



Saga Communications of AR, LLC
EEO Outreach Efforts Summary
February 1, 2008

(Covering the period February 1, 2007 through January 31, 2008)

Saga Communications of AR, LLC continued its long relationship with Arkansas State University providing opportunities for students to participate in internships with our company. The company allows at least two (2) and sometimes three (3) positions during the spring semester, fall semester and during the summer terms for internships of at least six weeks up to 20 weeks. A partnership with the Arkansas Broadcasters Association allows a payment of up to \$600 to help students with expenses during the internship program. The internship program allows students a chance to work inside the company and become familiar with the radio industry and, specifically, the operation at Saga's Triple FM Radio Group in Jonesboro. Some students later become applicants for job openings and, eventually, employees.

Saga Communications of AR, LLC sent KDEXY Program Director Christie Mink to the Country Radio Seminar in Nashville, TN in February, 2007. This three-day seminar provides continuing education and training to program directors in the country radio industry. This opportunity to provide training for Christie to acquire additional skills that could qualify her for higher-level positions in the industry is another EEO outreach of the Saga organization.

Saga Communications of AR, LLC sent President/General Manager Trey Stafford to the Country Radio Seminar in Nashville, TN in February, 2007. This three-day seminar provides continuing education and training to managers and other leaders in the country radio industry. During this meeting, Trey Stafford attended a general manager's roundtable session, which included discussion on the recruitment and training of talent for the industry and a discussion of common challenges for general managers in this area.



KDEXY-FM KJBX-FM KEGI-FM
314 Union Street
Jonesboro, AR 72401
Phone (870) 933-8800
Fax (870) 933-0403
www.triplefm.com



Saga Communications of AR, LLC management staff received training from Saga Communications, Inc. VP/Director of Business Affairs Marcia Lobaito in May, 2007 in Sarasota, FL. This training included instruction to management personnel as to methods of insuring equal employment opportunity, preventing discrimination, and preventing sexual harassment and/or the elimination of sexual harassment in the workplace environment. The President/General Manager, Station Manager, Sales Manager, Business Manager, and Program Directors attended these sessions.

Saga Communications of AR, LLC participated in three different job shadowing programs conducted by junior high and high schools in our community. These programs allow students to come to our facilities and “shadow” various staff members to observe their activities. Through this program we are able to show young people what our industry is all about which encourages them to pursue careers in broadcasting.

Saga Communications of AR, LLC sponsored and attended Arkansas State University Job Fairs held at the ASU Convocation Center in Spring and Fall, 2007. In addition, we assisted in driving student traffic to the job fair by airing over 120 announcements about the job fair on our stations as part of our sponsorship.

Saga Communications of AR, LLC provided airtime to run announcements informing high school seniors about a radio-tv scholarship to Arkansas State University available from the Arkansas Broadcasters Association. To help facilitate the application process, we allowed students to pick-up applications at our facilities.

Saga Communications of AR, LLC encouraged careers in broadcasting by sponsoring and attending the new student reception in the Radio-TV Department at Arkansas State University in Fall, 2007 (Osabuohien Amienyi, Radio-TV Chairman).

Saga Communications of AR, LLC participated in the Marion High School Careers Program, providing Program Director Rick Christian to speak to students about careers in radio and television.



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