



Saga Communications of Arkansas, LLC.
EEO Public File Report
February 1, 2022

(Covering the period February 1, 2021 through January 31, 2022)

Full-Time Vacancies Filled During the Past Year

1. Job Title – Account Executive Date Filled – 08/30/2021
2. Job Title – Account Executive Date Filled – 10/12/2021
3. Job Title – Digital Specialist Date Filled – 11/29/2021

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

<u>Vacancy Advertised</u>	<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #/Email</u>	<u>Referred Person Hired?</u>
1-2	Arkansas Broadcasters Association	Luke Story	www.arkbroadcasters.org	mail@arkbroadcasters.org luke@arkbroadcasters.org	No
1-2	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	No
1-2	Saga Communications Website	Theresa Wiley	73 Kercheval Ave. Ste. 201 Grosse Pointe Farms, MI 48236	313-886-7070 twiley@sagacom.com	No
1-2	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 EZ 92.7 Jonesboro Facebook	870-933-8800	No
1-2	Jonesboro Radio Group Stations (On-Air)	Trey Stafford	314 Union Jonesboro, AR 72401	870-933-8800	Yes
	AllAccess.com		28955 Pacific Coast Hwy Ste. 210, Malibu, CA 90265	310-457-6616 support@allaccess.com	No
	Indeed.com	sales@indeed.com	177 Broad Street, 6 th Floor	Online	





			Stamford CT, 06901		
	Mediarecruiter.com		9457 So. University #303 Highlands Ranch, CO 80126	Online 303-400-5150	
1-2	LinkedIn Jobs		2029 Stierlin Ct Mountain View, CA 94043	Online	
	Arkansas State Career Services		State University, AR	Careers@astate.edu 870-972-3025	
	Outside Referral				
1,3	Internal Referral				Yes
	Online Job Search or General Inquiry				

Total Number of Persons Interviewed for all full-time vacancies filled during the past year: **1**

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

<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #/Email</u>	<u>Number of Interviewees Referred</u>
Arkansas Broadcasters Association	Luke Story	www.arkbroadcasters.org	mail@arkbroadcasters.org luke@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@jradiogroup.com	
Saga Communications Website	Theresa Wiley	73 Kercheval Ave. Ste. 201 Grosse Pointe Farms, MI 48236	313-886-7070 twiley@sagacom.com	
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 EZ 92.7 Facebook	870-933-8800	
Jonesboro Radio Group Stations (On-Air)	Trey Stafford	314 Union Jonesboro, AR 72401	870-933-8800	1
AllAccess.com		28955 Pacific Coast Hwy Ste. 210, Malibu, CA 90265	310-457-6616 support@allaccess.com	
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				2
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. 2021 we had 0 Summer Interns in our programming department, 0 Fall interns in sales department, 0 Fall intern in engineering, 0 Fall intern in programming. **No interns in 2021 due to Covid Pandemic Restrictions.** 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. **None done in 2021 due to Covid Pandemic Restrictions**

Speaking Engagements / Career Days

Trey Stafford spoke to the Paragould Chamber of Commerce Leadership Class on Friday, February 12, 2021 to talk about the current state of the radio industry and the opportunities for careers, what education is necessary, and how to enter the broadcasting field.

In-person career days at Arkansas State University and are high schools were severe limited due to Covid Pandemic Restrictions. We did, when possible, have conversations with young students in our area about careers in broadcasting.

Employee Career Development

On January 19 and 20, 2021, Chris Stonick, recruitment specialist, conducted a training with our sales staff helping teach ways to improve the success of our efforts to help local business and industries recruit. This provided additional education to our team to strengthen their skills and further develop their careers.





On Friday, April 12, 2021, Saga Communications paid for and provided a seminar from the Radio Advertising Bureau to help strengthen skills and thus develop the careers of our team.

On Monday, September 27, we invited Jonesboro Chamber of Commerce CEO Mark Young to present a seminar to our staff on the current status of economic growth in our community, the status of industry and industry recruitment, knowledge of future products, etc. The seminar educated our team about the activities happening in our community, thus strengthening their careers through knowledge.

Facility Tours

No tours scheduled in 2021 due to Covid Pandemic Restrictions.

Arkansas Broadcasters Association Convention

Typically Saga Communications of AR, LLC managers and sales staff attend the Arkansas Broadcasters Association 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. Unfortunately, the 2021 convention was cancelled due to the Covid pandemic. However, management and sales team were given opportunities to receive additional management and sales training through our contract with P1 Learning, RAB (Radio Advertising Bureau) and LBS (Local Broadcast Sales). This allowed industry growth opportunities for management and sales staff.

Job Fairs

Typically Saga Communications of AR, LLC staffs a booth at the annual Business Expo at the First National Bank Arena . 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. This year's Business Expo was held on September 15, 2021.

