

KFSM
EEO PUBLIC FILE REPORT
January 21, 2023 - January 20, 2024

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
Senior Producer-13277	1-12, 14-15, 17-19, 26, 28-32, 35-37, 40-41, 43, 45-46	7
Weekend Anchor/Multiskilled Journalist - 13865	1, 3-21, 25-26, 28-32, 35-37, 40-41, 43- 46	21
National Account Manager - 13944	1-12, 14-15, 17-19, 21, 23, 25-26, 28- 32, 35-37, 40-43, 45-46	21
Photographer - 13964	1-12, 14-15, 17-19, 22-23, 25-26, 28- 32, 35-37, 40-43, 45-46	25
Broadcast Director 13970	1-12, 14-15, 17-19, 23, 26, 28-37, 40- 46	41
Anchor - 14025	1-12, 14-15, 17-19, 23, 26, 28-37, 40- 46	41
Multi-Skilled Journalist - 14051	1-12, 14-15, 17-19, 23, 25-26, 28-37, 40-46	41
Multi-Skilled Journalist - 14051	1-12, 14-15, 17-19, 23, 25-26, 28-37, 40-46	41
Local Sales Assistant - 14094	1-12, 14-15, 17-20, 23, 25-26, 28-32, 35-37, 40-43, 45-46	25
Digital Producer - 14097	1-19, 23, 25-26, 28-32, 35-37, 40-43, 45-46	7
Weekend Meteorologist - 14438	1-2, 4-12, 14-15, 17-20, 23-24, 26, 28- 32, 35-38, 40-43, 45-46	41
Producer (Morning Show) - 14611	1-12, 14-15, 17-20, 23-32, 35-38, 40- 42, 45-46	20
Multiskilled Journalist - 14614	1-12, 14-15, 17-20, 23-32, 35-38, 40- 42, 45-46	25
Multiskilled Journalist - 14614	1-12, 14-15, 17-20, 23-32, 35-38, 40- 42, 45-46	41
Anchor/Reporter (Sports) - 14734	1-12, 14-15, 17-19, 23-32, 35-42, 45-46	39
Digital Content Producer (2) - 15078	1-12, 14-15, 17-19, 23-32, 35-38, 40- 42, 45-46	41
Digital Content Producer (2) - 15078	1-12, 14-15, 17-19, 23-32, 35-38, 40- 42, 45-46	41
Producer - 15269	1-12, 14-15, 17-19, 23-32, 35-38, 40- 42, 45-46	41
Sports Anchor/MSJ 15296	1-12, 14-15, 17-19, 23-24, 26-32, 35- 38, 40-42, 45-46	41

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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 : mail@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	2
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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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	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
14	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
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	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
16	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
17	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
18	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
19	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
20	Indeed.com	N	6
21	Internal Transfer/Promotion	N	2
22	Job Board	N	1
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

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24	League Of United Latin American Citizens P.O. Box 55103 Little Rock, Arkansas 72215 Phone : 479-426-4658 Url : http://www.lulac.org Email : jhiett@creditacceptance.com Jessica Hiatt	N	0
25	Linked In	N	25
26	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
27	Metropolitan Career & Technical Center 7701 Scot Hamilton Drive Little Rock, Arkansas 72209 Phone : 501-447-1200 Url : http://lrstdorg.nexpoint.net/pics/metro/metro1/ Fax : 1-501-447-1201 Allie Freeman	N	0
28	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
29	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

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30	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
31	Northwest Arkansas Community College One College Drive Bentonville, Arkansas 72712 Phone : 479-636-9222800-995-6922 Url : http://www.nwacc.edu Email : career_services@nwacc.edu Career Services	N	0
32	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
33	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
34	Oklahoma State Employment, Sallisaw Ctr. 401 West Houser Sallisaw, Oklahoma 74955 Phone : 918-775-5541 Johnny Blakey Manual Posting	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	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
36	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
37	Ouachita Baptist University 410 Ouachita St P.O. Box 3780 Arkadelphia, Arkansas 71998 Phone : 870-245-5593 Url : obu.edu/career Email : careerandcalling@obu.edu Career Services	N	0
38	Philander Smith College 900 West Daisy Bates Drive Cox Administration Building Little Rock, Arkansas 72202 Phone : 501-375-9845 Url : http://www.philander.edu Email : andavis@philander.edu Fax : 1-501-975-8507 Angela Davis	N	0
39	Self Referral	N	2
40	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	N	0

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41	Tegna 7950 Jones Branch Dr McLean, Virginia 22107 Career Page Manual Posting	N	52
42	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	N	0
43	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	N	0
44	University of Central Arkansas P.O. Box 4837 Conway, Arkansas 72035 Kathy Clayborn Manual Posting	N	0
45	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	N	0
46	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:			90

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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	2/14/2023	Sponsorship of events in the community designed to increase public awareness	The Station sponsored Valentine's Day dinner at North West Arkansas (NWA) Children's Shelter; Director of Marketing, Assistant news director, Multi-skilled journalist and Admin assistant served dinner and provided a video created by station personnel to minor residents, as well as discussed potential careers in TV media	4	Director of Marketing Assistant News Director Reporter Executive Assistant
2	2/16/2023	Establishment of training programs for station personnel	The Marketing Producer attended a leadership conference in Fayetteville hosted by Startup Junkie covering diversity and inclusion principles and how leaders can implement those.	1	Marketing Producer
3	3/2/2023	Participation in events or programs sponsored by educational institutions	The Chief Meteorologist met with kindergartners at Cook Elementary in Fort Smith to read them a book about weather for Read Across America and told them how his job was all about weather.	1	Chief Meteorologist
4	3/6/2023	Establishment of training programs for station personnel	The Secure TEGNA quarterly training module for 2023 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	General Manager News Director Director of Sales Director of Marketing
5	3/8/2023	Participation in events or programs sponsored by educational institutions	The Chief Meteorologist met with third graders at R.E. Baker Elementary School in Bentonville to discuss clouds and how meteorologists use those to forecast the weather, and discussed what careers are like as a meteorologist.	1	Chief Meteorologist
6	3/13/2023	Participation in events or programs sponsored by educational institutions	The News Director and an Anchor hosted a student from Pocola, OK, in the station as part of a school career planning program to explain how the news process works and discuss employment opportunities within the TV media field.	2	News Director Anchor

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7	3/14/2023	Establishment of training programs for station personnel	The marketing producer attended an event hosted by Startup Junkie at the Rogers/Lowell Chamber of Commerce, covering networking in our area and building your business brand.	1	Marketing Producer
8	3/14/2023	Participation in events or programs sponsored by educational institutions	The Chief Meteorologist met with third graders at Don Tyson Elementary in Springdale to discuss severe weather and a career as a meteorologist.	1	Chief Meteorologist
9	3/27/2023	Participation in events or programs sponsored by educational institutions	The News Director attended a recruitment event at the University of Oklahoma in Norman, OK, to promote broadcasting employment and explore possibilities for future hires. Potential applicants were given information about current job opportunities at our station and the application procedure.	1	News Director
10	4/18/2023	Participation in events or programs sponsored by educational institutions	The Executive Producer and Assistant News Director spoke to a class of Broadcast Journalism students at the University of Arkansas to discuss how a newsroom works, the paths to a career in journalism, and what an ideal candidate should possess—they also reviewed a recruiting video prepared by TEGNA.	2	Assistant News Director Executive Producer
11	4/27/2023	Participation in events or programs sponsored by educational institutions	The news director and assistant news director hosted a student from Bentonville, AR, in the station as part of a school career planning program to explain how the news process works and discuss employment opportunities within the TV media field.	2	News Director Assistant News Director
12	4/28/2023	Participation in events or programs sponsored by educational institutions	The news director hosted the Tech Team from Hackett Elementary School to educate students on station procedures and explore possibilities of future careers in broadcasting. Students visited news meetings, toured the studio and control room, and were allowed to sit in on live broadcasts.	1	News Director
13	5/15/2023	Provision of training to management	A training to ensure no bias in the hiring process. Build on practices that support diverse representation and foster an inclusive environment where everyone feels a sense of belonging.	9	General Manager Director of Sales Director of Marketing Assistant News Director

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14	5/24/2023	Establishment of training programs for station personnel	TEGNA Hosted an Innovation Summit at Fayetteville Public Library for employees to brainstorm new content ideas for shows and segments and discuss how to improve the working environment and skills. Participants discussed techniques for improving audience involvement, how to get our talent noticed, how to gain audience trust, and how to report hard issues without being too negative.	13	General Manager News Director Anchor Digital Content Manager
15	6/26/2023	Establishment of training programs for station personnel	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.	1	Producer in Residence

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16	7/7/2023	Participation in events or programs sponsored by educational institutions	The Marketing Producer met with two students to allow them to job shadow her and view other job possibilities in broadcasting.	1	Marketing Producer
17	7/11/2023	Establishment of training programs for station personnel	Anchor/Multi-skilled Journalist was selected to attend the National Association of Hispanic Journalists conference to network and train with Hispanic professionals and educators in journalism.	1	Anchor
18	8/8/2023	Provision of training to management	TEGNA's Manager Development Program is an incremental learning series of virtual and classroom sessions. Each series provides targeted content appropriate for the relevant leadership audience. All content is directly aligned to provide development for each of TEGNA's Critical Leadership Skills.	2	Assistant News Director Director of Sales
19	8/15/2023	Participation in events sponsored by organizations representing the community	The anchor from KFSM Spoke to the Fort Smith Lions Club about the future of the TV journalism industry and fundraising opportunities for Alzheimer's Walk for Life.	1	Anchor
20	8/15/2023	Establishment of training programs for station personnel	An Editor from KFSM was selected by a survey to attend a summit on artificial intelligence and how it affects journalism. Sessions included implementing guidelines for credibility and using AI effectively to support quality content.	1	Editor
21	9/7/2023	Establishment of training programs for station personnel	The Marketing Producer attended an event hosted by Coordinate North West Arkansas (NWA) covering networking in our area and building a business brand.	1	Marketing Producer

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22	9/13/2023	Establishment of training programs for station personnel	The Secure TEGNA quarterly training module for 2023 was created to spot vishing attempts. This interactive exercise demonstrates the subtle differences between legitimate online communications and scams. This training will help staff recognize attempts to obtain company information and increase their understanding of the ever-changing security threats to our landscape. Keeping our systems safe requires constant vigilance.	70	All Station Staff
23	10/25/2023	Participation in events or programs sponsored by educational institutions	The News Director Spoke to a Producing class of juniors/ seniors at the University of Arkansas on careers in TEGNA with interview tips and transitioning into full-time jobs.	1	News Director
24	10/26/2023	Participation in events or programs sponsored by educational institutions	The News Director spoke to a Reporting class of seniors at the University of Arkansas on careers in TEGNA with interview tips and transitioning into full-time jobs.	1	News Director
25	10/27/2023	Participation in other activities designed by the station employment unit	The News Director participated in the Halloween event at Just Like Home Daycare with KFSM Storm Chaser vehicle to increase the visibility of opportunities in the broadcasting field.	1	News Director
26	12/4/2023	Participation in events or programs sponsored by educational institutions	The News director attended a recruitment event at the Ozark Media Arts Festival in Springdale, AR, to promote broadcasting employment with high school and junior high students across Arkansas. Attendees were given information about job opportunities and careers in broadcasting.	1	News Director
27	12/5/2023	Participation in events or programs sponsored by educational institutions	The News Director and Assistant News Director served as speakers and judges at the Ozark Media Arts Festival in Springdale, AR, a forum for high school students interested in careers in journalism to practice their craft and learn more about opportunities in the field. The News Director led workshops focusing on producing, reporting, and journalism careers.	2	News Director Assistant News Director