



Saga Communications of Arkansas, LLC.
EEO Public File Report
February 1, 2020

(Covering the period February 1, 2019 through January 31, 2020)

Full-Time Vacancies Filled During the Past Year

- | | |
|----------------------------------|--------------------------|
| 1. Job Title – PD/On-Air Talent | Date Filled – 05/14/2019 |
| 2. Job Title – Traffic Director | Date Filled – 09/20/2019 |
| 3. Job Title – Account Executive | Date Filled – 07/17/2019 |
| 4. Job Title – Account Executive | Date Filled – 11/18/2019 |
| 5. Job Title – Account Executive | Date Filled – 12/09/2019 |

Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy:

<u>Vacancy Advertis</u> <u>d</u>	<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #/Email</u>	<u>Referred Person</u> <u>Hired?</u>
1-5	Arkansas Broadcasters Association	Angie Robinson Doug Krile	www.arkbroadcasters.org	angie@arkbroadcasters.org doug@arkbroadcasters.org mail@arkbroadcasters.org	
1-5	Jonesboro Radio Group Website and Station Websites	Trey Stafford	www.jonesbororadiogroup.com www.thefox1049.com www.eagle1005.com www.themix1063.com www.hot1075.com www.985theoutlaw.com www.espnjonesboro.com	870-933-8800	No
1,3-5	Saga Communications Website	Theresa Wiley	73 Kercheval Ave. Ste. 201 Grosse Pointe Farms, MI 48236	313-886-7070 twiley@sagacom.com	No
1-5	Jonesboro Radio Group Station Facebook pages	Trey Stafford	The Fox 104.9 Facebook The Eagle 100.5 Facebook The Mix 106.3 Facebook Hot 107.5 Facebook Outlaw 98.5 Facebook ESPN Jonesboro Facebook	870-933-8800	No
1-5	Jonesboro Radio Group Stations (On-Air)	Trey Stafford	314 Union Jonesboro, AR 72401	870-933-8800	1-4=No 5=Yes





1, 4-5	AllAccess.com		28955 Pacific Coast Hwy Ste. 210, Malibu, CA 90265	310-457-6616 support@allaccess.com	1=No 4=Yes 5=NO
2	Indeed.com	sales@indeed.com	177 Broad Street, 6 th Floor Stamford CT, 06901	Online	No
	Mediarecruiter.com		9457 So. University #303 Highlands Ranch, CO 80126	Online 303-400-5150	
3-5	LinkedIn Jobs		2029 Stierlin Ct Mountain View, CA 94043	Online	No
	Arkansas State Career Services		State University, AR	Careers@astate.edu 870-972-3025	
	Outside Referral				
1,2,3	Internal Referral				1,2,3=Yes
	Online Job Search or General Inquiry				

Total Number of Persons Interviewed for all full-time vacancies filled during the past year: **19**

Total Number of Interviews for all full-time vacancies filled during the past year per recruitment/referral sources:

Source	Contact Person	Address	Tel #/Email	Number of Interviewees Referred
Arkansas Broadcasters Association	Angie Robinson Doug Krile	www.arkbroadcasters.org	angie@arkbroadcasters.org doug@arkbroadcasters.org mail@arkbroadcasters.org	
Jonesboro Radio Group Website and Station Websites	Trey Stafford	www.jonesbororadiogroup.com www.thefox1049.com www.eagle1005.com www.themix1063.com www.hot1075.com www.985theoutlaw.com www.ez927.com	870-933-8800 Success@jonesbororadiogroup.com	
Saga Communications Website	Theresa Wiley	73 Kercheval Ave. Ste. 201 Grosse Pointe Farms, MI 48236	313-886-7070 twiley@sagacom.com	1
Jonesboro Radio Group Station Facebook pages	Trey Stafford	The Fox 104.9 Facebook The Eagle 100.5 Facebook The Mix 106.3 Facebook Hot 107.5 Facebook The Outlaw 98.5 Facebook ESPN Jonesboro Facebook	870-933-8800	





Jonesboro Radio Group Stations (On-Air)	Trey Stafford	314 Union Jonesboro, AR 72401	870-933-8800	7
AllAccess.com		28955 Pacific Coast Hwy Ste. 210, Malibu, CA 90265	310-457-6616 support@allaccess.com	6
Mediarecruiter.com			Online	
LinkedIn Jobs		2029 Stierlin Ct. Mountain View, CA 94043	Online	
Arkansas State University Job Fair	Ed Rayburn	State University, AR	870-972-3025 Careers@astate.edu	
Outside Referral				
Internal Referral				5
Online Job Search or General Inquiry				

Outreach Activities

Career Development & Recruitment

Internship:

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 four (4) and sometimes six (6) 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 Jonesboro Radio Group in Jonesboro, Arkansas. Some students later become applicants for job openings and, eventually, employees. 2019 we had 6 Summer Interns in our programming department, 2 Fall interns in sales department, 1 Fall intern in engineering, 1 Fall intern in programming. 10 total. All of the internships give young people interested in broadcasting a first-hand experience in the industry to expose them to what we do.

Job Shadowing

Saga Communications of AR, LLC receives requests from junior and senior high students in our area asking permission to "shadow" various employees as they perform their daily activities. These students are allowed to sit in on radio shows, observe production sessions, and view sales planning and procedures to help them form opinions about a possible career in our industry.

Speaking Engagements / Career Days

Saga Communications of AR, LLC sponsored and management attended a Veterans Day program at Nettleton High School 11/8/2019. In preparation, General Manager Trey Stafford was able to meet and visit with several members of instructor Craig Miller's broadcast class. The class is involved in the video and audio production of Nettleton school events, including athletic events and, in this case, the Veterans Day program. Trey was able to talk with the students about their projects and answer questions as it relates to the broadcasting industry.





Christie Matthews served as emcee and guest speaker at the Altrusa International Women's Group on Administrative Professionals Day 4/24/2019. During the event Christie was able to share information about careers in our industry.

Christie Matthews served as guest speaker at the Roster Roll Out at Fox Meadow Elementary School 8/1/2019. Christie was able to share with the young people information about careers in our industry.

Christie Matthews served as guest speaker at Arkansas State University's Advertising Elements and Execution Class 10/30/2019. Christie was able to share information with the college students information about real jobs in our industry.

Facility Tours

Saga Communications of AR, LLC hosted several "tours" during 2019. The tours were comprised of elementary, junior and senior high school, and college students and special groups such as Delta School Radio Broadcasting Students. The tours showcased our facilities and our industry and illustrated our operation to these students who might show interest in careers in our industry.

9/26/2019 – Fox Elementary School

9/24/19 – Craighead County Home School Co-Op

Arkansas Broadcasters Association Convention

Saga Communications of AR, LLC managers and sales staff attended the Arkansas Broadcasters Association 2019 Convention in Little Rock where the Station manager and engineer attended seminars on programming, FCC Legal Issues, and other topics to educate staff on changes and updates to the industry. This allows the team to strengthen knowledge of the industry and their career opportunities.

Job Fairs

Saga Communications of AR, LLC staffed a booth at the 29th annual Business Expo at the First National Bank Arena 4/3/2019. The event is sponsored by the Chamber of Commerce. Attendees are owners and employees from area businesses, as well as the general public. Many schools bring their students to Business Expo. And, during the event, our staff, which includes management, are able to talk to students about the radio industry and specifically careers in broadcasting.

Other Activities

Saga Communications of AR, LLC staffed a booth in the main exhibit area of the Northeast Arkansas District Fair 9/16/2019-9/21/2019. Each day we placed members of our on-air staff and our advertising sales staff in the booth for several hours to meet and greet fairgoers. During the week we targeted young people and had conversations with them about the radio broadcasting industry. We were able to counsel those who seemed interested in our industry about careers in broadcasting.

