

EEO PUBLIC FILE REPORT
KAIT-TV
February 1, 2011 to January 31, 2012

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]**

Account Executive New Media (#1-4, 12-13, 15-58, 60)	[Hiree: #01]
Associate Director (#1-4, 11, 15-48, 50-58)	[Hiree: #04]
News Producer (#1-4, 11, 15-48, 50-58)	[Hiree: #02]
Reporter/Meteorologist (#1-4, 11, 15-48, 50-59)	[Hiree: #04]
News Producer (#1-4, 11, 15-48, 50-58)	[Hiree: #02]
Account Executive (#1-5, 7-8, 11, 15-48, 50-58)	[Hiree: #01]
Video Journalist (#1-4, 11, 15-48, 50-58, 65)	[Hiree: #65]
Video Journalist (#1-6, 11, 15-48, 50-58)	[Hiree: #01]
Marketing Producer (#1-4, 11, 15-48, 50-58)	[Hiree: #01]
Sports Anchor/Video Journalist (#1-4, 8, 11, 15-48, 50-58)	[Hiree: #04]

Total Interviewees for all Full-Time Positions

(39) Thirty-Nine interviewees

Number of Referrals From Sources Used

#1 (18 interviewees), #2 (3 interviewees), #4 (8 interviewees),
#5 (1 interviewee), #7 (2 interviewees), #8 (3 interviewees),
#19 (1 interviewee), #28 (1 interviewee), #29 (1 interviewee),
#65 (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. Walk In/Phone In
11. The National Alliance of State Broadcasters Associations, www.careerpage.org
12. Career Women, <http://www.careerwomen.com>
13. Diversity Search, <http://www.diversitysearch.com>
14. Indeed.com, <http://www.indeed.com>
15. Native America Journalists Association, <http://www.naja.com>, e-mail jharjo@ou.edu
16. National Association of Hispanic Journalists, <http://nahj.org>, e-mail jobbank@nahj.org
17. Asian American Journalists Association, <http://jobs.aaja.org>
18. Arkansas Business.com, <http://www.arkansasbusiness.com/jobs>
19. Mark C. Holloway, TV Jobs.com, <http://www.tvjobs.com>
20. Doug Krile, Arkansas Broadcasters Association, 2024 Arkansas Valley Drive, Suite 403, Little Rock, AR 72212, 501-227-7564, e-mail mail@arkbroadcasters.org
21. Heather Garcia, 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 heather.garcia@uacccb.edu
22. Mark Shilstone, Media Line, P.O. Box 51909, Pacific Grove, CA 93950-6909, 800-237-8073, www.medialine.com, e-mail medialine@medialine.com
23. Kathleen Wickman, University of Memphis, Dept. of Journalism, 300 Meeman Building, Memphis, TN 38152-0001, 901-678-2158, e-mail Ashley Akin @ akin.ashley@gmail.com or memphisjourjobs@gmail.com.
24. Dean Mary Jarrett, Arkansas Baptist College, 1600 Bishop, Little Rock, AR 72202, 501-374-7856
25. JoAnne Ryan, Western Kentucky University, Dept. of Communication & Broadcasting, 1 Big Red Way, Bowling Green, KY 42101, 270-745-4144
26. Judy Duncan, Dept. of Workforce Services (Arkansas Employment Security Division), P.O. Box 16127, Jonesboro, AR 72403, 870-935-5594
27. Monica Meeks, The ASPIRA Association, Programs for Hispanic Youth, 1444 I Street NW, Suite 800, Washington, DC 20005-2210, 202-835-3600

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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)

28. Dr. Neal Vickers, Arkansas State University, Career Planning & Placement Office, P.O. Box 2490, State University, AR 72467-2490, 870-972-3025, <http://careers.astate.edu>, or e-mail carolyne@astate.edu
29. Mary Jackson Pitts, Arkansas State University Radio TV Department, P.O. Box 2160, State University, AR 72467-2160, 870-972-3070
30. June Taylor, Arkansas State University Black Students Association, P.O. Box 2160, State University, AR 72467-2160, 870-972-3454
31. Stacey Woeful, KOMU-TV, University of Missouri, 5550 Highway 63 South, Columbia, MO 65201; 573-882-8888
32. Darlene Gilman, News Director News 7, Lyndon State College, P.O. Box 919, Lyndonville, VT 05851-0919, 802-626-6221
33. Matthew Green, Columbia College Chicago, 600 South Michigan, Chicago, IL 60605-1996, 312-344-7281
34. Congressman Marion Berry, 108 E. Huntington, Jonesboro, AR 72401, 870-972-4602 or Congressman Rick Crawford, 2400 Highland Drive, Suite 300, Jonesboro, AR 72401, 870-203-0540
35. First Baptist Church, 700 Kitchen, Jonesboro, AR 72401, 870-931-0493
36. 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@famuedu
37. Sandra Rice, Emma Bowen Foundation for Minority Interest in Media, 524 West 57th Street, New York, NY 10019, 212-975-2545
38. Dr. Rama Tunugntla, Grambling University, Mass Communications Dept., P.O. Box 45, Grambling, LA 71245-0045, 318-274-2189
39. Jerry White, Gaylord College, University of Oklahoma, Norman, OK 73019, 405-325-7565
40. Carlos Ericksen, Hispanic Link News Services Inc., 1420 North Street NW, Washington, DC 20005, 202-234-0280
41. Jay Groves, Illinois State University, Media Relations, Dept. 3250, Norman, IL 61790-3250, 309-438-5631
42. Phousavanh Sengsavanh, University of Missouri School of Journalism, Career Center, 76 Gannett Hall, Columbia, MO 65211, 573-882-4821
43. Japanese American Citizens League, National Headquarters, 1765 Sutter Street, San Francisco, CA 94115
44. Laquita Jackson, Lemoyne-Owen College, 807 Walker Avenue, Memphis, TN 38126, 901-774-9090
45. Shirley Mynhier, The Links Inc., 1200 Massachusetts Avenue NW, Washington, DC 20001, 202-842-8686
46. Courtney Edwards, Louisiana State University Career Services, 1502 Patrick F. Taylor Hall, Baton Rouge, LA 70203 225-578-2162

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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)

47. Max Utsler, University of Kansas, 2066 Dole Building, Lawrence, KS 66045, 785-864-0608
48. Cheryl Benson, University of Central Arkansas Placement Office, 201 Donaghey, Conway, AR 72035, 501-450-3134
49. Debbie Tarver, National Black MBA Association, 180 N. Michigan Ave., Suite 1515, Chicago, IL 60601, 312-236-2622
50. Brenda Rivas, National Hispanic Media Coalition, 55 South Grand Ave., Pasadena, CA 91105, 626-792-6462, e-mail: brivas@nhmc.org
51. 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 ocb@beonair.com
52. David Ostroff, College of Journalism & Communications, University of Florida, P.O. Box 118400, Gainesville, FL 32611-8400, 352-392-0463
53. Mary Jones, UAPB Career Services, Mail Slot 4975, Pine Bluff, AR 71601, 870-575-8461
54. Earnest Ford Jr., Society of Professional Journalists, 3909 North Meridian Street, Indianapolis, IN 46208, 317-927-8000
55. Don Edwards, Chairman, Broadcast Journalism Dept., Syracuse University, 215 University, Syracuse, NY 13244-2100, 315-443-1870; e-mail Bridget Lichtinger @ belichti@syr.edu
56. Brenda McCrory, University of Arkansas, Dept. of Communications, 417 Kimpel Hall, Fayetteville, AR 72701, 479-575-3046
57. David Guerra, UALR, RTV & Film, 2801 South University, Little Rock, AR 72204, 501-569-3000
58. 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)
59. Patricia Wilson or Wayne Verno, Mississippi State University, e-mail wilson@geosci.msstate.edu, e-mail wayne.verno@msstate.edu
60. Gene McKay, Spots n Dots, e-mail ads@spotsndots.com, 888-884-2630
61. 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
62. Nicole S. Newsome, Radio Television News Directors Association, 1600 K Street, NW, Suite 700, Washington, DC 20006 202-467-5208, 800-80-RTNDA, e-mail nicolen@rtnda.org
63. Rick Gevers, Rick Gevers & Associates, P.O. Box 577, Zionsville, IN 46077, 317-769-7900, e-mail rick@rickgevers.com
64. Michelle Duke, National Association of Broadcasters, NABEF Career Center, 1771 N. Street NW, Washington, DC 20036
65. Media-Match USA, www.media-match.com

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:

Career Women (nothing posted after 11/1/10 due to technical issues)
Diversity Search (nothing posted after 11/1/10 due to technical issues)
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): May 5, 2011

Describe Nature of Initiative:

Region8 JobLink Job Expo – KAIT held a career fair at a local mall from 10:30 am to 4:30 pm. KAIT ran a heavy promotional schedule on air to invite the public to attend the career fair. KAIT and 17 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. 275-300 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 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. Several live cut-ins were aired to promote the event during the Midday newscast. KAIT personnel, including the Sales, Internet and the management team staffed the KAIT booth from 10:30am-4:30pm 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. Abilities Unlimited
2. AID Temporary Services Inc
3. Anchor Packaging
4. Arkansas Department of Human Services
5. Butterball, LLC
6. D&L Inc
7. Express Employment Professionals
8. Greenway Equipment Inc
9. Hays Food Town
10. Health-South of Jonesboro
11. McDonald's Restaurant/Century Management LLC
12. Odle Management
13. Paramount Staffing
14. Post Division of Kraft Foods
15. Productive Staffing
16. St Bernards Regional Medical Center
17. Startek

Names of Station Personnel involved in Initiative:

Tim Ingram, Vice President and General Manager

Joe Sciortino, General Sales Manager

Sheila Harrison, Digital Sales Manager

Whitney Springston, Account Executive New Media

David Rounds, New Media Content Director

Tara Ferguson, Account Executive

Howell Westbrook, Account Executive

Zach Fahlberg, Account Executive

Jeff Dutton, Account Executive

Colby Brooks, Account Executive

Aaron Meyer, Account Executive

Ed Watson, Account Executive

Wendy Rolley Schroepel, Account Executive

Tory Shirley, Sales Coordinator

Jeremy Shirley, Marketing Director

J R Lawrence, Marketing Producer

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 29, 2011

Describe Nature of Initiative:

Region8 JobLink Job Expo – KAIT held a career fair at a local mall from 10:30 am to 4:30 pm. KAIT ran a heavy promotional schedule on air to invite the public to attend the career fair. KAIT and 18 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 225-275 people visited the expo of which approximately 65% 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 8 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, Internet and the management team staffed the KAIT booth from 10:30am-4:30pm 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. Academic Partnerships
2. Alberto Culver of Jonesboro
3. American General Life & Accident Insurance Company
4. Arkansas Department of Human Services
5. Arkansas Army National Guard
6. ASU Newport Jonesboro Campus
7. Butterball, LLC
8. Express Employment Professionals
9. McDonald's Restaurant/Century Management LLC
10. Odle Management
11. Ozark Pizza Company d/b/a Papa Johns
12. Paramount Staffing
13. Poplar Bluff Medical Partners
14. Productive Staffing

15. Prospect Steel Company
16. St Bernards Regional Medical Center
17. Startek Inc
18. Tenaris

Names of Station Personnel involved in Initiative:

Tim Ingram, Vice President and General Manager
Joe Sciortino, General Sales Manager
Sheila Harrison, Digital Sales Manager
Whitney Springston, Account Executive New Media
David Rounds, New Media Content Director
Tara Ferguson, Account Executive
Howell Westbrook, Account Executive
Jeff Dutton, Account Executive
Eloise Stanley, Account Executive
Colby Brooks, Account Executive
Aaron Meyer, Account Executive
Ed Watson, Account Executive
Wendy Rolley Schroepfel, Account Executive
Tory Shirley, Sales Coordinator
Jeremy Shirley, Marketing Director
Andy Geswein, Marketing Producer
Hatton Weeks, News/Content Director
Josh White, Assistant 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 8, 2011 & September 20, 2011

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 220 students attended each 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:

Ronnie Weston, News Operations Manager

Jeremy Shirley, Marketing Director

Darlene Calkin, Business Office Coordinator

Hatton Weeks, News/Content Director

Sheila Harrison, Digital Sales Manager

Fall Career Fair:

Tim Ingram, Vice President & General Manager

Ronnie Weston, News Operations Manager

Jeremy Shirley, Marketing Director

Darlene Calkin, Business Office Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): February 8, 2011

Describe Nature of Initiative:

ASU Student Activities Board & The ASU Career Management Center's Etiquette Dinner-A select group of students are given the opportunity to visit with employers in a business dinner setting to learn proper business etiquette and also learn about different career opportunities.

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

One KAIT representative was placed at a table with seven students and given the opportunity to interact with these students in a business setting. The etiquette instruction was facilitated by Dr. Sandra Bevill & Dr. Terry Roach. The KAIT representative was able to speak with the students about how to prepare a resume, how to participate in a job interview and also explain the different career opportunities within our industry and at KAIT.

Names of Station Personnel involved in Initiative:

Ronnie Weston, News Operations Manager

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): February 22, 2011

Describe Nature of Initiative:

Walnut Ridge High School Career Day-Career day for students 7th – 12th grades at Walnut Ridge High School in Walnut Ridge, Arkansas. Approximately 300 students in two groups were allowed to speak with employers from various businesses and industries regarding career paths from 8:30-9:30 am & 10-11:30 am.

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

KAIT's News Operations Manager coordinated with Raelyne Massey, Walnut Ridge High School teacher to arrange the schedule for a KAIT employee to address 2 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:

Ronnie Weston, News Operations Manager
Kristina Hamilton, Anchor/Video Journalist

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 11, 2011

Describe Nature of Initiative:

Nettleton High School Career Fair for students 10th – 12th grades in Jonesboro, Arkansas. Approximately 600 students in groups were allowed to speak with employers from various businesses and industries regarding career paths from 8:10 am to 11:30 am.

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

KAIT's News Operations Manager coordinated with Amanda Wain, Nettleton High School 10th & 11th 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:

Ronnie Weston, News Operations Manager
Brandi Hodges, Video Journalist
Sarah Tipton, Meteorologist

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 17, 2011

Describe Nature of Initiative:

The Arkansas Economic Development Commission, Arkansas Department of Workforce Education and Crowley's Ridge Educational Service Cooperative's "Graduating to the Workplace" – This is a Career Fair to recognize high school seniors who have completed a Career Education Program of Study and give them an opportunity to learn about different industries and the career opportunities in those industries. Approximately 807 students from 28 schools attended with 30 different participating recruiters. Students were given 1 1/2 hours to visit with the recruiters about their industries and career opportunities.

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

KAIT set up and staffed a booth and handed out information about possible career opportunities at KAIT. Also cited Arkansas State University in Jonesboro as a possible source of an education in broadcasting. Students were also encouraged to participate in the ABA Internship program.

Names of Station Personnel involved in Initiative:

Ronnie Weston, News Operations Manager
Hatton Weeks, News/Content Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): April 13, 2011

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:

Tim Ingram, Vice President & General Manager
Joe Sciortino, General Sales Manager
Darlene Calkin, Business Office Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): September 15, 2011

Describe Nature of Initiative:

Arkansas State University's Communications Dept. Organization Fair-This was an open house and career orientation for the students enrolled in the College of Communications at ASU. Businesses 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 1½ 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:

Tim Ingram, Vice President & General Manager
Hatton Weeks, News/Content Director
Josh White, Assistant News/Content Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 19, 2011

Describe Nature of Initiative:

Greene County Tech High School Opportunity Fair for students 11th – 12th grades. Student from GCT, Crowley's Ridge Academy, Rector and Marmaduke attended. Approximately 600 students in groups were allowed to speak with employers from various colleges, businesses and industries regarding career paths from 8:10 am to 11:30 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:

Darlene Calkin, Business Office Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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

Describe Nature of Initiative:

College Student Internship Program – Williams Baptist College

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. 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. Melinda Williams, Asst. Professor of Communications Arts is in charge of this intern program at Williams Baptist College. The intern is Esther Fehr.

February 1, 2011-April 29, 2011: 1 intern assigned to the Marketing Dept.

Names of Station Personnel involved in Initiative:

Ronnie Weston, News Operations Manager
Jeremy Shirley, Marketing Director
Andy Geswein, Marketing Producer
Richard Bressler, Marketing Producer

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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

Describe Nature of Initiative:

College Student Internship Program – Arkansas State University

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. Upon successful completion of the program, the student's supervisor at KAIT completes an evaluation form and the student is then given a grade by his/her college instructor/internship supervisor and receives credit hours toward his/her degree. Many times these interns are hired as part-time employees who go on to be hired as full-time employees of KAIT. Larz G. Roberts is in charge of this intern program at Arkansas State University. The intern is Abbigail Robinson.

May 4, 2011-July 15, 2011: 1 intern assigned to the News/Content Dept.

Names of Station Personnel involved in Initiative:

Ronnie Weston, News Operations Manager
Hatton Weeks, News/Content Director
Keith Boles, Reporter/Video Journalist
Brandi Hodges, Reporter/Video Journalist

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): November 7, 2011 – December 31, 2011

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 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 including News/Content and News Operations departments. Each 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. The intern is Jorge Quiquix.

Names of Station Personnel involved in Initiative:

Ronnie Weston, News Operations Manager

David Leonard, Director

Mitch Lilly, Sports Director

Keith Boles, Reporter/Video Journalist

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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

Describe Nature of Initiative:

Job Shadow- Local junior high and high school 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, KAIT 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, KAIT News/Content Director coordinates each Job Shadow in his department with Ronnie Weston and the appropriate personnel in his department.
- Sarah Tipton, KAIT Meteorologist was shadowed by a 12th grade Caruthersville, MO High School student, Drayton Callens. He was given the opportunity to see how a weather segment is put together for Good Morning Region 8 and the Midday Newscast. Sarah also demonstrated the gathering, interpretation and display of weather information in preparation for multiple newscasts during the day.
- Bob Snell, KAIT Managing Editor, Anchor/Reporter was shadowed by an 8th grade Wynne Jr High School student, Tyler Waymire. He demonstrated the "behind the scenes" operation of the station including how the Good Morning Region 8 show is produced, how stories are gathered, edited and aired.
- Sarah Tipton, Sarah Tipton, KAIT Meteorologist was shadowed by an 8th grade Bay Jr High School student, McKinsey Robinson. She was given the opportunity to see how a weather segment is put together for Good Morning Region 8 and the Midday Newscast. Sarah also demonstrated the gathering, interpretation and display of weather information in preparation for multiple newscasts during the day.

Names of Station Personnel involved in Initiative:

Ronnie Weston, News Operations Manager
 Hatton Weeks, News/Content Director
 Sarah Tipton, Meteorologist
 Bob Snell, Managing Editor, Anchor/Reporter

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):

- JR Lawrence, KAIT Marketing Producer, spoke to a Career Orientation class of 13-14 year olds at Weiner High School to discuss careers in television including Marketing.
- Tory Shirley, KAIT Sales Coordinator, spoke to 45 5th & 6th grade students from Manila School District regarding how to prepare for a career in television and about different writing styles.
- Tory Shirley, KAIT Sales Coordinator, spoke to 20 7th & 8th grade students from Walnut Ridge School District regarding careers in television including what college classes to take and showed them various aspects of the television business @ KAIT.
- Tory Shirley, KAIT Sales Coordinator and Jeremy Shirley, KAIT Marketing Director, spoke with 10 high school students from Crowley's Ridge Academy's Technology Class regarding college classes required to be in television and the technology applications that are beneficial to working in television.
- Tory Shirley, KAIT Sales Coordinator spoke with 36 (32 of which were minorities) high school students from the NEA Career & Technical Center over two days regarding basic station operation and requirements needed to get a job in the television industry.
- Diana Davis, KAIT Anchor/Reporter, spoke to 250 8th grade Douglas MacArthur Jr High School students at their DMJHS Career Day regarding careers in broadcasting, college requirements, day to day responsibilities and professional responsibilities.
- Diana Davis, KAIT Anchor/Reporter, spoke to 22 undergraduates Broadcast Journalism students at Arkansas State University regarding the constant changes they can expect to find in broadcasting and broadcasting technology. Also spoke about broadcasting careers, day to day responsibilities and professional responsibilities.
- Hatton Weeks, KAIT News Content Director, spoke to 27 ASU Radio TV students over two days regarding how newscasts are put together and the different positions that it takes to put a newscast together. He also discussed internship options that are available at the station.

Names of Station Personnel involved in Initiative:

JR Lawrence, Marketing Producer

Tory Shirley, Sales Coordinator

Jeremy Shirley, Marketing Director

Diana Davis, Anchor/Reporter

Hatton Weeks, News Content Director