Hwy 45 Suite D Fort Smith, Arkansas 72916 Phone : 479-452-6400 Url : www.expresspros.com Email : shannon.stratford@expresspros.com Shannon Stratford	Y	0
12	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  Prong 2 Ended Date: 1/30/2020	N	0
13	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
14	Indeed 7501 N. Capital of Texas Hwy Bldg B Austin, Texas 78731 Phone : 203-564-2418 Url : http://www.indeed.com Online Posting	N	8
15	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	15
16	Linked In	N	4

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17	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> Career Services	Y	0
18	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
19	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:medialine@medialine.com">medialine@medialine.com</a> Fax : 1-831-648-5204 Mark Shilstone	Y	0
20	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : <a href="mailto:lojelks@aol.com">lojelks@aol.com</a> Lo Jelks	N	0
21	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> Career Services Manual Posting	Y	0

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22	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> Ana Lorena Hart Manual Posting	N	0
23	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> Career Services Manual Posting	N	0
24	Oklahoma State Employment, Sallisaw Ctr. 401 West Houser Sallisaw, Oklahoma 74955 Phone : 918-775-5541 Johnny Blakey Manual Posting	N	0
25	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	0
26	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> Career Services	Y	0
27	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> LaDonna Ritter	Y	0

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28	Staffmark 4300 Rogers Avenue, Suite 14 Fort Smith, Arkansas 72903 Phone : 479-452-1078 Career Services Manual Posting	Y	0
29	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
30	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	0
31	University of Arkansas, Lemke Department of Journalism Fayetteville, Arkansas 72701 Phone : 479-575-5216 Url : <a href="http://www.uark.edu">http://www.uark.edu</a> Email : <a href="mailto:dcarpent@uark.edu">dcarpent@uark.edu</a> Dale Carpenter	Y	0
32	University of Central Arkansas P.O. Box 4837 Conway, Arkansas 72035 Kathy Clayborn Manual Posting	N	0
33	University of the Ozarks 415 North College Avenue, Robson 106 Clarksville, Arkansas 72830 Phone : 479-979-1320 Email : <a href="mailto:careers@ozarks.edu">careers@ozarks.edu</a> (Career Services) Fax : 1-479-979-1477	Y	0

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34	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
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>32</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	1/21/2020	Establishment of training programs for station personnel	Training session to teach KFSM personnel about TEGNA Systems by learning to use the Megaphone system in broadcasts and on the web. Megaphone allows viewers can use their smartphone, tablet or computer to express real-time opinions through Megaphone TV interactive polling products, participate in fast-paced live trivia experiences and engage with social media content from Facebook, Twitter, and Instagram.	1	News Director
2	1/23/2020	Establishment of training programs for station personnel	Training session for KFSM personnel on how to use the Wide Orbit digital order entry system. Wide Orbit empowers TV sales teams with a full suite of tools to build proposals leveraging real-time account information, inventory, audience research and delivery metrics.	16	Digital Sales Assistant Digital Sales Director Local Sales Manager Director of Sales
3	1/23/2020	Establishment of training programs for station personnel	Training session to teach KFSM personnel on how to use the Social News Desk. Social News Desk's evolved toolset and continuous innovation makes it easy for everyone in the newsroom to manage social media efficiently. A cutting-edge dashboard allows personnel to publish, schedule and automate social content and surface actionable analytics.	4	News Director Assistant News Director Digital Content Manager Executive Producer
4	1/26/2020	Participation in events or programs sponsored by educational institutions	KFSM hosted and gave tours to the All 5NEWS Team award winners, local high school football players who were deemed to be the player of the week, and were given advice and discussed opportunities in the broadcast industry as journalists that cover sports.	3	Sports Reporter Sports Director Digital Sales Director
5	1/26/2020	Participation in events or programs sponsored by educational institutions	To inspire young people in STEM by teaching 6th graders at Prairie Grove Middle school climate vs weather, how to build their own weather forecast using the basics they have learned in class, and talked to the class about meteorology job opportunities.	1	Meteorologist

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6	1/29/2020	Establishment of training programs for station personnel	Training session focused on teaching KFSM personnel in how to use TEGNA Systems such as Zipwhip, ENPS, and Edius to better engage viewers. Zipwhip gives broadcasters the ability to engage with their viewers by featuring text messages and photos on-air using Tagboard's interactive and dynamic social displays.	33	Chief Meteorologist News Director Meteorologist Assignment Manager
7	1/29/2020	Establishment of a mentoring program	Sent 2 employees to sister station at KTHV for training on newsroom skills and hosted 2 employees for newsroom skills and systems training to establish and prepare for opportunities within Tegna.	2	Producer Director
8	1/31/2020	Establishment of training programs for station personnel	When it comes to cybersecurity, TEGNA, like other companies, works around the clock to prevent IT security breaches and ensure the confidentiality and integrity of our business systems. All of us must be vigilant and savvy when it comes to identifying attempts to gain access to our network or confidential information. To help, TEGNA launched in annual Byte Back Security Awareness Campaign in January to help them understand TEGNA's IT standards and procedures, employee's role in keeping us safe from attacks, and how to incorporate security practices into their daily work routine. Every employee was required to take the Byte Back Challenge to test their knowledge on how they can prevent cyberattacks. The challenge is a seven-question online simulation based on the topics featured throughout the campaign.	65	News Director General Manager Digital Content Manager Director of Sales
9	5/29/2020	Participation in events or programs sponsored by educational institutions	Anchor spoke and answered questions at Haas Hall Academy to inspire young people to pursue a career in broadcasting through learning about the job responsibilities, career paths, and opportunities as an anchor.	1	Anchor

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10	8/28/2020	Establishment of training programs for station personnel	Traffic Coordinator received training in Tegna's systems for PM360 and AssetBase systems to improve knowledge, gain exposure, and prepare for opportunities in the sales business unit.	1	Traffic Coordinator
11	9/1/2020	Establishment of an intern program designed to assist members of the community	Bailey participated in the Greenwood High School chorus program titled, "GJH Alumni, Where Are They Now" that provides mentorship, training, and job outreach for current high school choir students to pursue a career in broadcast journalism.	1	MSJ
12	9/30/2020	Establishment of training programs for station personnel	Every Tegna employee has a personal responsibility to treat our colleagues with respect and uphold Tegna's high ethical standards. This responsibility includes an annual training on these very important topics: Sexual Harassment: A Matter of Respect" training that reviews our long-standing policies and values surrounding harassment and discrimination.	65	General Manager Account Executive Programming Coordinator Producer
13	10/2/2020	Establishment of training programs for station personnel	TEGNA updated the Principles of Ethical Journalism and Social Media policies to match the Company's guiding principles including truth, independence, public interest, fair play and integrity. This new training was developed and targeted to all staff that contribute in any way to a TV or digital news or entertainment product.	65	MSJ Traffic Coordinator General Manager Chief Meteorologist
14	11/7/2020	Participation in events or programs sponsored by educational institutions	Anchor emceed the Black Tie Bingo Fundraiser for Ft. Smith public library and used the opportunity to share and answer questions to enlighten others about his career path and ways to break into broadcast media.	1	Anchor