

EEO Public File Report

Pearson Broadcasting

For the period: 2/1/2024-1/31/2025

This report covers the following employment unit:

Call Signs: **KAKS**

Location: Goshen, AR (market Northwest AR metro)

A. The following is a list of all vacancies for full-time jobs during the previous 12 months:

Job Title	Date filled
Account Executive	9/16/24

B. During the previous 12 months, the following recruitment sources were contacted as vacancies for the full-time positions opened.

NAME	ADDRESS
Arkansas Broadcasters Association	2024 AR Valley Drive, Suite 403, Little Rock, AR 72212
Station Social Media	PO Box 23370, Barling, AR 72923
KAKS, KBCN, KERX, KTTG, hitthatline.com, Morning Rush network on-air advertisement	PO Box 23370, Barling, AR 72923
Arkansas Division of Workforce Services	1109 S. 16 th St, Fort Smith, AR 72901
Western Arkansas Works	Westernarkansasworks.com
University of Arkansas Fort Smith	Susan.krafft@uafs.edu; Uafs.edu; career-services; student-resources; jobs
North West Arkansas Community College	Career-services@nwacc.edu
Hendrix College	Hendrix-csm.symplicity.com/employers/index.php
University of Arkansas – Handshake Division of Studen Affairs	Career.uark.edu/employers/postjob/#PostaJob

C. The following is a list of full-time positions shown in Section A above and the recruitment source which provided for that position:

Job Title	Recruitment Source
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Account Executive	Station social media KAKS, KBCN, KERX, KTTG, hitthatline.com, Morning Rush network on-air advertisement

D. During the previous 12 months, there were a total of 1 (one) _____ people interviewed for the 1 (one) _____ vacancies for the Account Executive positions. The following is a list of the total number of interviewees referred by each recruitment source show in Section B above:

Job Title	Recruitment Source	# of Interviewees
Account Executive	KAKS, KBCN, KERX, KTTG, hitthatline.com, Morning Rush network on-air advertisement	2

- E. During the last 12 months, the station employment unit engaged in the following initiative:
1. We continued our Internship Program designed to assist members of the community to acquire skills needed for broadcast employment including digital marketing. We had 2 interns for 2024. Both were students on summer break. They worked under the direction of Program Director and show host Zach Arns, show host Derek Ruscin and Production Assistant Olivia Couch. The intern trained producing a live show, produce client ads, assist with promotions and scheduling programming in the automation system.
 2. Program Director Zach Arns made 3 visits per semester to Springdale Public Schools Audio / Visual Departments as well as 2 visits to the University of Arkansas Communications / Broadcasting Departments..