

## **Public File Report Narrative Statement**

KCWD-FM / KNWA-AM  
Harrison Radio Stations, INC.

Reporting Period 2017  
Narrative Statement

Harrison Radio Stations, Inc., (KCWD-FM & KNWA-AM) recruit for all open positions. We have attended the Harrison, Arkansas area "Business Expo" every year for the last 14 years. We offered information about broadcasting and our industry as well as employment opportunities with Harrison Radio Stations, Inc. We also provided applications at the Business Expo to all persons interested in a career in broadcasting. Also during this reporting term, Harrison Radio Stations, Inc. awarded the Charles W. Dowdy Memorial Scholarship for \$1,000.00 at North Arkansas Community College. This is the Charles W. Dowdy Memorial Scholarship that is awarded each year. Harrison Radio Stations Inc. sent out a letter to our recruitment sources reminding them we are always accepting applications. The recruitment of minorities and women, as well as all that otherwise may not have knowledge of, or have an opportunity in broadcasting, is important to Harrison Radio Stations Inc. We recruit from our community as well as nationwide by advertising job openings on our website, [www.kcwdradio.com](http://www.kcwdradio.com) and Arkansas Broadcasting Association's website. Harrison Radio Stations Inc. is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, sex, age, disability or genetic information.

## EEO Public File Report

### Harrison Radio Stations Inc. KCWD-FM/KNWA-AM EEO Vacancy Information For 2017

Positions	Hire Source	Responses	Interviews	Recruitment Sources
Sales Positions	#3- #6- #8	05	02	#1-#2-#3-#4- #7- #8- #9
Babe Anderson				
Amy Staggs	#3- #6- #8- #9	05	02	#1-#2-#3-#4- #7- #8- #9

### New Hire EEO Report Summary

#1. Victoria Davidson	Position/ Part-Time to Full-Time/ 01/16/2017
#2. Babe Anderson	Position/ Full-Time/ 02/07/2017
#3. Karen Prescott	Position/ Part-Time to Full-Time/ 04/10/2017
#4. Amy Staggs	Position/ Full-Time/ 07/24/2017

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### **Initiative #1: Business Expo May 5<sup>th</sup> 2017**

During this reporting term, on May 5<sup>th</sup>, 2017, Harrison Radio Stations Inc. attended and participated in the Business Expo in the Harrison Arkansas area. General Manager, Roger Lowery, attended and offered information about Harrison Radio Stations Inc. Information consisted of broadcasting in general, employment opportunities along with employment applications for Harrison Radio Stations Inc. The purpose of participation in this event was to present an overview of KCWD-FM / KNWA-AM and what broadcasters do as well as talk with individuals interested in career opportunities with Harrison Radio Stations INC.

### **Initiative #2: Ladies Day Out Show June 3<sup>rd</sup> 2017**

During This Reporting Term, Saturday, June 3<sup>rd</sup> 2017, Harrison Radio Stations INC. General Manager, Roger Lowery, hosted the event offering employment opportunities with Harrison Radio Stations INC. KCWD actively promotes the event.

### **Initiative #3: Charles W. Dowdy Memorial Scholarship**

Harrison Radio Stations, INC. awarded a \$1000.00 scholarship to North Arkansas Community College. This is the Charles W. Dowdy Memorial Scholarship that is awarded annually.

### **Initiative #4: Annual Outreach Letters**

During this reporting term, General Manager, Roger Lowery, sent quarterly letters to North Arkansas College, Penmac Services, Arkansas Workforce, People Link and Arkansas Broadcasters Association. The letters sent asked for advice referral participation from each organization to encourage their job seekers to fill out applications with Harrison Radio Stations, INC. We also stated that we keep these applications on file for review for any and all vacancies through out the year.

## RECRUITMENT SOURCES UTILIZED:

1. North Arkansas College  
1515 Pioneer Drive, Harrison, Arkansas 72601
2. Penmac Personnel Services  
106 Industrial Park Road, Harrison, Arkansas 72601  
Phone: 870-743-3007
3. Arkansas Workforce Center  
818 Highway 62-65 North Harrison, Arkansas 72601  
P.O. Box 280, Harrison, Arkansas 72601  
Phone: 870-741-8236
4. People Link  
125 Industrial Park Road, Building 2 - Unit E, Harrison, Arkansas 72601  
Phone: 870-391-3748
5. Arkansas Broadcasters Association  
2024 Arkansas Valley Drive, Little Rock, Arkansas 72212  
Contact: Angie Robinson: 501-227-7564  
Website: <http://www.arkbroadcasters.org/ark/>
6. Harrison Daily Times  
111 West Rush, Harrison, Arkansas 72602  
Ad Department: 870-741-2325
7. Word-of-Mouth Referral
8. Station On-Air Promotion and Website: [www.KCWDRadio.com](http://www.KCWDRadio.com)
9. Personal Knowledge of Manager