

KTHV
EEO PUBLIC FILE REPORT
January 21, 2011 - January 20, 2012

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Sales Account Executive	8, 12, 32, 43	12
Manager of Technology	1-8, 10-12, 14-21, 25-31, 33, 35-39, 43-50	12
Multi-Media Reporter/Producer	1-8, 10-12, 14-21, 25-31, 33, 35-39, 42-43, 45-50, 52	12
Sales Account Executive	1-8, 10-12, 14-22, 26-39, 42-52	32
Multimedia Producer	1-8, 10-12, 14-21, 25-31, 33, 35-39, 42-50, 52	12
Anchor Morning Newscast	1-8, 10-12, 14-21, 25-31, 33, 35-39, 42-50, 52	12
Multi-Media Photojournalist	1-8, 10-11, 14-21, 25-27, 29-33, 35-39, 42-50, 52	32
Multi-Media Journalist	1-8, 10-11, 14-21, 25-27, 29-31, 33, 35-39, 43-50, 52	8
Digital Sales Manager	1-8, 10-12, 14-21, 25-27, 29-31, 33, 35-39, 43-50, 52	8
Operations Technician	1-8, 10-12, 14-21, 25-27, 29-31, 33, 35-39, 42-50, 52	8
Multi-Media Producer-0811	1-8, 10-12, 14-21, 25-27, 29-31, 33, 35-39, 42-50, 52	12
Web Producer	1-8, 10-12, 14-21, 25-27, 29-31, 33, 35-39, 42-50, 52	12
Sales Account Executive	1-8, 10-11, 14-21, 25-27, 29-31, 33, 35-39, 41-50, 52	8
General Manager	9, 12-13, 23-24, 40, 53	40

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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	Arkansas Baptist College 1600 Bishop Street Little Rock, Arkansas 72202 Phone : 501-374-6137 Email : mba@mbaweb.org Fax : 1-501-375-9257 Alma Valley	N	0
2	Arkansas State University P.O. Box 2160 State University, Arkansas Phone : (870) 972-3070 Email : marys@astate.edu Fax : 1-870-972-2997 Mary Smith	N	0
3	Arkansas Technical University 1605 Collisium Drive Russellville, Arkansas 72801 Phone : 479-968-0278 Email : mba@mbaweb.org Fax : 1-479-964-0863 Bubba Sender	N	0
4	Association of Rehabilitation Industry & Business P. O. Box 1618 Hot Springs, Arkansas Phone : 624-4087 Email : arib@hsnp.com Fax : 1--- Rhonda Bowman	N	0
5	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

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6	Broadcast Cable Financial Management Association (BCFM) 5500 Frontage Road #360 Northfield, Illinois Phone : Url : www.bcfm.com Email : info@bcfm.com Fax : 1--- Career Service	N	0
7	Brown College 1440 Northland Drive Mendota Heights, Minnesota Phone : (651) 905-3465 Email : aluckie-parks@browncollege.edu Fax : 1--- Amber Luckie	N	0
8	Career Builder Manually post for now - until bridge is built Arkansas Phone : Url : www.careerbuilder.com Email : Fax : Manual posting Career Service	N	28
9	Career Builder - via WFMY	N	1
10	Central Baptist College no listing Conway, Arkansas 72032 Phone : 501-329-6872 Email : Fax : 1-501-329-2941 Central Baptist College Central Baptist College	N	0
11	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
12	Employee Referral	N	19
13	Gannett Job Advance - via WFMY	N	1

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14	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Url : www.vault.com. Email : slizik@602communications.com Fax : 1--- Career Services	N	0
15	Harding University Main Campus PO Box 12243 Searcy, Arkansas 72149 Phone : 501-279-4454 Email : boersma@harding.edu Fax : 1-501-279-4122 Deb Bashaw	N	0
16	Harding University Main Campus no listing Searcy, Arkansas 72149 Phone : 501-279-4000 Email : Fax : 1-501-279-4600 Harding University Main Campus Harding University Main Campus	N	0
17	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
18	Hendrix College 1600 Washington Ave. Conway, Arkansas 72032 Phone : 501-450-1416 Email : coker@hendrix.edu Fax : 1-501-450-1260 Hendrix Career Services	N	0

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19	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
20	Hendrix College 1600 Washington Avenue Conway, Arkansas Phone : 450-1416 Email : careerservices@hendrix.edu Fax : Jill Hankins	N	0
21	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0
22	Indeed.com	N	1
23	Internal Candidate	N	2
24	Internal Gannett Candidate	N	1
25	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
26	KTHV Job Line Arkansas Phone : 501-244-4605 Email : Fax : Manual posting Career Service	N	0

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27	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
28	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
29	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	Y	0
30	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0
31	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlja.org Fax : 1--- Career Service	N	0
32	Non-Employee Referral	N	4

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33	Ouachita Baptist University OBO Box 3780 Arkadelphia, Arkansas 71998 Phone : 870-245-5593 Email : mba@mbaweb.org Fax : 1-870-245-5284 Mike Kolb	N	0
34	Per Application – Ad (unspecified)	N	1
35	Philander Smith College One Trudie Kibbe Reed Drive Little Rock, Arkansas Phone : 501-370-5297 Email : rlovelace@philander.edu Fax : 1-501-370-5386 Rhonda Lovelace	N	0
36	Philander 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
37	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Url : www.rtnda.org Email : Fax : 1-202-223-4007 Karen Gregory	N	0
38	SAU Tech Multimedia Instructor Box3499 East Camden, Arkansas Phone : 870-574-4457 Email : staylor@sautech.edu Fax : 1--- Steve A. Taylor	N	0

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39	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Fax : 1--- Career Service	N	0
40	South Carolina Broadcast Assoc. - via Rich O'Dell	N	1
41	Spots n Dots Publishing 1635 Old Highway 41 NW Suite 112-338 Kennesaw, Georgia 30152 Phone : 888-884-2630 Email : Fax : Manual posting Robin Robin	N	0
42	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Url : http://www.tvb.org/ Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0
43	Todaysthv.com - KTHV Website P. O. Box 269 Little Rock, Arkansas Phone : (501) 376-1111 Email : Fax : Manual posting Career Service	N	7
44	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0

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45	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
46	University of Arkansas at Little Rock 2801 S. University Little Rock, Arkansas Phone : 569-3164 Email : jmbyrne@ualr.edu Fax : 1--- Dr. Jamie Byrne	N	0
47	University of Arkansas at Pine Bluff P.O. Box 4975 - 1200 N. University Drive Pine Bluff , Arkansas Phone : (870) 575-8461 Email : jonesm@uapb.edu Fax : 1-870-575-4606 Mary Jones	N	0
48	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
49	University of Arkansas- Little Rock 2801 S University Ave Little Rock, Arkansas 72204 Phone : 501-569-3000 Email : Fax : 1-501-569-8156 University of Arkansas- Little Rock University of Arkansas- Little Rock	N	0

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50	University of the Ozarks 415 Collge Ave. Clarksville, Arkansas 72830 Phone : 479-754-3839 Email : careers@ozarks.edu Fax : 1-479-979-1477 Kimberly Spicer	N	0
51	Unsolicited	N	1
52	Women in Communications 3337 Duke Street Alexandria, Virginia Phone : 410-647-5002 Url : www.womcom.org Email : Fax : 1-703-342-4311 Career Service	N	0
53	Word of Mouth	N	1
TOTAL INTERVIEWS OVER REPORTING PERIOD:			68

KTHV**EEO PUBLIC FILE REPORT****January 21, 2011 - January 20, 2012****III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	1/21/2011	Establishment of training programs for station personnel	Gannett Leadership Program – 3 managers attended Gannett Leadership Program for mid-level managers. This training is designed to provide managers with enhanced leadership knowledge and skills to lead their respective operations. Four key areas focused on were: Building Gannett Leadership Competencies, Engaging Employees, Leading Change and Leading Innovation. The program is launched with sessions were held over a three day period followed by quarterly web based educational sessions.	3	VP/Marketing & Promotions General Sales Manager News Director	1.00

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2	1/21/2011	Establishment of training programs for station personnel	<p>March 1 & 2, 2011 - Digital Sales Training was conducted by internal digital sales specialist training the entire sales staff on related issues.</p> <p>March 15 - 17, 2011 - Community Web Producer attended a company Winning meeting concerning development of our community web sites.</p> <p>April - Dec, 2011 - IT Manager completed self paced Element K training on various IT related matters.</p> <p>April 12-15, 2011- News Director attended a news directors training seminar in Austin Tx.</p> <p>April 27 & 28, 2011 - Digital sales manager training. (1 employee trained)</p> <p>May 3-6, 2011 - Effective Advertising Seminars presented training to the sales staff on new business generation.</p> <p>May 2011 - 5 employees trained on ethics and insider trading.</p> <p>May 25 & 26 , 2011 - Advertising operations training. 4 employees trained.</p> <p>June 7 - 9, 2011 - VP/Marketing & Promotions attended Promax in Las Vegas.</p> <p>June 20 - 23, 2011 - VP/Marketing & Promotions and the News Director attended a Winning meeting. The topic of 9 areas of focus in transforming our newsrooms was studied.</p> <p>June 22, 2011 - Vibes Texting and related sales training.</p> <p>June 29, 2011 - Get Motivated Seminar.</p> <p>July 7, 2011- 1 employees attended a</p>	70		1.00

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			<p>HRMA program "Invisible Disabilities". Topics included ADA, discrimination, accommodations and confidentiality issues.</p> <p>July & Aug (various dates) 2011 - Entire newsroom and promotion staff along with select Operation employees trained on Edius Editing and ENPS Newsroom system.</p> <p>Aug 31, 2011 - 15 employees attended an in-house seminar on legal topics including FOI, libel and defamation, privacy, First Amendment and online and social medial issues. the seminar was presented by the law firm of Quattlebaum, Grooms, Tull and Barrow.</p> <p>January 10 & 11, 2012 - General Salses Manager and General Manager received sales and inventory management training at KUSA in Denver.</p>			
3	2/1/2011	Establishment of an intern program designed to assist members of the community	<p>KTHV's internship program offers college juniors and seniors the opportunity to have hands on experience in a professional broadcast organization so they gain the necessary work skills needed to later obtain employment in the broadcast industry. Internships are generally available in the News, Sports, Promotions, and Operations departments. Interns are selected based on their application, relevant coursework, work experience, and references. In order to be eligible, students must receive college credit. Internships are available year-round and generally last one semester. During the reporting period, we had 15 interns in News. 11 interns came from the University of Central Arkansas, 2 from Harding University and one each from Arkansas State University and SW Assembly of God University.</p>	15		1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
4	4/7/2011	Participation in events or programs sponsored by educational institutions	As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, the News Director spoke to the University of Central Arkansas Chapter of the Society of Professional Journalists. The topics covered included journalism and its role in our society and its role in our democracy.	15	News Director	0.25
5	4/8/2011	Participation in scholarship programs	As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, KTHV through the Gannett Foundation, funded scholarships with the University of Arkansas Foundation, Inc.	1	News Director	1.00
6	8/3/2011	Establishment of training programs for station personnel	The station sent a minority reporter to the NABJ Annual Convention and Career Fair Aug 3 - Aug 6, 2011. Topics centered around personal career development, journalism training, adapting to the changing media environment, new media, etc.	1	Sports Reporter/Producer	1.00
7	10/25/2011	Participation in events or programs sponsored by educational institutions	On 10/25/2011, the Director of Technology participated in an advisory board for ITT Technical Institute. The Director of Technology advised the school about technical skills needed in the broadcast industry and discussed improvements to the schools programs.	1	Director of Technology	0.25

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8	11/7/2011	Participation in events or programs sponsored by educational institutions	The Executive Producer hosted 2 different groups of students. 7 students and their journalism professor from Central Baptist College toured the station on November 17, 2011. We talked about what it takes to get a newscast on and career choices in broadcasting. 4 students and their instructor from Harding University who are all members of the National Broadcast Society toured on December 1, 2011. They were broadcast journalism majors. They looked at the all the different areas of the station and then watched the 5 o'clock show live. They talked careers in journalism and about getting a newscast on.	1		0.25
9	11/14/2011	Participation in scholarship programs	As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2011 we supported the Emma L. Bowen Foundation through a grant from the Gannett Foundation Media Fund. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1		1.00
TOTAL POINTS OVER REPORTING PERIOD:						6.75