

# EEO Public File Report

Pearson Broadcasting

For the period: 2/1/2025-1/31/2026

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
Producer Ruscin & Zach	4/16/25

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 <sup>th</sup> 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	<a href="http://Hendrix-csm.symplicity.com/employers/index.php">Hendrix-csm.symplicity.com/employers/index.php</a>
University of Arkansas – Handshake Division of Student Affairs	<a href="http://Career.uark.edu/employers/postjob/#PostaJob">Career.uark.edu/employers/postjob/#PostaJob</a>
All Access	<a href="https://www.linkedin.com/hiring/jobs/4192948921/detail/?createMode=true">https://www.linkedin.com/hiring/jobs/4192948921/detail/?createMode=true</a>

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
Producer Ruscin & Zach show	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 17 (seventeen) people interviewed for the 1 (one) vacancies for the Producer Ruscin & Zach show 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
Producer Ruscin & Zach show	KAKS, KBCN, KERX, KTTG, hitthatline.com, Morning Rush network on-air advertisement	17

E. During the last 12 months, the station employment unit engaged in the following initiative:

1. Dale Daniels, Digital Sales Manager, attended an EEO training presented by the Arkansas Broadcasters Association 3/27/25.
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..