



FCC/EEOC Recruitment Report for Calendar Years 2021-2022

January 2022

Under the specific EEO program requirements effective 3/10/03, broadcasters must comply with three key components: 1) Outreach/Recruitment, 2) Record-keeping/Reporting, and 3) Self Analysis of EEO Efforts. Arkansas PBS has accomplished all of the following:

Outreach/Recruitment:

Goal: Full time job vacancies must be advertised broadly to all markets covered by Arkansas PBS for a reasonable period and notice of job vacancies must be provided to any groups requesting such.

Results: Distributed targeted information on each job opening using statewide newspaper advertising, the Internet, social media outlets, postings provided to all State institutions via the state job line, the Arkansas PBS web page and the PBS bulletin board. Also provided job information upon request to any who asked.

Goal fulfilled.

Goal: Completion of four (4) recruitment initiatives over a two-year period ending at our license renewal anniversary (February 1). From 16 initiatives Arkansas PBS selected the following for the full two-year period **February 1, 2020–January 31, 2022:**

- a) Participate in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions.

Results: Due to COVID-19, our face-to-face events were limited since March of 2020.

- We participate thru “Handshake” a website where college students can find jobs and attend virtual job fairs for 2020 and most of 2021.
- Arkansas PBS participated in Career Fairs at the following locations:
 - ATU Engineering Internship Fair, September 22, 2021. Recruitment booth was set up by the following personnel: Jennifer Killough, Human Resources Program Representative.
- Attended the Conway Business Exp/ Taste of Conway event on October 15, 2021. Information on job opportunities and internship was provided. Personnel attended: Marge Betley and Aaron Utley.
- Attended a meeting at Creative Institute of Central Arkansas where Jennifer Killough, Human Resources Program Representative, spoke with young adults about how to apply for jobs.
- Attend the Exploring Arkansas From Above premier at the Kenda Drive-In in Marshall, AR. Information on job opportunities and internship was provided. Personnel attend: Julie Thomas, Chuck Dovish, Pat Pearson, Casey Sander, Kai Caddy, Veronica Palmer.

Goal fulfilled.

- b) Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Results: Arkansas PBS offers an ongoing intern program accepting students interested in any career field related to TV broadcast.

Goal fulfilled.



c) Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.

***Results:** Arkansas PBS offered various training programs to staff through the state's Training Program, independent sources, in-house training sessions, conferences and webinars. Arkansas PBS staff, supervisors and directors participated in the following:*

Ongoing training through the Arkansas State Employees Training Program included HRkansas for Supervisors; Hiring Talent; Interpersonal Communications; You've Got Problems, We've Got Solutions; Performance Goals & Compensation; Accounting and Purchasing Forums.

Staff training on Harassment Awareness, COVID-19, Excel Basic, Diversity & Inclusion for staff, Diversity & Inclusion for Leaders, PBS Standards & Practices

d) List each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

***Results:** Targeted advertising of Arkansas PBS job openings for professional or technical positions with various media for statewide, regional coverage, and national coverage. Jobs also are posted on the state's web page, Arkansas PBS's web page, Arkansas PBS's internal bulletin board, LinkedIn, Twitter, Producer's Guild, Current, CPB, NABJ, NAHJ, Current Diversity and target Facebook groups such as: PBS Digital Station Solution; NETA Content PLC; Public Media "Millennials"; Public Media Women in Leadership; CAABJ; Reel Arkansas; American Indian Center of Arkansas; NABJ; Arkansas Film United.*

Goal fulfilled.

Record-Keeping/Reporting:

Goal: Reports are required every year before the license renewal anniversary (February 1). These reports must be put into the Public File and posted on the web page.

***Results:** EEO Public File Reports were posted on Arkansas PBS's web page and in the public file in January 2020 & 2021.*

Goal fulfilled.

Goal: Data must be maintained on all full-time jobs filled, recruitment source for each, advertisement copies, names of applicants interviewed, referral source of interviewees, date each job was filled and proof of at least four (4) recruitment initiatives accomplished.

***Results:** Data is maintained on each position opening and each recruiting initiative to track required information throughout the year.*

Goal fulfilled.

Self-Analysis of EEO Efforts:



Goal: Regularly analyze recruitment programs used, assess their effectiveness, review seniority practices, examine pay and benefit rates for equity, use media for fair and broad recruitment, review promotion practices, and assure there's no discrimination based on race, age, color, national origin, religion, sex or disability.

***Results:** Recruitment activities are monitored by the Human Resources section to assure that all applicants are treated equally and fairly without regard to race, age, color, religion, sex, disability or national origin. Regular evaluation of pay is completed, and the appropriate State procedure followed to reclassify positions to accurately reflect the job.*

Arkansas PBS often must compete with commercial broadcasters and the education communities for the talent needed and we cannot pay the market rate, so we do everything possible to make Arkansas PBS a great place to work. Arkansas PBS has won state and national awards for its workplace practices that helps Arkansas PBS recruit the best and brightest. Many former employees who leave Arkansas PBS eventually come back or want to come back to our "family first" culture.

Goal fulfilled.