

ANNUAL EEO PUBLIC FILE REPORT  
**KARD**  
**February 1, 2017 – January 31, 2018**

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):

KARD

The information contained in this Report covers the time period beginning February 1, 2017 to and including January 31, 2018 (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, 2017 through January 31, 2018

Station(s) Comprising the Station Employment Unit: KARD

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Anchor, News	2/1/17	BB	4	A-DD
2	Producer	3/1/17	CC	3	A-DD
3	News Director	3/20/17	BB	3	A-DD
4	Evening Anchor	4/24/17	DD	4	A-DD
5	Sports Anchor	4/26/17	CC	3	A-DD
6	Meteorologist	5/15/17	CC	2	A-DD
7	Promotion Assistant	5/28/17	W	4	A-DD
8	Reporter/Multi Media Journalist	5/30/17	BB	5	A-DD
9	Photographer	6/12/17	X	5	A-DD
10	News Editor	6/25/17	W	2	A-DD
11	Anchor	8/3/17	CC	5	A-DD
12	Reporter/Multi Media Journalist	9/11/17	DD	3	A-DD
13	Graphic Designer	9/18/17	CC	5	A-DD
14	Account Executive	10/2/17	CC	6	A-DD
15	Broadcast Engineer	12/10/17	X	5	A-DD
16	Director of Sales	12/11/17	CC	3	A-DD
17	Weekend Anchor	1/15/17	W	4	A-DD

Total Number of Persons Interviewed During Applicable Period: 66\*

**Appendix 2** to Annual EEO Public File Report

Covering the Period from February 1, 2017 through January 31, 2018

Station(s) Comprising the Station Employment Unit: KARD

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	American School of Business	Kimberly Coppen	702 Professional Dr. Shreveport, LA 71105 <a href="mailto:asb.kimberly@gmail.com">asb.kimberly@gmail.com</a>	318-798-3333	N	0
B	Bossier Parish Community College	Kathy Busch	6220 East Texas Street Bossier City, LA 71111 <a href="mailto:kbusch@bpcc.edu">kbusch@bpcc.edu</a>	318-678-6000	N	0
C	Centenary College	Dennis Taylor	2911 Centenary Blvd. Shreveport, LA 71104 <a href="mailto:career@centenary.edu">career@centenary.edu</a>	318-869-5208	N	0
D	Grambling State University	Denesia Lofton	P.O. Drawer 4291 Grambling, LA 71245 <a href="mailto:loftond@gram.edu">loftond@gram.edu</a>	318-274-2346	N	0
E	Louisiana Association of Broadcasters Pushed to Indeed.com	Polly Prince Johnson	<a href="mailto:lab@broadcasters.org">lab@broadcasters.org</a> <a href="http://www.Indeed.com">www.Indeed.com</a>	225-267-4522	N	0

F	LaDelta Community College	Kathy Gardner	<a href="mailto:Kathy.gardner@ladelta.com">Kathy.gardner@ladelta.com</a>	318-345-9261	N	0
G	LA Tech University	Ron Cathey	P.O. Box 3153 Ruston, LA 71272 <a href="mailto:careercenter@latech.edu">careercenter@latech.edu</a>	318-257-4750	N	0
H	LSU Career Center		One University Place Shreveport, LA 71115 <a href="mailto:lsus-career@lsus.edu">lsus-career@lsus.edu</a>	318-797-5062	N	0
I	LULAC Council		P.O. Box 5042 Bossier City, LA 71171 <a href="mailto:info@louisianalulac.org">info@louisianalulac.org</a>	318-658-6322	N	0
J	Northwestern State University	Traci LaBom	P.O. Box 5286 Natchitoches, LA 71497 <a href="mailto:labomt@nsula.edu">labomt@nsula.edu</a>	318-357-5621	N	0
K	Monroe Chamber of Commerce	Sue Edmunds	212 Walnut Street, Suite 100 Monroe, LA 71201 <a href="mailto:sedmunds@monroe.org">sedmunds@monroe.org</a>	318-323-3461	N	0
L	Ouachita Economic Development	Angie White	1900 North 18th Street Monroe, LA 71201 <a href="mailto:awhite@nlep.org">awhite@nlep.org</a>	318-387-0787	N	0
M	Paul Quinn College	Kelsel Thompson	3837 Simpson Stuart Road Dallas, TX 75241 <a href="mailto:kthompson@pqc.edu">kthompson@pqc.edu</a>	214-302-3532	N	0
N	Philander Smith College	Vashon Broadnax	900 W Daisy L Gaston Bates Dr Little Rock, AR 72202 <a href="mailto:vbroadnax@philander.edu">vbroadnax@philander.edu</a>	501-975-6050	N	0
O	Prairie View A & M	Shadia Washington	P.O. Box 519 Mail Stop 1028 Prairie View, TX 77446 <a href="mailto:sfwashington@pvamu.edu">sfwashington@pvamu.edu</a>	936-857-3311	N	0
P	Southern University	Joe Marion	6400 Press Drive New Orleans, LA 70126 <a href="mailto:jmarion@suno.edu">jmarion@suno.edu</a>	504-286-5390	N	0

Q	St. Phillips College	Diane Hester	MLK Campus, 1801 MLK Drive San Antonio, TX 78203 <a href="mailto:dhester@alamo.edu">dhester@alamo.edu</a>	210-486-2611	N	0
R	Texarkana College	Raphael Turner	2500 N Robinson Road Texarkana, TX 75599 <a href="mailto:raphael.turner@texarkanacollege.edu">raphael.turner@texarkanacollege.edu</a>	903-838-4541	N	0
S	Tulane University	Kathy Ball	5823 St. Charles Ave New Orleans, LA 70118 <a href="mailto:kball@tulane.edu">kball@tulane.edu</a>	504-988-3902	N	0
T	University of Louisiana-Monroe	Roslynn Pogue	700 University Ave Monroe, LA 71209 <a href="mailto:pogue@ulm.edu">pogue@ulm.edu</a>	318-342-5343	N	0
U	West Monroe Chamber of Commerce	Cathy Thompson	112 Professional Dr. W Monroe, LA 71291 <a href="mailto:ctompson@westmonroechamber.org">ctompson@westmonroechamber.org</a>	318-325-1961	N	0
V	Station Website	Chris Brown	<a href="http://www.myarklamiss.com">www.myarklamiss.com</a>	318-323-1972	N	0
W	Station Bulletin Board	Tiffany White	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	10
X	Nexstar Broadcasting	Tiffany White	<a href="http://www.Nextar.tv">www.Nextar.tv</a> <a href="http://www.hirecentric.com">www.hirecentric.com</a>		N	10
Y	KARD	Tiffany White	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	0
Z	KTVE	Tiffany White	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	0
AA	BOUNCE TV	Tiffany White	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	0
BB	TVJobs	Tiffany White	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	318-323-1972	N	12
CC	Referral	Tiffany White	200 Pavilion Road West Monroe, LA 71292	318-323-1972	N	27

DD	Indeed.com	LAB – pushed to this website by alternate source	<a href="http://www.indeed.com">www.indeed.com</a>	Pushed to by 2 <sup>nd</sup> party.	N	7
----	------------	--	--	-------------------------------------	---	---

**Appendix 3** to Annual EEO Public File Report

Covering the Period from February 1, 2017 through January 31, 2018

Station(s) Comprising the Station Employment Unit: KARD

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

	Recruitment Initiative	Description
1	Sponsor and Participation – 2017 University of Louisiana a Monroe Spring Semester All Majors Career Fair.	Co-sponsor ULM 2017 Spring Career Fair. Attended by: Creative Services Director, Promotions Manager, Office Manager/HR Contact, News Director, and Digital Media Manager. KARD visited the ULM campus to tape PSA and promotional footage to be aired on KARD to target agencies looking to hire individuals, as well as target individuals looking for work. KARD assisted in the set up, and promotion of the event. KARD set up a booth and distributed information on employment opportunities and accepted application material from interested individuals as well as educated individuals on the inter-workings of television broadcast jobs. Department Heads, with hiring authority attended the Career Fair and spoke to individuals seeking employment and encouraged individuals to apply for various open positions. KARD covered the event for rebroadcast on the evening news.
2	EEO Training to Management Personnel.	Weekly EEO education administered to all Department Heads using various materials; primarily Supervisor’s Legal Update newsletter. The SLU is a biweekly publication which assists managers with clarification of federal and state employment law. Topics include but not limited to: Diversity in the Workplace, Ending Sexual Harassment, Interviewing and Hiring Practices, Grievance Investigation, Ageism, FMLA, American’s with Disabilities Act, Discrimination, Violence in the Workplace, and much more.
3	Co-Sponsor and Participation – 2017 University of Louisiana a	Co-sponsor ULM 2017 Spring All Majors Career Fair. Attended by: General Manager, Creative Services Manager, Promotions Manager, Human Resources Manager, News

	Monroe Fall Semester Career Fair.	Director, General Sales Manager and Digital Media Manager. KARD visited the ULM campus to tape PSA and promotional footage to be aired on KARD to target agencies looking to hire individuals, as well as target individuals looking for work. KARD assisted in the set up, and promotion of the event. KARD set up a booth and distributed information on current job openings and accepted application material from interested individuals as well as educated individuals on the inter-workings of television broadcast jobs. Department Heads, with hiring authority attended the Career Fair and spoke to individuals seeking employment and encouraged individuals to apply for various open positions. KARD covered the event for rebroadcast on the evening news.
4	Intern Program - Winter 2017	KARD has an unpaid intern program. KARD placed 1 Intern Spring semester (Beginning January 2018) from the University of Louisiana at Monroe within in the News Department with primary concentration in Mass Communication, Journalism.
5	Sponsor and Participant – NELA Career Fair 2017	Co-sponsor NELA Career Fair. This fair targeted the general public in Northeast Louisiana with a special invitation to Veterans. Attended by: Chief Engineer, Creative Services Director, General Manager, Promotions Manager, Office Manager/HR Contact, News Director, General Sales Manager, and Digital Media Manager. KARD aired promotional announcements targeting agencies looking to hire individuals, as well as targeting Veterans and other individuals looking for work. KARD assisted in the promotion of the event. KARD set up a booth and distributed information on employment opportunities and accepted application material from interested individuals as well as educated individuals on the enter-workings of television broadcast jobs. Department Heads, with hiring authority attended the Career Fair and spoke to individuals seeking employment and encouraged individuals to apply for various open positions. KARD covered the event for rebroadcast on the evening news. KARD made several connections with job-placement agencies.



## Outreach

- **2/1/17 NELA Career Fair - Monroe, LA**

Career fair open to general public and Veterans, with special advanced times set aside for Veterans only. Attended by Chief Engineer, Billy Brown; Creative Services Manager, Jeremy Tucker; Local Sales Manager, Jeffrey Armstrong; Digital Media Manager, Chris Brown; General Manager, Carey Stone, Promotions Manager, Esther Daily, Office Manager/HR Contact, Tiffany White; & Interim News Director, Ed Kosowski. Career Fair sponsored by KARD; Produced and aired PSAs, as well as, News coverage of the event.

- **2/15/17 ULM Career Fair (Spring Semester) - Monroe, LA**

Career Fair open to current students and alumni. Attended by Chief Engineer, Billy Brown; Creative Services Manager, Jeremy Tucker; Local Sales Manager, Jeffrey Armstrong; Digital Media Manager, Chris Brown; General Manager, Carey Stone, Promotions Manager, Esther Daily, Office Manager/HR Contact, Tiffany White; & Interim News Director, Ed Kosowski. Career Fair sponsored by KARD; Produced and aired PSAs, as well as, News coverage for the event.

- **9/27/17 ULM Career Fair (Fall Semester) – Monroe, LA**

Career Fair open to current students and alumni. Attended by Chief Engineer, Billy Brown; Creative Services Manager, Jeremy Tucker; Local Sales Manager, Jeffrey Armstrong; Digital Media Manager, Chris Brown; General Manager, Carey Stone, Promotions Manager, Esther Daily, Office Manager/HR Contact, Tiffany White; & News Director, Andy Pederson. Career Fair sponsored by KARD; Produced and aired PSAs, as well as, News coverage for the event.

- **10/12/17 “Ouachita 101”**

Expo type event intended to introduce parish newcomers to businesses and employment opportunities. Attended by Chief Engineer, Billy Brown; Creative Services Manager, Jeremy Tucker; Local Sales Manager, Jeffrey Armstrong; Digital Media Manager, Chris Brown; General Manager, Carey Stone, Promotions Manager, Esther Daily, Office Manager/HR Contact, Tiffany White; & News Director, Andy Pederson. Event sponsored by KARD; Produced and aired PSAs, as well as, News coverage for the event.