

EEO PUBLIC FILE REPORT
KAIT-TV
January 15, 2013 to January 31, 2014

Recruitment Sources Used For Full-Time Vacancies

The Master List of Recruitment Sources includes a list of recruitment sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.

**Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis)
[With Hiree's Recruitment Source In Brackets]**

Digital Sales Specialist (#1-5, 10-34, 36-53)	[Hiree: #24]
Maintenance Technician (#1-7, 10-34, 36-53)	[Hiree: #07]
Account Executive (#1-4, 7, 10-34, 36-53)	[Hiree: #01]
Marketing Producer (#1-4, 9-34, 36-53)	[Hiree: #09]
General Sales Manager (#1-4, 7, 10-34, 36-53, 56)	[Hiree: #56]
MMJ/Meteorologist (#1-4, 7, 10-33, 36-53, 57)	[Hiree: #07]
Director of Digital Marketing (#1-5, 10-34, 36-53, 55)	[Hiree: #55]

Total Interviewees for all Full-Time Positions

(20) Twenty interviewees

Number of Referrals From Sources Used

#1 (6 interviewees), #2 (1 interviewee), #4 (1 interviewee),
#7 (5 interviewees), #9 (1 interviewee), #14 (1 interviewee),
#24 (2 interviewees), #55 (2 interviewees), #56 (1 interviewee)

Supplemental Outreach Activities

See Attachment B

KAIT-TV MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)
SOURCES (including name of contact person, address and phone number)

1. KAIT8.com including Region8 Joblink
2. Raycom Media, Inc. website, www.raycommedia.com
3. KAIT-TV Recruitment Ads
4. KAIT Station Bulletin Board (Internal Posting)
5. KAIT8.com Job Expo
6. ASU/KAIT Job Fair
7. Current Employee Referral/Former Employee Referral
8. Friend, Client or Professional Referral
9. Internship
10. The National Alliance of State Broadcasters Associations, www.careerpage.org
11. Native America Journalists Association, <http://www.naja.com>, e-mail mark-dreadfulwater@cherokee.org, rebeccalandsberry@naja.org, dvalentino@naja.org
12. National Association of Hispanic Journalists, <http://nahjcareercenter.com>
13. Asian American Journalists Association, <http://jobs.aaja.org>
14. Arkansas Business.com, <http://www.arkansasbusiness.com/jobs>
15. Mark C. Holloway, TV Jobs.com, <http://www.tvjobs.com>
16. Doug Krile, Arkansas Broadcasters Association, 2024 Arkansas Valley Drive, Suite 403, Little Rock, AR 72212, 501-227-7564, e-mail mail@arkbroadcasters.org
17. Louis Hughes, Counseling & Career Services Coordinator, University of Arkansas Community College @ Batesville, P.O. Box 3350, 2005 White Drive, MCB Room 233B, Batesville, AR 72503, 870-612-2048, e-mail louis.hughes@uaccb.edu, rebecca.peden@uaccb.edu
18. Mark Shilstone, Media Line, P.O. Box 51909, Pacific Grove, CA 93950-6909, 800-237-8073, www.medialine.com, e-mail medialine@medialine.com
19. Dr. Erin Willis, University of Memphis, Dept. of Journalism, 3711 Veterans, Memphis, TN 38152-0001, 901-678-2404, e-mail enwillis@memphis.edu.
20. Dean Mary Jarrett, Arkansas Baptist College, 1600 Bishop, Little Rock, AR 72202, 501-374-7856
21. JoAnne Ryan, Western Kentucky University, Dept. of Communication & Broadcasting, 1 Big Red Way, Bowling Green, KY 42101, 270-745-4144
22. Judy Clayton, Arkansas Dept. of Workforce Services, P.O. Box 16127, Jonesboro, AR 72403, 870-935-5594, e-mail judy.clayton@arkansas.gov.
23. Monica Meeks, The ASPIRA Association, Programs for Hispanic Youth, 1444 I Street NW, Suite 800, Washington, DC 20005-2210, 202-835-3600
24. Dr. Markel Qualls, Arkansas State University, Career Services Center, P.O. Box 2490, State University, AR 72467-2490, 870-972-3025, <http://careers.astate.edu>, or e-mail carolyne@astate.edu
25. Dr. Osa' Amienyi, Arkansas State University Radio TV Department, P.O. Box 540, State University, AR 72467, 870-972-3070
26. June Taylor, Arkansas State University Black Students Association, P.O. Box 1980, State University, AR 72467-1980, 870-972-3454

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MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)
SOURCES (including name of contact person, address and phone number)

27. Stacey Woeful, KOMU-TV, University of Missouri, 5550 Highway 63 South, Columbia, MO 65201; 573-884-6397, e-mail woelfuls@missouri.edu
28. Darlene Gilman, News Director News 7, Lyndon State College, P.O. Box 919, Lyndonville, VT 05851-0919, 802-626-6221
29. Matthew Green, Columbia College Chicago, 600 South Michigan, Chicago, IL 60605-1996, 312-663-1600
30. Congressman Rick Crawford, 2400 Highland Drive, Suite 300, Jonesboro, AR 72401, 870-203-0540
31. First Baptist Church, P.O. Box 1881, State University, AR 72467, 870-931-0493
32. Yanela Gordon, Assistant Professor, Director, Office of Internship/Placement, Florida A&M University School of Journalism & Graphic Communication, Tallahassee, FL 32307, 850-412-5395, e-mail yanela.gordon@famu.edu
33. Sandra Rice, Emma Bowen Foundation for Minority Interest in Media, 524 West 57th Street, New York, NY 10019, 212-975-2545
34. Dr. Rama Tunugntla, Grambling State University, Department of Mass Communication, P.O. Box 4292, Grambling, LA 71245, 318-274-2189
35. Jerry White, Gaylord College of Journalism & Mass Communications, University of Oklahoma, 395 West Lindsey, Norman, OK 73019-4201, 405-325-7565, 405-325-2721.
36. Carlos Ericksen, Hispanic Link News Services Inc., 1420 North Street NW, Washington, DC 20005, 202-234-0280,
37. Jay Groves, Illinois State University, Media Relations, Dept. 3250, Norman, IL 61790-3250, 309-438-5631
38. Phousavanh Sengsavanh, University of Missouri School of Journalism, Career Center, 76 Gannett Hall, Columbia, MO 65211, 573-882-4821
39. Japanese American Citizens League, National Headquarters, 1765 Sutter Street, San Francisco, CA 94115
40. Laquita Jackson, Lemoyne-Owen College, 807 Walker Avenue, Memphis, TN 38126, 901-774-9090
41. Shirley Mynhier, The Links Inc., 1200 Massachusetts Avenue NW, Washington, DC 20001, 202-842-8686
42. Courtney Edwards, Louisiana State University Career Services, 1502 Patrick F. Taylor Hall, Baton Rouge, LA 70203 225-578-2162
43. Max Utsler, University of Kansas, William White School of Journalism & Mass Communications, 2066 Dole Building, Lawrence, KS 66045, 785-864-0608, e-mail bakagi@ku.edu
44. Cheryl Benson, University of Central Arkansas Placement Office, 201 Donaghey, Conway, AR 72035, 501-450-3134
45. Brenda Rivas, National Hispanic Media Coalition, 55 South Grand Ave., Pasadena, CA 91105, 626-792-6462, e-mail: brivas@nhmc.org

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MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)
SOURCES (including name of contact person, address and phone number)

46. Gary James, Ohio Center for Broadcasting, High Pointe Corporate Park, 9885 Rockside Road, Suite 160, Valley View, OH 44125, 216-503-5900, www.beonair.com, e-mail dclark@beonair.com
47. David Ostroff, College of Journalism & Communications, University of Florida, P.O. Box 118400, Gainesville, FL 32611-8400, 352-392-0463
48. Mary Jones, UAPB Career Services, Mail Slot 4975, Pine Bluff, AR 71601, 870-575-8461
49. Earnest Ford Jr., Society of Professional Journalists, 3909 North Meridian Street, Indianapolis, IN 46208, 317-927-8000
50. Don Edwards, Chairman, Broadcast Journalism Dept., Syracuse University, 215 University, Syracuse, NY 13244-2100, 315-443-1870; e-mail Bridget Lichtinger @ belichti@syr.edu
51. Brenda McCrory, University of Arkansas, Dept. of Communications, 417 Kimpel Hall, Fayetteville, AR 72701, 479-575-3046
52. David Guerra, UALR, RTV & Film, 2801 South University, Little Rock, AR 72204, 501-569-3000
53. Gregory Garneau, National Press Photographers Association, 3200 Croasdaile Drive, Suite 306, Durham, NC 27705-2588, 919-383-7246 ext #10; e-mail nppajib@hotmail.com (Tim Jones) or e-mail dgottschalk@arkansasonline.com (David Gottschalk)
54. Scott Jones, Society of Broadcast Engineers Inc. (SBE), 9102 N. Meridian Street, Suite 150, Indianapolis, IN 46260, 317-846-9000, or e-mail kjones@sbe.org
55. Linked In, www.linkedin.com
56. David Roche, Roche & Company, Inc., 800 Hingham Street, Suite 38, Rockland, MA 02370, 781-982-9045
57. Patricia Wilson, Mississippi State University, e-mail wilson@geosci.msstate.edu

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

Full-time job postings on minority websites.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

All full-time job openings in top 4 EEO categories are posted on the websites of media trade groups whose membership includes substantial participation by women and minorities, including:

Native American Journalists Association (NAJA)
National Association of Hispanic Journalists (NAHJ)
Asian American Journalists Association (AAJA)

Names of Station Personnel involved in Initiative:

Darlene Calkin, Business Office Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): April 18, 2013

Describe Nature of Initiative:

Region8 JobLink Job Expo – KAIT held a career fair at a local mall from 10:30 am to 3:30 pm. KAIT ran a heavy promotional schedule on air to invite the public to attend the career fair. KAIT and 12 other recruiters participated, giving the public an opportunity to visit with prospective employers including KAIT throughout the day. KAIT provided each prospective employee a chance to fill out a KAIT employment application online and visit with different departments at the television station to encourage the public to apply for job openings. Approximately 325 people visited the expo of which approximately 60% were minorities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KAIT was the main sponsor of the event with 12 other companies recruited by the KAIT Sales staff participating by manning booths for their own recruitment. Each company paid KAIT a fee for participating in the career fair. KAIT produced and ran a schedule of promos to promote the event to the public. Several live cut-ins were aired to promote the event during the Midday newscast. KAIT personnel, including the Sales team, Digital Sales team and the management team staffed the KAIT booth from 10:30am-3:30pm to speak with prospective applicants. The KAIT Sales staff coordinated between applicants and employers to insure the event was successful and beneficial to both. The participating recruiters were:

1. Apex Tool Group
2. Arkansas Army National Guard
3. Arkansas Department of Human Services
4. AutoMax-Jonesboro
5. Crane Composites
6. Express Employment Professionals
7. McDonald's Restaurant/Century Management LLC
8. NEA Baptist Clinic
9. Nice Pak, Inc.
10. Productive Staffing
11. St Bernards Regional Medical Center
12. StarTek, Inc.

Names of Station Personnel involved in Initiative:

Tracey Rogers, Vice President and General Manager
Joe Sciortino, General Sales Manager
Sheila Harrison, Digital Sales Manager

David Rounds, New Media Content Director
Tara Ferguson, Account Executive
Howell Westbrook, Account Executive
Jeff Dutton, Account Executive
Aaron Meyer, Account Executive
Ed Watson, Account Executive
Wendy Rolley Schroepel, Account Executive
Tory Shirley, Sales Coordinator
Staci Pillows Haddick, Sales Coordinator
Jeremy Shirley, Marketing Director
Ronnie Weston, News Operations Manager
Darlene Calkin, Business Office Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): September 26, 2013

Describe Nature of Initiative:

Region8 JobLink Job Expo – KAIT held a career fair at a local mall from 10:30 am to 3:30 pm. KAIT ran a heavy promotional schedule on air to invite the public to attend the career fair. KAIT and 11 other recruiters participated, giving the public an opportunity to visit with prospective employers including KAIT throughout the day. KAIT provided each prospective employee a chance to fill out a KAIT employment application online and visit with different departments at the television station to encourage the public to apply for job openings. Approximately 500 people visited the expo of which approximately 40% were minorities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KAIT was the main sponsor of the event with 11 other companies recruited by the KAIT Sales staff participating by manning booths for their own recruitment. Each company paid KAIT a fee for participating in the career fair. KAIT produced and ran a schedule of promos to promote the event to the public. KAIT also aired live cut-ins during the Midday News to promote the event to the public. KAIT personnel, including the Sales team, Digital Sales team and the management team staffed the KAIT booth from 10:30am-3:30pm to speak with prospective applicants. The KAIT Sales staff coordinated between applicants and employers to insure the event was successful and beneficial to both. The participating recruiters were:

1. Anchor Packaging
2. Arkansas Department of Human Services
3. Butterball, LLC
4. Crane Composites
5. Greenway Equipment
6. McDonald's Restaurant/Century Management LLC
7. Odle Management/Arkansas Job Corps
8. Productive Staffing
9. Schlotzsky's-Jonesboro
10. St Bernards Regional Medical Center
11. Teleflora

Names of Station Personnel involved in Initiative:

Tracey Rogers, Vice President and General Manager
Debra Stephens, General Sales Manager
Sheila Harrison, Local Sales Manager
Vanna Headley, Digital Sales Specialist

Scotty Burgess, Account Executive
Alysha Moreno, Account Executive
Tara Ferguson, Account Executive
Howell Westbrook, Account Executive
Jeff Dutton, Account Executive
Aaron Meyer, Account Executive
Ed Watson, Account Executive
Wendy Rolley Schroepel, Account Executive
Tory Shirley, Sales Coordinator
Jeremy Shirley, Marketing Director
Hatton Weeks, News/Content Director
Ronnie Weston, News Operations Manager
Darlene Calkin, Business Office Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 5, 2013 & October 15, 2013

Describe Nature of Initiative:

Co-sponsor Arkansas State University Spring & Fall Job Fair. This is an area wide career fair for employers and students, both undergraduates and graduates to discuss career opportunities with a number of recruiters. Approximately 332 students attended the Spring job fair. Approximately 287 students attended the Fall job fair. ASU has a 27.9% student minority base in the student body.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

As a co-sponsor, KAIT was involved in the planning and promotion of the event. KAIT produced and ran a promotional schedule for the event that invited recruiters and students to attend. KAIT also staffed a prominently placed booth at the event discussing with students the opportunities in broadcasting at KAIT.

Names of Station Personnel involved in Initiative:

Spring Career Fair:
Tracey Rogers, Vice President & General Manager
Ronnie Weston, News Operations Manager
Hatton Weeks, News/Content Director
Darlene Calkin, Business Office Coordinator
Fall Career Fair:
Ronnie Weston, News Operations Manager
Hatton Weeks, News/Content Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 20 & 21, 2013

Describe Nature of Initiative:

Recruiting visit to University of Missouri

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KAIT's Vice President and General Manager, Tracey Rogers and KAIT's News/Content Director, Hatton Weeks spent two days interviewing seniors who will graduate in May 2013 for the Raycom Fellowship Program and also informed the seniors about career opportunities within Raycom Media, specifically KAIT. They reviewed demo reels and provided feedback to those graduating seniors.

Names of Station Personnel involved in Initiative:

Tracey Rogers, Vice President & General Manager
Hatton Weeks, News/Content Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): April 17, 2013

Describe Nature of Initiative:

ASU College of Communications Honors Banquet-An award ceremony for outstanding College of Communications students at Arkansas State University.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KAIT representatives were given opportunity to interact with some of the top performing students in the Radio/Television and the Print Media departments of ASU's Communications program. They were able to discuss employment options and also internships with many of the students attending.

Names of Station Personnel involved in Initiative:

Tracey Rogers, Vice President & General Manager
Hatton Weeks, News/Content Director
Ronnie Weston, News Operations Manager
Darlene Calkin, Business Office Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): September 12, 2013

Describe Nature of Initiative:

Arkansas State University's Communications Dept. Student Organizational Fair- This was an open house and career orientation for all ASU students. Media professionals from the area were invited to set up displays, recruit and give career guidance to students that are interested in communications careers.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KAIT staffed a booth for 2 hours to talk with prospective applicants about careers in broadcasting at KAIT. Also spoke with professors regarding internships and opportunities for students looking for jobs during their college careers in the communications field.

Names of Station Personnel involved in Initiative:

Tracey Rogers, Vice President & General Manager
Hatton Weeks, News/Content Director
Ronnie Weston, News Operations Manager

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 15, 2013

Describe Nature of Initiative:

Greene County Tech High School Opportunity Fair for students 11th & 12th grades in Paragould, AR. Students from GCT, Crowley's Ridge Academy, Rector High School in Rector, AR and Marmaduke High School in Marmaduke, AR attended. Approximately 550 students in groups were allowed to speak with employers from various colleges, businesses and industries regarding career paths from 8:30 am to 10:30 am.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KAIT's Business Office Coordinator coordinated with Breta Dean, GCT High School 12th grade Counselor to arrange the schedule for a KAIT employee to address several groups of students interested in broadcasting about types of media used in both broadcasting and on our website. They were advised about courses that would be helpful in pursuing a career that involves the use of audio, video and computer generated graphics like those used at KAIT. The students were also given information about how to get an entry level position and what to expect in opportunities to progress in the industry.

Names of Station Personnel involved in Initiative:

Tory Shirley, Sales Coordinator
Darlene Calkin, Business Office Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVESDate(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

College Student Internship Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KAIT-TV offers unpaid internships to college students as a way to assess jobs and job readiness. These internships are granted to junior and senior students majoring in Communications, Mass Communications, Journalist, Broadcast Journalism and Business from various accredited colleges and universities throughout the U.S who have received the approval from the Dean/Chairman and/or academic advisor of their respective departments(s). Upon successful completion of the program, the student's supervisor at KAIT completes an evaluation form and the student receives credit hours toward his/her degree.

Intern Name:	University Name:	Assigned Dept.:	Dates of Internship:
Cody Konecny	Arkansas State University	Sales	January 8, 2013-April 17, 2013
Tyler Holden	Arkansas State University	News (Operations)	January 21, 2013-March 15, 2013
Devan Harper	Arkansas State University	Marketing	May 7, 2013-July 15, 2013
Marcela Tapia Trigos	Arkansas State University	Marketing	May 7, 2013-July 15, 2013
Audrey Tyner	Arkansas State University	Sales	May 7, 2013-July 16, 2013
M.A. Draper	Arkansas State University	Sales	May 13, 2013-July 30, 2013
Natalie Smith	Harding University	News	May 13, 2013-August 9, 2013
BreAnna Boyd	University of Memphis	News	May 27, 2013-August 3, 2013
Margaret Collins	University of Mississippi	News	July 1, 2013-August 15, 2013
Maggie Sholz	Arkansas State University	Sales	August 6, 2013-November 6, 2013
Lindsey Cook	Arkansas State University	Sales	August 13, 2013-November 26, 2013

Names of Station Personnel involved in Initiative:

Tracey Rogers, Vice President & General Manager
 Hatton Weeks, News/Content Director
 Ronnie Weston, News Operations Manager (News Intern Coordinator)
 Melvin Johns, Director
 David Leonard, Director
 Emily Evans, News/Content Specialist
 Courtney Brown, Video Journalist
 Will DuPree, Video Journalist
 Veronica Smith, Video Journalist
 Joe Sciortino, General Sales Manager
 Debra Stephens, General Sales Manager
 Sheila Harrison, Digital Sales Manager
 Tory Shirley, Sales Coordinator (Sales Intern Coordinator)
 Staci Haddick, Sales Coordinator

Tara Ferguson, Account Executive
Aaron Meyer, Account Executive
Scotty Burgess, Account Executive
Wendy Schroepel, Account Executive
Ed Watson, Account Executive
Howell Westbrook, Account Executive
Jeff Dutton, Account Executive
Alysha Moreno, Account Executive
Vanna Headley, Digital Sales Specialist
Jeremy Shirley, Marketing Director (Marketing Intern Coordinator)
Richard Bressler, Marketing Producer
Evan Butler, Marketing Producer
JR Lawrence, Marketing Producer
Courtney Brown, Video Journalist
Will DuPree, Video Journalist
Veronica Smith, Video Journalist

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

Arkansas Broadcasters Association Internship Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

The Arkansas Broadcasters Association provides a paid internship (\$600 stipend) to a high school or college student at a participating television station (KAIT-TV) in which the student is exposed to many facets of the broadcasting industry. The department spends time instructing the student in its respective area of broadcasting. Many times these interns are hired as part-time employees who go on to be hired as full-time employees of KAIT.

Intern Name:	School Name:	Assigned Dept.:	Dates of Internship:
Kirsten Pieri May	Arkansas State University	News	March 4, 2013-May 26, 2013
Austin Adams	Greene County Tech High School	News	July 1, 2013-August 23, 2013
Bryan Holder	Nettleton High School	News	December 1, 2013-January 24, 2014

Names of Station Personnel involved in Initiative:

Tracey Rogers, Vice President & General Manager
 Hatton Weeks, News/Content Director
 Ronnie Weston, News Operations Manager (News Intern Coordinator)
 Melvin Johns, Director
 David Leonard, Director
 Emily Evans, News/Content Specialist

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

Job Shadow- Local junior high, high school students and college students spend a day shadowing an employee in the area of their choice to discuss the opportunities and seek advice on a future career in broadcasting.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

- Ronnie Weston, News Operations Manager coordinates each Job Shadow with the appropriate school's personnel and with each department manager involved at KAIT. He also updates the RA Publishing Intern Research Group's Broadcasting Internship Guide for College Students each year to make sure the stations information is correct.
- Hatton Weeks, News/Content Director coordinates each Job Shadow in his department with Ronnie Weston and the appropriate personnel in his department.
- Diana Davis, Anchor was shadowed by an 8th grade MacArthur Jr. High School student, Grace Hurt. She was given the opportunity to see all aspects of how Diana prepares for the Midday Newscast including interviews with 2 different guests. Diana also talked to her about all aspects of broadcast news, degrees involved and production values.
- Allison Munn, Anchor/MMJ was shadowed by a John Carroll University junior, Jackie Mitchell. She was given the opportunity to follow Allison on her daily assignments. They discussed day-to-day news gathering and delivery and how to apply for jobs in the industry.
- Gerald Erickson, Chief Engineer was shadowed by an 8th grade Brookland Middle School student, Dylan Kisner. He was given the opportunity to see what it's like to do daily maintenance and manage a small market high definition television station's engineering department.
- Justin Logan, Meteorologist was shadowed by an 8th grade Brookland Middle School student, Parker Odom. He was given the opportunity to see how a weather segment is put together for Good Morning Region 8 and the Midday Newscast. Justin also demonstrated the gathering, interpretation and display of weather information in preparation for multiple newscasts during the day. He was also given advice on how to seek a career in broadcasting and meteorology. Parker also spent a little time with Ryan Johnson, Graphics Operator, being shown how the news graphics are created for the Midday Newscast.

Names of Station Personnel involved in Initiative:

Ronnie Weston, News Operations Manager

Hatton Weeks, News/Content Director

Diana Davis, Anchor

Allison Munn, Anchor/MMJ

Gerald Erickson, Chief Engineer

Justin Logan, Meteorologist

Ryan Johnson, Graphics Operator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

Speakers' Bureau-Local organizations & schools invite KAIT employees to speak on various television broadcasting topics including career opportunities in broadcasting.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

- Hatton Weeks, News/Content Director, spoke with 6 ASU Radio/TV students from the College of Communications regarding News, News Production and Sales. The students toured the station including the control room, studio and newsroom, watched the 5 pm newscast and interacted with staff. They each got to see how the different departments prepare for a newscast and got a better understanding of the industry and the workflow.
- Josh White, Assistant News Director, spoke to over 200 adult participants at the Kentucky News Photographers Association meeting in Louisville, KY. He spoke about how to move into management roles and his experience as a former news photographer and now Assistant News Director.
- Tory Shirley, Sales Coordinator, spoke to a group of 5th grade students from Riverside Elementary School regarding careers in the broadcast industry.
- Tory Shirley, Sales Coordinator, spoke to a group of 2nd grade students from St. Paul Elementary School regarding careers in the broadcast industry. The student toured the station, including the control room and studio.
- Laura Gunter, Photojournalist/VJ and Wendy Schroepfel, Account Executive (former Reporter), spoke with 60 Kindergarten students from Fox Meadow Elementary School on their "Career Day" about the television profession. They allowed the students to use a microphone on camera and see themselves in the television monitor so they could get an idea of what it's like to be a reporter.
- Tory Shirley, Sales Coordinator, spoke to 20 14-16 year old students from Manila FBLA program regarding how to prepare for a career in television and meteorology, including educational requirements for a broadcast career. The students toured the station, including the sales department, the control room, studio and newsroom.
- Tory Shirley, Sales Coordinator, spoke with 20 15-17year old students from Greene County Tech's Television Class regarding how to prepare for a career in television and meteorology, including educational requirements for a broadcast career. The students toured the station, including the sales department, the control room, studio and newsroom.
- Tory Shirley, Sales Coordinator, spoke with 15 9th-12th grade students from Cedar Ridge's FBLA program regarding how to prepare for a career in television and meteorology, including educational requirements for a broadcast career. The students toured the station, including the sales department, the control room, studio and newsroom.

- Tory Shirley, Sales Coordinator, spoke with 60 4th grade science students from Hoxie Elementary School regarding careers in the broadcast industry including meteorology. The students toured the station, including the studio chroma key wall.
- Tory Shirley, Sales Coordinator, spoke with a group of Kindergarten-6th grade students from Mustang Camp at Hoxie regarding careers in the broadcast industry including meteorology. The students toured the station, including the studio chroma key wall.
- Tracey Rogers, Vice President and General Manager, spoke with 20 members of the Arkansas State University Technology Club regarding technology in television including news cameras, live capabilities, iPad, iPhone and Android Apps, demo of live truck operation, social media and high definition technology. She also spoke about internship and job opportunities at KAIT.
- Tracey Rogers, Vice President and General Manager, Hatton Weeks, News/Content Director and Tory Shirley, Sales Coordinator spoke with a group of high school students from the Junior Leadership Jonesboro program. They each spoke with them regarding careers in broadcasting, college requirements, and other aspects of television broadcasting. The students toured the station, including the sales department, the control room, newsroom, the studio and the chroma key wall.
- Hatton Weeks, News/Content Director, Jeremy Shirley, Marketing Director and Tory Shirley, Sales Coordinator spoke with a group of students from the College of Communications National Broadcast Society regarding News, Commercial Production, Sales and other broadcast industry careers. The students toured the station including the sales department, control room, studio and newsroom.
- Tory Shirley, Sales Coordinator, and Ryan Vaughan, Chief Meteorologist spoke to 18 14-17 year old students from Cross County 4H Teen Leaders program regarding how to prepare for a career in television and meteorology. The students toured the station, including the sales department, the control room, studio and newsroom.

Names of Station Personnel Involved in Initiative:

Tracey Rogers, Vice President & General Manager
 Hatton Weeks, News/Content Director
 Josh White, Assistant News Director
 Jeremy Shirley, Marketing Director
 Tory Shirley, Sales Coordinator
 Laura Gunter, Photojournalist/VJ
 Wendy Schroepfel, Account Executive
 Ryan Vaughan, Chief Meteorologist

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): September 25, 2013 – September 26, 2013

Describe Nature of Initiative:

Provide training to management level personnel as to methods of ensuring equal employment opportunities and preventing employment discrimination & harassment. A Federal Law Update on Unlawful Discrimination training session on how to spot and respond to unlawful discrimination and harassment.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

All managers and supervisors required to attend a webinar presented by attorneys for Ogletree Deakins Law Firm on "Labor & Employment Law-From a Different Angle" on September 25, 2013 & September 26, 2013.

Names of Station Personnel involved in Initiative:

Tracey Rogers, Vice President and General Manager
Terri Collums, Regional Assistant Controller/Business Manager
Hatton Weeks, News/Content Director
Ronnie Weston, News Operations Manager
Josh Harvison, Executive Producer/Anchor/Reporter
Debra Stephens, General Sales Manager
Sheila Harrison, Local Sales Manager
Gerald Erickson, Chief Engineer
Jeremy Shirley, Marketing Director
David Rounds, New Media Content Director
Debi Gann, Traffic Manager
Darlene Calkin, Business Office Coordinator