KASU (FM) Jonesboro
Arkansas State University
2018 Annual EEO Public File Report

Reporting Period: February 1, 2018 – January 31, 2019

Number of full-time positions filled during this period: 2

Number of part-time positions filled during this period: 0

Summary, Position 1:

One person was hired to be the station’s engineer, following the termination of the previous engineer. This person is in charge of maintenance, upkeep, and upgrading of equipment and facilities necessary for the station to broadcast and provide multi-platform content to its audiences.

Recruiting/Publicity:

The Arkansas State University Human Resources department places advertising for all Arkansas State University open positions including classified and non-classified personnel, in consultation with the hiring department.

This position was publicized through JobTarget to nine Diversity recruitment sites, as well as to job listings through The Beck Pride Center and El Centro Hispano. Other media notified included:

A-State Jobs Site (Arkansas State University)

Jonesboro Sun

JonesboroJobs.org

Results/Actions:

Applicants: 5    Interviews: 3    Hired: 1
**Summary, Position 2:**

One person was hired to be KASU Development Director, following the promotion of the previous Development Director to Station Manager. The Development Director is in charge of the station’s individual fundraising activities and the maintenance of the station’s membership and donor database.

**Recruiting/Publicity:**

The Arkansas State University Human Resources department places advertising for all Arkansas State University open positions including classified and non-classified personnel, in consultation with the hiring department.

This position was publicized through JobTarget to nine Diversity recruitment sites, as well as to job listings through The Beck Pride Center and El Centro Hispano. Other media notified included:

*A-State Jobs Site (Arkansas State University)*

*Jonesboro Sun*

*JonesboroJobs.org*

*Southern States Communication Association – www.s sca.net*

*Current.org*

**Results/Actions:**

Applicants: 9  Interviews: 7  Hired: 1
KASU Outreach Initiatives

Student Internships

Four students interned at KASU in Jonesboro during 2018. In the spring semester, January--May 2018, one female African-American student assisted in Production and Performance, conducting interviews and producing features for the Arkansas Roots program. During the summer term, June 2018, one female non-traditional student worked with KASU Production Engineer June Taylor to plan, record, and host a new program on KASU called “Six Degrees of the Delta.” Both of these students received academic credit for their work with KASU. In the fall semester August--December 2018, one male international student from Pakistan worked as a Graduate Assistant, producing short video interviews with various staff members for use in fundraising and marketing for the station. This student also attended some station events and took photos for the station to use in its social media and marketing. In September 2018, a female student from Japan filled an internship at KASU. She attended station events and recorded interviews with other attendees for use in marketing and fundraising. She also recorded interviews with other international students at Arkansas State University, regarding their time in the U.S. and their experiences here.

Events

KASU participated in the following events:

1. We participated in Chamber of Commerce Business Expositions with information booths and displays in Paragould February 15, and in Jonesboro April 4.

2. We helped coordinate contests for high school students at Communications Day on the Arkansas State University campus March 3.

3. We staffed a table at the A-State Community Fair on campus on August 22, an event designed to inform A-State students, especially freshmen, about
businesses and organizations both on campus and in the Jonesboro community.

4. We staffed a table at Gathering on the Green August 30, an information event on campus presented by the College of Liberal Arts and Communication to spotlight student organizations and campus media entities including KASU. At this event, we recruited student volunteers to work at the station and encouraged students to consider careers in radio and communications.

5. We gave numerous KASU radio tours to area high school and college students throughout the year.