



**Saga Communications of Arkansas, LLC.**  
**EEO Public File Report**  
**February 1, 2023**

(Covering the period February 1, 2022 through January 31, 2023)

*Full-Time Vacancies Filled During the Past Year*

1. Job Title – Account Executive      Date Filled – 05/16/22

*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>
	Arkansas Broadcasters Association	Luke Story	<a href="http://www.arkbroadcasters.org">www.arkbroadcasters.org</a>	<a href="mailto:mail@arkbroadcasters.org">mail@arkbroadcasters.org</a> <a href="mailto:luke@arkbroadcasters.org">luke@arkbroadcasters.org</a>	No
1	Jonesboro Radio Group Website and Station Websites	Trey Stafford	<a href="http://www.jonesbororadiogroup.com">www.jonesbororadiogroup.com</a> <a href="http://www.thefox1049.com">www.thefox1049.com</a> <a href="http://www.eagle1005.com">www.eagle1005.com</a> <a href="http://www.themix1063.com">www.themix1063.com</a> <a href="http://www.hot1075.com">www.hot1075.com</a> <a href="http://www.985theoutlaw.com">www.985theoutlaw.com</a> <a href="http://www.ez927.com">www.ez927.com</a>	870-933-8800	No
1	Saga Communications Website	Theresa Wiley	73 Kercheval Ave. Ste. 201 Grosse Pointe Farms, MI 48236	313-886-7070 <a href="mailto:twiley@sagacom.com">twiley@sagacom.com</a>	No
	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
	Jonesboro Radio Group Stations (On-Air)	Trey Stafford	314 Union Jonesboro, AR 72401	870-933-8800	No
	AllAccess.com		28955 Pacific Coast Hwy Ste. 210, Malibu, CA 90265	310-457-6616 <a href="mailto:support@allaccess.com">support@allaccess.com</a>	No
	Indeed.com	<a href="mailto:sales@indeed.com">sales@indeed.com</a>	177 Broad Street, 6 <sup>th</sup> Floor Stamford CT, 06901	Online	





	Mediarecruiter.com		9457 So. University #303 Highlands Ranch, CO 80126	Online 303-400-5150	
	LinkedIn Jobs		2029 Stierlin Ct Mountain View, CA 94043	Online	
	Arkansas State Career Services		State University, AR	<a href="mailto:Careers@astate.edu">Careers@astate.edu</a> 870-972-3025	
	Outside Referral				
1	Internal Referral		Re-Hire prior employee		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:

Source	Contact Person	Address	Tel #/Email	Number of Interviewees Referred
Arkansas Broadcasters Association	Luke Story	<a href="http://www.arkbroadcasters.org">www.arkbroadcasters.org</a>	<a href="mailto:mail@arkbroadcasters.org">mail@arkbroadcasters.org</a> <a href="mailto:luke@arkbroadcasters.org">luke@arkbroadcasters.org</a>	
Jonesboro Radio Group Website and Station Websites	Trey Stafford	<a href="http://www.jonesbororadiogroup.com">www.jonesbororadiogroup.com</a> <a href="http://www.thefox1049.com">www.thefox1049.com</a> <a href="http://www.eagle1005.com">www.eagle1005.com</a> <a href="http://www.themix1063.com">www.themix1063.com</a> <a href="http://www.hot1075.com">www.hot1075.com</a> <a href="http://www.985theoutlaw.com">www.985theoutlaw.com</a> <a href="http://www.ez927.com">www.ez927.com</a>	870-933-8800 <a href="mailto:Success@jradiogroup.com">Success@jradiogroup.com</a>	
Saga Communications Website	Theresa Wiley	73 Kercheval Ave. Ste. 201 Grosse Pointe Farms, MI 48236	313-886-7070 <a href="mailto:twiley@sagacom.com">twiley@sagacom.com</a>	
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	
AllAccess.com		28955 Pacific Coast Hwy Ste. 210, Malibu, CA 90265	310-457-6616 <a href="mailto:support@allaccess.com">support@allaccess.com</a>	
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 <a href="mailto:Careers@astate.edu">Careers@astate.edu</a>	
Outside Referral				
Internal Referral				1
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. 2022 we had 0- Interns in our programming department, 1-Summer interns in sales department, 0 - intern in engineering, 0 - intern in programming. 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 in 2022.

Speaking Engagements / Career Days

Trey Stafford spoke to the Paragould Chamber of Commerce Leadership Class on Friday, May 13, 2022 to talk about the current state of the radio industry and careers in radio with the group of about 25 young people learning about being leaders in today’s world.

Ellie Smith, Tim Smith and Trey Stafford spoke at A-State for Networking Showcase Event hosted by Sales Leadership Center to talk about ways for professionals in the community to get connected with A-State students. Reverse job fair held at event also.

Employee Career Development

On October 10 through October 13, 2022, 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. Chris and Jonesboro Radio Group held a free seminar for HR and talent acquisition for local businesses, to educate and train on the benefits of using radio for recruitment and retention. SHRM CEU.





### Facility Tours

On Thursday July 14<sup>th</sup>, 2022 “The Project Search” group toured the facility and Rob gave talk to students about Radio Industry and career possibilities within Radio.

In August, 2022 the Craighead County High Schools Junior Leadership Class, made of high school juniors, toured our facilities and heard discussions from Rob West, Christie Matthews and Trey Stafford regarding the state of the radio industry and careers in broadcasting. This was a career fair event where students could visit with our team and discuss a career in our industry.

### 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. We did not attend the conference in 2022. 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 14, 2022.

