

Saga Communications of Arkansas, LLC.
EEO Public File Report
February 1, 2025

(Covering the period February 1, 2024 through January 31, 2025)

Full-Time Vacancies Filled During the Past Year

- | | |
|----------------------------------|------------------------|
| 1. Job Title – Editor | Date Filled – 02/05/24 |
| 2. Job Title – Reporter | Date Filled – 03/22/24 |
| 3. Job Title – Account Executive | Date Filled – 08/12/24 |
| 4. Job Title – Reporter | Date Filled – 08/27/24 |
| 5. Job Title – Editor | Date Filled – 09/09/24 |

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>
1,2,3,4,5	Arkansas Broadcasters Association	Neal Gladner	www.arkbroadcasters.org	mail@arkbroadcasters.org luke@arkbroadcasters.org	No
1,2,3,4,5	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.ez927.com	870-933-8800	No
1,2,3,4,5	Saga Communications Website	Theresa Wiley	73 Kercheval Ave. Ste. 201 Grosse Pointe Farms, MI 48236	313-886-7070 twiley@sagacom.com	No
1,2,3,4,5	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 EZ 92.7 Jonesboro Facebook	870-933-8800	No
3	Jonesboro Radio Group Stations (On-Air)	Trey Stafford	314 Union Jonesboro, AR 72401	870-933-8800	3=Yes
2	Outside Referral				2=Yes
1,5	Internal Referral				All=Yes
4	Online Job Search or General Inquiry				4=Yes

Total Number of Persons Interviewed for all full-time vacancies filled during the past year: **27**

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	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	9
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	
Outside Referral				0
Internal Referral				3
Online Job Search or General Inquiry				39

Outreach Activities

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. 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. 2024 we had 0- Interns in our programming department, 0-Summer interns in sales department, 0 - intern in engineering, 1 - intern in news. All 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

Trey Stafford spoke to the Paragould Chamber of Commerce Leadership Class on Friday, May 10, 2024, 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.

Christie Matthews spoke at The Women’s Leadership Collaborative (WLC) at Arkansas State University on November 8, 2024, where she was able to share her experiences as a woman in broadcasting with other young women and speak about various careers in our industry. Christie was also honored at that meeting with the group’s Leader in Service award,

Facility Tours

On Friday, September 20, 2024, Skeeter Nash gave a talk and tour to students from Nettleton Junior High School Multimedia Academy about the Radio Industry and career possibilities within Radio.

On Thursday, November 14, 2024, the St. Bernards Project Search group toured the radio stations. We were able to discuss careers in radio and broadcasting with the young team members.

On Wednesday, January 22, 2025, Skeeter Nash gave a talk and tour to students MacArthur Junior High School EAST Program about the Radio Industry and career possibilities within Radio.

Arkansas Broadcasters Association Convention

Typically, Saga Communications of AR, LLC managers and sales staff attended 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 their knowledge of the industry and their career opportunities. Trey Stafford attended this conference October 13-15, 2024.

Career Skills Additional Training

Our 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). In addition, there was training conducted by Saga leadership including Director of Growth and Development Matt Burgoyne March 12-13, 2024, giving our sales team tools to grow their career by learning new skills. This allowed industry growth opportunities for management and sales staff.

Job and Career 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 public. Many schools bring their students to Business Expo. And, during the event, our staff, which includes the management, can talk to students about the radio industry and specifically careers in broadcasting. This year’s Business Expo was held on Wednesday April 3, 2024.





314 Union Street | Jonesboro, AR 72401

Phone (870) 933-8800

Fax (870) 933-0403

www.JonesboroRadioGroup.com

KDXH-HD3 KJBX-HD2 KEGI-FM KDXY-FM/HD KJBX-FM KDXY-HD2



We had a career booth at the ASU Community Fair on the Campus of Arkansas State University Wednesday August 28, 2024.

We also met career prospects at an ASU Internship Fair on Thursday, September 19, 2024.

We were present and met students and discussed career opportunities in broadcasting at the Valley View High School Career Fair on Wednesday, October 30, 2024

