

## EEO PUBLIC FILE REPORT

## SIGNAL MEDIA OF ARKANSAS

*For the period: February 1, 2011 through January 31, 2012.*

This report covers the following employment unit:

Call Signs: **KKPT/ KABZ and KHLR**

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 Afternoon Announcer	03/11/11
Account Executive KKPT	04/08/11
Accounting Clerk	05/09/11
KKPT Afternoon Announcer	06/20/11
Account Executive KKPT	07/25/11
Account Executive KKPT	10/24/11

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

FirstName	Last Name	JobTitle	Company	Address1	Address2	City	State	Postal Code	Phone/Fax		E-Mail
Brenda	Webb	University Placement	University of Memphis	315 Scates Hall		Memphis	TN	38151	P-901-678-2239	F-901678-4836	ces@memphis.edu
Andy	Matthews	Career Placement Office	University of Arkansas at Fayetteville	1 University of Arkansas Dr.	ARKU Room 607	Fayetteville	AR	72701	P-479-575-6265		matthews@uark.edu
Lori	Majar	Career Placement Office	University of Arkansas at Fayetteville	1 University of Arkansas Dr.	ARKU Room 607	Fayetteville	AR	72701	P-479-575-2805		recruit@uark.edu
Mitch	Parker	Career Placement	University of Arkansas at Little Rock	2801 South University	Roth Hall 416	Little Rock	AR	72204	P-501-569-8654	F-501-569-8156	Mlparker2@ualr.edu
Jennifer	Anderson	Career Services	University of Central Arkansas	PO Box 4937		Conway	AR	72035	P-501-450-3134		janderson@uca.edu
Mary	Jones	Career Planning and Placement	University of Arkansas at Pine Bluff	1200 N. University Dr.	Slot 4975	Pine Bluff	AR	71601	P-870-575-8461		Jonesm.@uapbedu
Kimberley	Spicer	Career Placement Officer	University of the Ozarks	415 N. College Avenue		Clarksville	AR	72830	P-479-979-1320		careers@ozarks.edu
Sandra	Cossey	Career Service Dept.	Arkansas Workforce Ctr.	PO Box 189		Conway	AR	72033-0189	P-501-730-9897	F-501-730-9869	<a href="mailto:Sandra.cossey@arkansas.gov">Sandra.cossey@arkansas.gov</a>
Dolly	Rhodes		Arkansas Workforce Ctr.	3901 S. University	#24	Little Rock	AR	72204	P-682-8030		<a href="mailto:Dolly.rhodes@arkansas.gov">Dolly.rhodes@arkansas.gov</a>
DeAnna	Hutchins	Career	ITT Technical	4520 S.		Little Rock	AR	72204	P-501-565-		<a href="mailto:dhutchins@itt-tech.edu">dhutchins@itt-tech.edu</a>

		Services	Institute	University					5550		
Bill	Eiston	Career Placement Office	Arkansas State University	PO Box 2490		Jonesboro	AR	72467	P-870-972-2318		carolyne@astate.edu
Margaret	Brewer	Career Placement Office	Arkansas State University	PO Box 2490		Jonesboro	AR	72467	P-870-972-2318		carolyne@astate.edu
Barbara	Harvel	Career Services Dept.	Ouachita Baptist University	PO Box 3780		Arkadelphia	AR	71998-001	P-870-245-5593		<a href="mailto:careerservices@obu.edu">careerservices@obu.edu</a>
Almeta	Ellis	Career Development Office	Philander Smith College	#1 Trudie Kibbe Reed Dr.		Little Rock	AR	72202	P-501-370-6050		<a href="mailto:a.ellis@philander.edu">a.ellis@philander.edu</a>
Bill	Watson	Career Development Office	Goodwill Industries of AR	1110 West 7th Street		Little Rock	AR	72201	501-372-5100	501-372-5112	williamcwatson47@yahoo.com
Tamara	Mitchell	Career Services Dept.	Remington College	19 Remington Drive		Little Rock	AR	72204	501-225-5729 (or) 501-312-0007		tamaramitchell@remingtoncollege.edu
Arkansas Democrat Gazette	Classified			121 E Capital Avenue		Little Rock	AR	72201	501- 378-3590		wseward@arkansasonline.com
Best Staffing Service				10301 North Rodney Parham		Little Rock	AR	72227	501- 221-2378		<a href="http://www.firststaffstaffing.com">http://www.firststaffstaffing.com</a>
Staffmark Staffing Service				10700 N. Rodney Parham		Little Rock	AR	72212	501 225-8080		<a href="http://www.staffmark.com">http://www.staffmark.com</a>
Little Rock Help Wanted											<a href="http://www.littlerockhelpwanted.com">www.littlerockhelpwanted.com</a>
Craig's List											<a href="https://accounts.craigslist.org/login">https://accounts.craigslist.org/login</a>
All Access											<a href="http://www.allaccess.com">www.allaccess.com</a>
Signal Media	Employee Referral			2400 Cottondale		Little Rock	AR	72202	501-664-9410		
<b>Friend Referral</b>											

**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 Afternoon Announcer	Employee
Account Executive KKPT	Individual
Accounting Clerk	Arkansas Democrat Gazette
KKPT Afternoon Announcer	Employee
Account Executive KKPT	Calling on all radio stations
Account Executive KKPT	Client advertiser

**D. During the previous 12 months, there were a total of xx 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 Afternoon Announcer	All Access	3
	Craig's List	1

	Internal Applicant	3
	Internal SMA	1
Account Executive KKPT	Employee	1
	Internet	5
	Friend referral	1
Accounting Clerk KKPT Afternoon Announcer	Arkansas Democrat Gazette	5
	Immediate Hire	
KKPT Account Executive	Client Referral	1
	Employee referral	1
	Radio Advertisement	2

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

1. Established an Internship Program designed to assist members of the community to acquire skills needed for broadcast employment.
2. Participated in general outreach efforts through job banks, Internet programs.
3. Funded a Scholarship program with University of Arkansas Little Rock directed to students interested in pursuing a career in broadcasting.
4. Disseminating information about broadcasting opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.
5. Supervisors attend training

### **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;; Owner/President, General Manager, Station Manager; Receptionist, Business Department; On-Air: Announcer, Play-by-Play Announcer, News Director, Music Director, Production Director, Program Director.* There are many 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.

*“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. 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. 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.

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 administration. 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.

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 volunteer is beneficial to both parties; one for economical and staffing reasons the 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.

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. 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](mailto:reception@signalmedia.com) or 501 664 9410

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1. Careers in Radio Broadcasting: Arkansas Broadcasters Association
  2. <http://wisegeek.com/how-can-i-begin-a-career-in-radio-broadcasting.htm>
  3. [http://Radio and Television Broadcasting-education-portal.com](http://RadioandTelevisionBroadcasting-education-portal.com)
  4. <http://ddl.sw.edu/Prospective/Student/learn.com>
  5. [http://education-portal.com/articles/AAS:Radio\\_Broadcasting.html](http://education-portal.com/articles/AAS:Radio_Broadcasting.html)
  6. [http://education-portal.com/articles/Bachelor\\_of\\_Broadcasting.html](http://education-portal.com/articles/Bachelor_of_Broadcasting.html)
  7. <http://www.universities.com/edu/Masters.html>
  8. <http://data.bls.gov/cgi-bin/print.pl/oco/cg/cgs017.htm>