

**-EEO PUBLIC FILE REPORT
SIGNAL MEDIA OF ARKANSAS**

For the period: February 1, 2009 through January 31, 2010.

This report covers the following employment unit:

Call Signs: **KKPT** and **KABZ**

Location: Little Rock, AR

A. The following is a list of all vacancies for full-time jobs during the previous 12 months:

Job Title	Date Filled
KKPT Account Executive	02/23/09
KKPT Account Executive	02/23/09
Receptionist	04/27/09
KKPT Account Executive	12/07/09
KABZ Account Executive	01/04/10

B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened.

FirstName	LastName	JobTitle	Company	Address
Brenda	Webb	University Placement	University of Memphis	315 Scates Ha
Andy	Matthews	Career Placement Office	University of Arkansas at Fayetteville	1 University o
Lori	Majar	Career Placement Office	University of Arkansas at Fayetteville	1 University o
Mitch	Parker	Career Placement	University of Arkansas at	2801 South Ur

			Little Rock	
David	Weekley	Mass Communications	University of Arkansas at Little Rock	2801 South Un
Jennifer	Anderson	Career Services	University of Central Arkansas	PO Box 4937
Sandra	Dallas	Career Placement	The Urban League of Memphis	413 North Cle
Conway	Rucks	Marketing and Advertising Dept	University of Arkansas at Little Rock	2801 S. Unive
Mary	Jones	Career Planning and Placement	University of Arkansas at Pine Bluff	1200 N. Unive
Kimberley	Spicer	Career Placement Officer	University of the Ozarks	415 N. Colleg
Charles	Johnson	Career Service Dept.	Arkansas Workforce Ctr.	PO Box 2470
Sandra	Cossey	Career Service Dept.	Arkansas Workforce Ctr.	PO Box 189
		Career Service Dept.	Arkansas Workforce Ctr.	PO Box 34047
Dolly	Rhodes		Arkansas Workforce Ctr.	3901 S. Unive
Kay	Sherman	Career Placement Office	Harding University	PO Box 12243
Jessica	Garrison	Career Services Dept.	Henderson State University	HSU Box 765-
DeAnna	Hutchins	Career Services	ITT Technical Institute	4520 S. Unive
Jim	McCall	Executive Director	Arkansas Broadcasters Association	2024 Arkansas
Bill	Eiston	Career Placement Office	Arkansas State University	PO Box 2490
Margaret	Brewer	Career Placement Office	Arkansas State University	PO Box 2490
Rainey	Gibson	Career Services Dept.	Hendrix College	1610 Washing
Dale	Charles	Career Placement Office	Little Rock Chapter NAACP	PO Box 1933
Debra	Dickey-Liang	Career Development Ctr.	Lyon College	PO Box 2317
Michelle	Duke	Career Services Dept.	National Association of Broadcasters	1771 N Street
Barbara	Harvel	Career Services Dept.	Ouachita Baptist University	PO Box 3780
Johnnie	Turner		NAACP	588 Vance Av
Robert	Snowden		National Black Media Coalition	1638 R St. NW
Almeta	Ellis	Career Development Office	Philander Smith College	#1 Trudie Kibb
Bill	Watson	Career Development Office	Goodwill Industries of AR	1110 West 7th
Tamara	Mitchell	Career Services Dept.	Remington College	19 Remington
Signal Media	Employee Referral			2400 Cottonc
Arkansas Democrat Gazette	Classified			121 E Capita
Best Staffing Service				10301 North

C. The following is a list of full-time jobs shown in Section A above and the recruitment source which provided for that position:

Job Title	Recruitment source
KKPT Account Executive	Employee referral
KKPT Account Executive	Arkansas Democrat Gazette
Receptionist	Best Temp Service
KKPT Account Executive	Employee(s) referral
KABZ Account Executive	Employee referral

D. During the previous 12 months, there were a total of 48 people interviewed for vacancies for full-time positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:

Job Title	Recruitment source	
KKPT/KABZ Account Ex	Arkansas Democrat Gazette	3
KKPT/KABZ Account Ex.	Employee Referral	9
KKPT/KABZ Account Ex.	Walk In	11
Receptionist	Arkansas Democrat Gazette	2
Receptionist	Employment Agency	1
KKPT Account Ex.	Arkansas Democrat Gazette	7
KKPT Account Ex.	Internet on lines	3
KKPT Account Ex.	Arkansas Broadcast Association	1
KKPT Account Ex.	Employee Referral	8
KKPT Account Ex.	Walk In	3

E. During the last 12 months, the station employment unit engaged in the following (menu option) initiatives:

Station employees attended training sessions to help them acquire skills that could qualify them for higher level job positions.

HR personnel attended Human Resource seminar held by Mark Williamson Company.

Station Program Director spoke to elementary school on how writing plays an important role in radio.

Career In Broadcasting :

The field of broadcasting is a broad competitive field encompassing a wide variety of employment opportunities ranging from entry level to the ownership and direction/development of a radio or television station. Radio and television are the two main broadcasting concepts with each having many similarities, yet being vastly different from each other. Researching the field of broadcasting will give you a broad introduction into the fields of broadcasting and mass communications. Seventy-three percent of workers employed in the broadcasting industry; work in radio and television, with 34% in radio and 39% in television. Your state Broadcasters Association, the internet, and local libraries are good sources of information to begin your initial research about the field of broadcasting and will inform you of the educational requirements necessary to enter the field.

“You want to start a career in radio broadcasting but do not know where to start?”

Prior to beginning your leap into the radio broadcasting field it would be advantageous to know what your career options are within the field. There are many options to choose from: *Chief Engineer; Sales: General Sales Manager, National Sales Manager, Local Sales Manager, Account Executive, Promotions/Marketing Director, Promotion/Marketing Assistant, Non-Traditional Revenue Manager, Traffic Director; Management: Owner/President, General Manager, Station Manager; Administrative: Receptionist, Business Department; On-Air: Announcer, Play-by-Play Announcer, News Director, Music Director, Production Director, Program Director.*¹ There are many

¹ *Careers in Radio Broadcasting: Arkansas Broadcasters Association*

other career options available within the radio broadcasting field which are not mentioned above; such as script writers, voice-overs for on-air advertisements; not to mention with the advancements in the technological area and Worldwide Internet which now allows someone to make and broadcast their own radio show from their own home. These advancements, could allow their radio show to be heard by others around the world, therefore, becoming an excellent networking opportunity to showcase their talents and lead to future employment opportunities.²

“What are the education requirements in the field of broadcasting?”

With the field of broadcasting being such a large and diverse field, it is to be expected that the education requirements will also vary depending upon the position and the size of the company. Again, employment opportunities range anywhere from the entry level positions to upper management positions; with the educational requirements ranging from “*on the job training*” to a masters degree in mass communications.³ There are a limited number of schools that award a Certificate in Broadcasting which is an entry level program that familiarizes the student with linear and digital editing, hands on camera work, production and broadcast of radio or television programs. Completion of the course will allow someone to seek employment as video graphics, Radio Disc Jockey or Technicians, Broadcast Production Assistants and Recording Engineers.⁴ Obtaining Associate of Applied Science in Radio Broadcasting will help develop on-air presence, writing and simulation for broadcast, and technical skills by taking classes in Mass Communications, Radio Production, Public Speaking, Diction and Voice, Computer Application and Communication Law. Associate of Applied Science in Radio Broadcasting graduates will meet educational qualifications as a Disc Jockey, Newscaster, Sports Announcer, Producer or Audio Production Director or Sales Executive.⁵

Jobs in the broadcast industry are in high demand, being very competitive in larger cities. Obtaining a bachelor or masters degree in broadcasting along with additional studies in another area that compliments the broadcasting field will ensure the best chances in obtaining quick employment. With a Bachelor of Science degree employment opportunities could be found in the program production, sales, news or sports-related or administration⁶. The highest level of education is obtaining a Master’s Degree. Upon completing the graduate will have extensive education and experience in all areas of radio broadcast.⁷

Upon completion or in the midst of your education, your local radio station is a great place to volunteer your services so you can “*get your foot in the door*”. This willingness to work for *free* is beneficial to both parties; one for economical and staffing reasons the

² <http://wisegeek.com/how-can-i-begin-a-career-in-radio-broadcasting.htm>

³ [http://Radio and Television Broadcasting--education-portal.com](http://Radio%20and%20Television%20Broadcasting--education-portal.com)

⁴ <http://ddl.sw.edu/Prospective> Student/learn.com

⁵ http://education-portal.com/articles/AAS:Radio_Broadcasting.html

⁶ http://education-portal.com/articles/Bachelor_of_Broadcasting.html

⁷ <http://www.universities.com/edu/Masters.html>

other, gaining “*on the job training*” which will only highlight and advance your marketability within the radio broadcasting field with prospective employers. Positions such as these are very competitive and highly sought after. Submitting a demo tape along with your résumé will allow the producers to hear your voice; along with confidence, a solid résumé and a creative demo tape you will showcase your abilities and talents.²

Keep in mind that competition is stiff in large metropolitan cities and willingness to begin at a smaller radio station will allow you to advance within the industry as long as relocation is an option.⁸ Job prospects are best for those who hold a college degree in broadcasting, journalism, or a related field enhanced with relevant “*on the job experience*” such as internships at professional radio stations outside the college environment. Many radio broadcasting professionals began their careers as interns or assistants and now hold positions that are fun, exciting and fulfilling in the ever-changing world of Radio Broadcasting.

If you are interested in the Broadcasting field contact Signal Media of Arkansas for other information. reception@signalmedia.com or 501 664 9410

⁸ <http://data.bls.gov/cgi-bin/print.pl/oco/cg/cgs017.htm>