

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period June 1, 2015 – May 31, 2016.

1) **Employment Unit: Blackhawk Broadcasting LLC**

2) **Unit Members (Stations and Communities of License):** KSWT—Yuma, AZ  
KYMA-DT—Yuma, AZ

3) **EEO Contact Information for Employment Unit:**

Mailing Address:  KSWT / KYMA-DT 1965 S. 4th Avenue Yuma, AZ 85364	Telephone Number: (509) 252-8282
	Contact Person/Title: Cassandra Benefield/EEO Coordinator
	E-mail Address: cassy@northwestbroadcasting.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

<i><b>Job Title</b></i>	<i><b>Recruitment Source Referring Hiree</b></i>
<b>A. General Sales Manager</b> Date Filled: 10/7/15 Total Interviewed: 4	Word of Mouth Referral
<b>B. Account Executive</b> Date Filled: 11/2/15 Total Interviewed: 1	Word of Mouth Referral
<b>C. Account Executive</b> Date Filled: 1/4/16 Total Interviewed: 3	Word of Mouth Referral
<b>D. Account Executive</b> Date Filled: 3/21/16 Total Interviewed: 4	Word of Mouth Referral

5) a. **Job Title: General Sales Manager**                      **Referral Source(s) of Hiree: Word of Mouth/Referral**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
TV Newscheck	Phil Kirk	<a href="mailto:pkirk@newscheckmedia.com">pkirk@newscheckmedia.com</a> 238 Crosshill Road Wynnewood, PA 19096	610-649-7989	1	No
Word of Mouth/Referral	Various			3	No

Stations KSWT and KYMA are Equal Opportunity Employers.

**GSM Hiring Exigent Circumstance:** Due to the sensitive nature of needing to find someone while existing General Sales Manager was still employed, the Employment Unit ran a blind ad in TV Newscheck, which produced one interview, and relied on referrals from station management in the hiring process.

**5) b. Job Title: Account Executive**

**Referral Source(s) of Hiree: Word of Mouth/Referral**

<b>Name of Organization Notified of Job Vacancy</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone Number</b>	<b># of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification? (Yes or No)</b>
Internal Posting		1965 S. 4th Avenue Yuma, AZ 85364	928-539-9990	0	No
KSWT and KYMA-DT Website		Kyma.com (covers both stations)	928-539-9990	0	No
Over-the-Air Job Opening Announcement		1965 S. 4th Avenue Yuma, AZ 85364	928-539-9990	0	No
Word of Mouth/Referral	Various			1	No

**5) c. Job Title: Account Executive**

**Referral Source(s) of Hiree: Word of Mouth/Referral**

<b>Name of Organization Notified of Job Vacancy</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone Number</b>	<b># of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification? (Yes or No)</b>
Internal Posting		1965 S. 4th Avenue Yuma, AZ 85364	928-539-9990	0	No
KSWT and KYMA-DT Website		Kyma.com (covers both stations)	928-539-9990	0	No
Over-the-Air Job Opening Announcement		1965 S. 4th Avenue Yuma, AZ 85364	928-539-9990	2	No
Word of Mouth/Referral	Various			1	No
Yuma Daily Sun (\$)	yumacredit@yumasun.com	P.O. Box 271 Yuma, AZ 85366-0271	928-783-4433	0	No

**5) d. Job Title: Account Executive**

**Referral Source(s) of Hiree: Word of Mouth/Referral**

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Posting		1965 S. 4th Avenue Yuma, AZ 85364	928-539-9990	0	No
KSWT and KYMA-DT Website		Kyma.com (covers both stations)	928-539-9990	0	No
Over-the-Air Job Opening Announcement		1965 S. 4th Avenue Yuma, AZ 85364	928-539-9990	3	No
Word of Mouth/Referral	Various			1	No

**6) Total # of Interviewees Referred:** For the period from June 1, 2015, to May 31, 2016, this Employment Unit interviewed twelve (12) interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Attendance at Job Fairs (3)**

- 1) On November 11, 2015, three news persons from this Employment Unit participated in the job fair put on by PPEP Tech High School in Somerton, AZ, in which they talked to students about employment opportunities in the Broadcast industry.
- 2) On February 17, 2016, this Employment Unit's HR Coordinator participated in the Business, CIS and Communications Career Expo put on by Arizona Western College in which she talked to many people about employment opportunities in the Broadcast industry.
- 3) On March 10-12, 2016, this Employment Unit's News Director participated in the job fair put on by Walter Cronkite School of Broadcasting in which he talked to many people about employment opportunities in the Broadcast industry.

**(b) Initiative: Recruitment Announcements**

The Employment Unit produces on-air announcements not only for specific job openings but also a general on-air commercial directing the community to the station's website if they are interested in working for this Employment Unit. The announcements run year round, typically when there is an opening on the log throughout various programming. It is an ongoing outreach to women and minorities within the community.

**(c) Initiative: Providing Broadcasting Tours to Local Schools and Job-Training Programs**

During the course of the year, this Employment Unit provides a thumbnail sketch of what television sales people do with several (upwards of 20 a year) tours of its station. The audience of these tours includes local high school, middle school, and grammar school students, organizations that assist persons with disabilities into the workforce, and other local employment-assisting organizations that help people, who have been hampered in some way, get back into the workforce, especially women and minorities.

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