

KTHV-TV
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
Editor - 14241	1-6, 8-10, 12-16	12
Exec Producer (Lifestyle) - 14549	1-6, 9-12, 14-16	12
Photojournalist - 14598	1-10, 12, 14-16	4
Marketing Director - 14985	1-4, 6, 8-10, 12-16	12

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Arkansas Broadcasters Association 2024 Arkansas Valley Drive, Suite 403 Little Rock, Arkansas 72212 Phone : 501-227-7564 800-844-3216 Email : mail@arkbroadcasters.org Fax : 1-501-223-9798 Arkansas Broadcasters	N	0
2	Arkansas State University- Beebe Branch P O Box 1000 Beebe, Arkansas 72012 Phone : 501-882-6452 Email : csburton@asub.edu Fax : 1-501-882-8906 Arkansas State University- Beebe Branch Arkansas State University- Beebe Branch	N	0
3	Association of Rehabilitation Industry & Business P. O. Box 1618 Hot Springs, Arkansas Phone : 501-296-1600 Email : ARS.Communications@arkansas.gov Rhonda Bowman	N	0
4	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	1
5	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
6	Hendrix College 1600 Washington Avenue Conway, Arkansas Phone : 450-1416 Email : careerservices@hendrix.edu Jill Hankins	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
7	Indeed.com	N	2
8	Linked In	N	3
9	Missouri Broadcasters Association Online 1025 Northeast Drive Jefferson City, Missouri 65109 Phone : 573-636-6692 Email : mba@mbaweb.org Fax : 1-573-634-8258 MANDI HEILAND	N	0
10	SAU Tech Multimedia Instructor Box3499 East Camden, Arkansas Phone : 870-837-4003 Email : bhamilto@sautech.edu Barbara Hamilton	N	0
11	Self Referral	N	1
12	Tegna 8350 Broad Street Ste 2000 Tysons, Virginia 22102 Career Page Manual Posting	N	9
13	THV11.com - KTHV Website 720 IZard Street Little Rock, Arkansas 72201 Phone : (501) 376-1111 Career Service Manual Posting	N	0
14	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	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
16	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:			16

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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	1/25/2023	Establishment of training programs for station personnel	This training was hosted by the Television Broadcasters of Arkansas. Sales Management and sellers attended a virtual training summit that addressed, inspired, and motivated members to rise above the challenges of today's sales environment, in the broadcast industry.	10	Director of Sales Digital Sales Manager Local Sales Manager Account Executives
2	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.	83	All Station Staff
3	3/6/2023	Establishment of training programs for station personnel	TEGNA conducted safety training for newsroom employees with the head of safety. The focus of the training was to ensure safe practices are being used in various situations.	40	News Room Managers Multi-Media Journalist Digital Team Anchors
4	4/11/2023	Establishment of training programs for station personnel	The Center's For Sales Strategy (CSS) conducted a Talent-Focused Management (TFM) course as part of the Impact Leadership System. TFM is a management philosophy that has proven to make an impact on managing the salespeople in your organization.	1	Director Sales Manager
5	4/25/2023	Establishment of training programs for station personnel	The account executives from KTHV attended an In-person Premion training workshop, Premion Leveling Up for Central Region Stations, held in Denver 4/25/-4/26 at KUSA. The focus of this training was to expand on the education and confidence building done in 2022 by diving deeper with our strong performing sellers. The workshop consisted of 2 full days focusing on product differentiation, competitive analysis, and objection handling.	4	Account Executives

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6	5/15/2023	Provision of training to management	Station management participated in training to ensure no bias in the hiring process. The focus is to build on practices that support diverse representation and foster an inclusive environment where everyone feels a sense of belonging.	5	General Manager All station department heads
7	6/6/2023	Establishment of training programs for station personnel	The executive content director with TEGNA presented a one-hour training on things you can do to "win" each day on digital. The focus of this training was how to capture the audience's attention with news that matters to the location the station serves.	10	Digital Team Managers
8	6/7/2023	Establishment of training programs for station personnel	The director of content with TEGNA presented morning show research to the morning team on what works for morning shows. The focus of this meeting is to help the team grow by showing them what works to keep the audience's attention and better serve the community.	15	Morning Show Team Executive Producer

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9	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
10	7/12/2023	Participation in events sponsored by organizations representing the community	The 2023 National Association of Hispanic Journalists (NAHJ) International Training Convention & Expo is a leading experience for journalists and media professionals with the common goal of establishing #MoreLatinosInNews. The mission of NAHJ is to increase the number of Latinos in the newsrooms and to work toward fair and accurate representation of Latinos in news media.	1	Multi Media Journalist

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11	8/2/2023	Participation in events sponsored by organizations representing the community	The producer and sports anchor from KTHV Little Rock attended The National Association of Black Journalists (NABJ). NABJ is the premier multi-day conference for journalism education, career development, networking, and innovation.	2	Producer Sports Anchor
12	8/3/2023	Establishment of training programs for station personnel	The newsroom staff participated in training with a focus on ensuring our teams are practicing ethical journalism every day on every platform, which is the best way to build trust with our community. To help you navigate this important and complicated responsibility, we compiled sixteen of the most common ethical dilemmas local newsrooms face. We matched those situations with guidance from the TEGNA Principles of Ethical Journalism.	47	News Room Staff
13	8/8/2023	Participation in events or programs sponsored by educational institutions	Educators with The Little Rock School District (LRSD) and Career & Technical Education (CTE) program visited THV11 to learn all about the various departments within a news station.	7	Senior Marketing Producer Meteorologist Director of Sales News Director
14	8/8/2023	Provision of training to management	TEGNA-sponsored leadership training that was held in San Antonio at KENS. The session is based on TEGNA's Critical Leadership Skills and is specifically designed for TEGNA's Department Head/Functional-level leader audience. The focus is to help Lead for Engagement, Performance, Collaboration, and Change.	2	Director Sales Manager Director of Technology
15	8/15/2023	Establishment of training programs for station personnel	TEGNA provided training to station personnel called the Ideation Session on how AI can responsibly help us improve the quality of our content. Several topics were covered, such as how AI can help journalists, how to be aware of the dangers AI can have in journalism, and how to spot the dangers.	1	Producer

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16	9/13/2023	Establishment of training programs for station personnel	Q3 TEGNA Training-Vishing-This quarter, Secure TEGNA focuses on voice phishing, or vishing, a term used to describe crimes that take place over the phone. Organized crime rings often use vishing to obtain passwords, account numbers and other proprietary data that can be used to compromise networks and online accounts. The 4 P's of Vishing help to understand how to recognize a phone scam before information or data has been compromised.	1	All Station Staff
17	10/16/2023	Establishment of training programs for station personnel	The trade organization, Television Bureau (TVB), has developed a course entitled TVBU Sales University, designed to help television station sellers become more well-rounded salespersons and greater assets to their respective stations. This is an online course with lessons in varying aspects of broadcast sales, along with quizzes for for each section and a "graduation".	4	Account Executives