

EEO Public File Report

Arkansas Educational Television Network (AETN)

February 1, 2015 – January 31, 2016

Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
1	Education & Instruction Manager	11/21/14	01/05/15	AETN Internal Electronic Bulletin Board (Internal Advertising)	1	1
1	Digital Broadcast Specialist	11/20/14	03/16/15	AETN Internal Electronic Bulletin Board		
				AETN.org		
				Arkansas Democrat-Gazette	1	
				Arstatejobs	3	1
				Jonesboro Sun		
				Log Cabin Democrat		
				PBS		
				Pine Bluff Commercial		
2	Foundation Development Ass.	01/05/15	03/29/15 & 04/13/15	AETN.org		
				Arkansas Internal Electronic Bulletin Board		
				Democrat-Gazette		
				Log Cabin Democrat	2	1
				Personal Contact	1	1

1	Professional Relations Director	02/27/15	04/13/15	AETN Internal Electronic Bulletin Board		
				AETN.org	1	
				Arkansas Democrat Gazette		
				AR State Jobs Website	1	
				AETN.org		
				Log Cabin Democrat		
				Personal Contact	1	1
				Pine Bluff Commercial		
1	Broadcast Production Specialist	04/24/15	08/3/15	AETN Internal Electronic Bulletin Board		
				Arkansas Democrat Gazette		
				AETN.org	2	
				Ark State Jobs Website	1	
				Personal Contact		
				Pine Bluff Commercial		
				WEB	2	1
1	Accounting Coordinator	09/02/15	10/05/15	AETN Internal Electronic Bulletin Board	1	1
				Arkansas Democrat Gazette	1	
				AETN.org		
				AR State Jobs Website	1	
				Log Cabin Democrat		
				Personal Contact		
				WEB	1	
1	Professional Relations Director	09/12/15	10/12/15	AETN Internal Electronic Bulletin Board		
				AETN.org		
				AR State Jobs Website		

				Log Cabin Democrat		
				PBS Express		
				Personal Contact	1	1
				WEB		
1	Volunteer Associate	11/04/15	12/10/15	AETN Internal Electronic Bulletin Board		
				Arkansas Democrat Gazette	3	1
				AETN.org		
				Log Cabin Democrat		
9	TOTALS				24	9

Prong 3 Longer-Term Recruitment Initiatives Implemented During Previous Year					
No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1		Arkansas Tech University	Career Fair on April 9, 2014 in Conway. Expose college students to the broadcasting environment.	Spoke to approximately 24 students interested in broadcasting. Also discussed Internship and Volunteer opportunities at AETN.	Melissa Stamps, Assistant Personnel Manager Jennifer Killough, Human Resources Program Representative
		Hendrix College	Career Fair on March 6, 2014 in Conway. Expose college students to the broadcasting environment.	Spoke to approximately 31 students interested in broadcasting. Also discussed Internship and Volunteer opportunities at AETN.	Melissa Stamps, Assistant Personnel Manager Karen Walker, Education & Instruction Coordinator
			Intern Fair on March 19, 2015. Expose students to internship opportunities.	Spoke to approximately 22 students interested in internships at AETN.	Melissa Stamps, Assistant Personnel Manager Karen Walker, Education & Instruction Coordinator
		UCA	Career Day on April 4, 2014 in Conway.. Expose students to broadcasting careers and resources	Spoke to approximately 17 students interested in broadcasting. Also discussed Internship and Volunteer opportunities at AETN.	Mike McCullars, Director of Special Projects

		Henderson State University	Career Day on October 8, 2014 in Arkadelphia.. Expose students to broadcasting careers and resources	Spoke to approximately 17 students interested in broadcasting. Also discussed Internship and Volunteer opportunities at AETN.	Melissa Stamps, Assistant Personnel Manager Darbi Blencowe, Television Production Specialist
2	On-Going	Participate in Job Fairs	Continuing to participate in job fairs by station personnel who have substantial responsibility in making hiring decisions.	Educate & recruit students in all areas of television for positions within our agency.	All levels, station-wide
3	On-Going	Establishment of an Internship Program	Continuing to accept students into this program which is designed to develop broadcast employment skills.	Educate & recruit students in all areas of television and support activities for college credit.	All levels, station-wide
4	On-Going	Establishment of a Mentoring Program	Continuation of the Mentoring Program for each new employee at AETN.	Mentors are selected by the Executive Director or Deputy Director for new personnel. Assigned mentors are peers from all divisions.	All levels, station-wide
5	On-Going	Establishment of Training Programs	Offer continuous training to AETN Staff through the Inter-Agency Training Program (IATP) & On-Site Training Opportunities.	Training needs are defined by state and agency policy for eligible employees to be promoted.	All levels, station-wide

Arkansas Educational Television Network
FCC/EEOC Recruitment Report for Calendar Years 2014-2015
January 2016

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. AETN has accomplished all of the following:

Outreach/Recruitment:

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

Results:** Distributed information on each job opening statewide through newspaper advertising, the Internet, postings provided to all State institutions via the state job line, the AETN 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 AETN selected the following for the full two-year period **February 1, 2014 – January 31, 2016:**

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

Results:** AETN participated in Career Fairs at the following locations: Arkansas Tech University in Russellville on April 9, 2014; Hendrix College in Conway on March 6, 2014; Henderson University in Arkadelphia on October 8, 2014; Hendrix Intern Fair on March 19, 2015; UCA Career Day, April, 3, 2015. **Goal fulfilled.

*Recruitment booths were set up by the following personnel: Melissa Stamps, Assistant Personnel Manager; Jennifer Killough, Human Resources Program Representative; Mike McCullars, Director of Special Projects; Karen Walker, Education & Instruction Coordinator. **Goal fulfilled.***

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

Results:** AETN 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:** AETN offered various training programs to staff through the state's Inter-Agency Training Program (IATP), independent sources, in-house training sessions, webinars and brown bag luncheons. AETN staff, supervisors and directors participated in the following:*

1) Ongoing training through the IATP Training Program included HRkansas for Supervisors, Human Resources Personnel Administration, and Purchasing Forums.

- d) Establish a mentoring program for station personnel.

Results: *Continued the mentoring program for each new employee at AETN. Mentors are selected by the Executive Director or Deputy Director and are generally a peer from a different division. Goal fulfilled.*

- e) 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: *Advertised all job openings for professional or technical positions with various media for statewide and regional coverage. Jobs also are posted on the state's web page, AETN's web page, AETN's internal bulletin board, and the PBS bulletin board. 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 AETN's web page and in the public file in January, 2016. 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.*

AETN 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 AETN a great place to work. AETN has won state and national awards for its workplace practices that helps AETN recruit the best and brightest. Many former employees who leave AETN eventually come back or want to come back to our "family first" culture.

Goal fulfilled.



Arkansas Educational Television Commission Recruitment Source Addresses

Arkansas Democrat-Gazette

Advertising Department Manager
121 E. Capitol
Little Rock, AR 72201
Phone: 501-378-3400

Log Cabin Democrat

Advertising Department Manager
1058 Front St.
Conway, AR 72032
Phone: 501-327-2727

Jonesboro Sun

Advertising Department Manager
518 Carson
Jonesboro, AR 72401
Phone: 870-935-5525

Broadcasting & Cable Magazine

Advertising Department Manager
360 Park Ave.
New York, NY 10010
onleads@reedbusiness.com
Phone: 781-734-8441

Arkansas Workforce Services

Advertising Department Manager
P.O. Box 189
Conway, AR 72033
Phone: 501-730-9897

El Latino

Advertising Department Manager
201 E. Markham
Little Rock, AR 72203
Phone: 501-374-0853

Corporation for Public Broadcasting

Advertising Department Manager
401 Ninth St. NW
Washington, D.C. 20004-2129
Phone: 202-879-9600

Arkansas Times

Advertising Department Manager
P.O. Box 34010
Little Rock, AR 72203
Phone: 501-375-2985

Southwest Times Record

Advertising Department Manager
6129 Highway 271
Ft. Smith, AR 72098
Phone: 479-785-7744

Pine Bluff Commercial

Advertising Department Manager
P.O. Box 6469
Pine Bluff, AR 71611
Phone: 870-534-3400

Times Herald

Advertising Department Manager
P.O. Box 1699
Forrest City, AR 72335-1699
Phone: 870-633-3130

Arkansas State Jobs

Ben Ellis
1509 West Seventh
Little Rock, AR 72203-3278
www.arstatejobs.org

Public Broadcasting System (PBS Express)

Advertising Department Manager
2100 Crystal Dr.
Arlington, VA 22202
Phone: 703-682-78500

Broadcast Engineering Magazine

Advertising Department Manager
P.O. Box 12901
Overland, KS 62682
800-896-9939