

ANNUAL EEO PUBLIC FILE REPORT

KNWA

February 1, 2015 through January 31, 2016

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

KNWA

The information contained in this Report covers the time period beginning February 1, 2015 to and including January 31, 2016 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from February 1, 2015 through January 31, 2016

Station(s) Comprising the Station Employment Unit: KNWA

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Digital Marketing Services AE	2-16-15	O	3	A-J, L, O-P
2	Local Sales Assistant	2-16-15	B	6	A-I, P, R
3	Director	3-10-15	C	7	A-J, O-P, R
4	Reporter	3-23-15	O	5	A-J, O-P, S
5	Anchor	4-15-15	C	6	A-J, N-P
6	Meteorologist	4-29-15	C	6	A-J, O-P
7	Account Executive	6-8-15	N	5	A-I, N, P, S
8	Photographer	7-20-15	N	2	A-J, N, P
9	Account Executive	8-5-15	N	4	A-I, N, P
10	Anchor	9-2-15	D	7	A-J, N-Q
11	Reporter	11-18-15	N	4	A-J, N-Q
12	Integrated Digital Specialist	1-11-16	O	5	A-I, L, N-Q

Total Number of Persons Interviewed During Applicable Period: 60

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2015 through January 31, 2016

Station(s) Comprising the Station Employment Unit: KNWA

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Internal posting	n/a	n/a	n/a	N	0
B	Nwahomepage.biz	n/a	609 W. Dickson, 3 rd floor Fayetteville, AR 72701	479.571.5100	N	8
C	Nexstar website	n/a	545 E. John Carpenter Freeway Suite 700 Irving, TX 7506	972.373.8800	N	8
D	TVJobs.com	Self-service	n/a	n/a	N	7
E	State of AR Unemployment office	Virginia Mar, Michael Young	2143 W. MLK Blvd. Fayetteville, AR 72701	479.521.5730	N	0
F	University of Arkansas	Self-service	1125 W. Maple Fayetteville, AR 72701	479.575.2805	N	4
G	University of Arkansas-Ft. Smith	Self-service	5210 Grand Ave. Fort Smith, AR 72904	479.788.7017	N	0
H	John Brown University	Self-service	2000 W. University St.	479.524.7282	N	0

			Siloam Springs, AR 72761			
I	NWACC	Self-service	One College Drive Bentonville, AR 72712	479.636.9222	N	0
J	AR Broadcasters Assoc.	Angie	2024 Arkansas Valley Dr. Little Rock, AR 72212	501.227.7564	N	0
K	Spots n Dots	Gene McKay	n/a	888.884.2630	N	0
L	MediaRecruiter.com	Art Scott	n/a	303.400.5150	N	0
M	TVNewsCheck.com	Self- service	n/a	n/a	N	0
N	Employee Referral	None	n/a	n/a	N	8
O	Internal Candidate	None	n/a	n/a	N	13
P	Hispanic Women of AR	Margarita	614 E Emma Ave Springdale, AR 72764	479-751- 9494	N	0
Q	Job Board Aggregator	n/a	n/a	n/a	N	6
R	Craigslist	n/a	n/a	n/a	N	3
S	Job Fair	n/a	n/a	n/a	N	3

Appendix 3 to Annual EEO Public File Report

Covering the Period from February 1, 2015 through January 31, 2016

Station(s) Comprising the Station Employment Unit: KNWA

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KNWA

	Recruitment Initiative	Description
1	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	The station sponsors an internship program that allows students to gain practical experience in all areas of our operations, including news, production, sports and weather. During the reporting period, the station hosted a total of 10 interns from the University of Arkansas.
2	Participation in activities that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities	The station produces an entire series related to getting jobs and helping families in the community. The series is entitled "Doing Good" and it runs weekly.
3	Co-sponsoring at least one job fair with an organization in the business or professional community whose membership includes substantial participation of women and minorities	Station sponsored Rogers/ Lowell Chamber of Commerce Spring Job Fair on Monday, May 11 th at the DoubleTree Suites by Hilton in Bentonville, AR. Director of Sales, Sales Managers, Promotions Manager, Digital Media Manager and News Director attended and spoke with possible applicants.

4	Participation in at least four events or programs relating to career opportunities in broadcasting which are sponsored by educational institutions	Station employees participated in ASPCA in Springdale, AR on April 2015. Station hosted three on-site competitions that allowed students to test their skills at writing, anchoring and reporting. Promotions Manager judged students' public service announcement video entries.
5	Participation in at least four events or programs relating to career opportunities in broadcasting which are sponsored by educational institutions	Station employees participated in ASPCA in Springdale, AR on October 14 th - 16 th , 2015. Station hosted three on-site competitions that allowed students to test their skills at writing, anchoring and reporting. Promotions Manager judged students' public service announcement video entries.