

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period June 1, 2014 – May 31, 2015.

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: cbenefield@kayutv.com

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

Job Title	Recruitment Source Referring Hiree
A. Local Account Executive (Yuma-Location)	Internal Posting
Date Filled: 4/27/15	
Total Interviewed: 2	

5) a. **Job Title: Local Account Executive (Yuma)** **Referral Source(s) of Hiree: Internal Posting**

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	1	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				1	No

6) **Total # of Interviewees Referred:** For the period from June 1, 2014, to May 31, 2015, this Employment Unit interviewed two (2) interviewees for full-time job vacancies.

Stations KSWT and KYMA are Equal Opportunity Employers.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Attendance at Job Fairs

1. Arizona Western College Career Expo Job Fair, February 18, 2015

The Employment Unit's Sales Manager attended the Arizona Western College Career Expo Job Fair on February 18, 2015, from 8 a.m.-1 p.m. in which several hundred students were in attendance. He represented broadcasting careers to about one hundred of these students by handing out to them station information, job descriptions, and employment applications. He also shared with these students what to study in college for the different positions in broadcasting.

(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.

(d) Initiative: Updated/Expanded Job Opening EEO Outreach List

The Employment Unit's EEO Coordinator and Sales Manager updated and expanded the contacts for the EEO outreach list, including researching and adding other local organizations from the Yuma, AZ, and the El Centro, CA, regions that would benefit in knowing about full-time job openings, as well as fit the "reaching women and minorities" requirement.