



Saga Communications of Arkansas, LLC.
EEO Public File Report
February 1, 2012

(Covering the period February 1, 2011 through January 31, 2012)

Full-Time Vacancies Filled During the Past Year

1. Job Title – Account Executive Date Filled – 05/02/11
2. Job Title – Account Executive Date Filled – 05/16/11
3. Job Title – Account Executive Date Filled – 08/31/11

Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #/Email</u>	<u>Referred Person Hired?</u>
Arkansas Broadcasters Association Job Bank	Angie Doug	www.arkbroadcasters.org	angie@arkbroadcasters.org doug@arkbroadcasters.org	No
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.trueoldies927.com	870-933-8800	No
Jonesboro Radio Group Station Facebook pages/Employee Facebook Pages	Trey Stafford Bill Pressly Rick Christian	The Fox 104.9 Facebook The Eagle 100.5 Facebook The Mix 106.3 Facebook Hot 107.5 Facebook True Oldies 92.7 Facebook Trey Stafford, Bill Pressly, Rick Christian Facebook pages	870-933-8800	No
Jonesboro Sun/NEA Shopper	Classified Dept.	518 Carson Street Jonesboro, AR 72401	870-935-5525	No
Paragould Daily Press	Classified Dept.	1401 West Hunt Paragould, AR 72450	870-239-8562	No
Saga Communications Website	Allison Koehler	73 Kercheval Ave. Ste. 201 Grosse Pointe Farms, MI 48236	313-886-7070	No
ASU Career Services	Ed Rayburn	P.O. Box 2490 State University, AR 72467	870-972-3025	No
Jonesboro Radio Group Stations (On-Air)	Trey Stafford	314 Union Jonesboro, AR 72401	870-933-8800	Yes
Outside Referral				Yes
Internal Referral				Yes
Walk-In				No
Various Internet Job Search Engines				No
Arkansas State University Job Fair	Ed Rayburn	State University, AR	870-972-3025	No





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 Job Bank	Angie Doug	www.arkbroadcasters.org	angie@arkbroadcasters.org doug@arkbroadcasters.org	0
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.trueoldies927.com	870-933-8800	2
Jonesboro Radio Group Station Facebook pages/Employee Facebook Pages	Trey Stafford Bill Pressly	The Fox 104.9 Facebook The Eagle 100.5 Facebook The Mix 106.3 Facebook Hot 107.5 Facebook True Oldies 92.7 Facebook Trey Stafford, Bill Pressly, Rick Christian Facebook pages	870-933-8800	2
Jonesboro Sun/NEA Shopper	Classified Dept.	518 Carson Street Jonesboro, AR 72401	870-935-5525	0
Paragould Daily Press	Classified Dept.	1401 West Hunt Paragould, AR 72450	870-239-8562	0
Saga Communications Website	Allison Koehler	73 Kercheval Ave. Ste. 201 Grosse Pointe Farms, MI 48236	313-886-7070	0
ASU Career Services	Ed Rayburn	P.O. Box 2490 State University, AR 72467	870-972-3025	0
Jonesboro Radio Group Stations	Trey Stafford	314 Union Jonesboro, AR 72401	870-933-8800	9
Outside Referral				2
Internal Referral				2
Walk-In				2
Various Internet Job Search Engines				0
Arkansas State University Job Fair	Ed Rayburn	State University, AR	870-972-3025	0



Outreach Activities

Internship Program

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 \$720 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.

Facility Tours

Saga Communications of AR, LLC hosted several "tours" during 2011. The tours were comprised of elementary, junior and senior high school, and college 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.

Arkansas Broadcasters Association Convention

Saga Communications of AR, LLC managers attended the Arkansas Broadcasters Association 2011 Convention in Little Rock where the managers attended seminars on advertising sales, programming, FCC Legal Issues, and other topics to educate staff on changes and updates to the industry.

Job Shadow

Saga Communications of AR, LLC participated in a job shadowing program 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.

Sarah Bowden, Saga Communications of AR, LLC Business Manager, hosted a senior from Manila High School on March 29, 2011 who was interested in a career in accounting. She gave the student a tour of the facility, demonstrated billing and invoicing, illustrated how a commercial makes it on the air and introduced her to accounting programs, financial schedules, and budgets. She also demonstrated examples of good and bad resumes, discussed proper interview attire and answered questions.

Job Fairs

Saga Communications of AR, LLC sponsored and attended Arkansas State University Job Fairs held at the ASU Convocation Center in Spring and Fall, 2011. 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.

Chris Hughes (aka Rick Christian) represented Saga Communications of AR, LLC at the Marion High School Career Day November 3, 2011. He also participated in the Westside High School Career Day on December 1, 2011 and gave a presentation about a career in radio.





Kerri Turner Stevenson represented Saga Communications of AR, LLC at the Crowley's Ridge Educational Service Cooperative Career Fair for high school seniors conducted at the ASU Convocation Center on March 17, 2011.

Trey Stafford and Rick Christian attended the Arkansas State University Radio-TV Student Reception and Careers Event held in the RTV Department on September 15, 2011.

Scholarship Program

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.

Career Development

Saga Communications of AR, LLC allowed Craig Allen (Bo Dalton) to attend a Photoshop seminar organized by the American Advertising Federation Northeast Arkansas on October 14, 2011. The seminar helped educate Craig on how radio stations can utilize Photoshop to create better web graphics to interact with listeners and customers online.

Other Activities

Christie Mink (Matthews) was a guest speaker at Nettleton Intermediate Center School's "NIC Girls Rock Club" on March 14, 2011. She discussed her employment with the Jonesboro Radio Group as a Program Director and On-Air personality. She also did a question and answer session with the girls in which she talked about the importance of community involvement, public service, severe weather coverage, etc.

Carol Anne Walker, a former intern and current employee, attended a speaking engagement at ASU's College of Communications on September 19, 2011. She spoke to the Women in Communications Club about her experiences at the Jonesboro Radio Group and our internship program.

Trey Stafford spoke to 150 students at Williams Baptist College in Walnut Ridge, Arkansas on September 28, 2011 about careers in broadcasting.

