

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

***For the period: February 1, 2020 through January 31, 2021***

This report covers the following employment unit:

Call Signs: **KKPT, KABZ, KHLR and KBZU**

Location: Little Rock, AR

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

<b>Job Title</b>	<b>Date Filed</b>
Afternoon Air Personality	01/03/2020
Afternoon Air Personality	02/03/2020

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

<b>Name</b>	<b>Address</b>	<b>Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>
University of Memphis	315 Scates Hall		Memphis	TN	38151
University of AR at Fayetteville	1 University of AR Drive	ARKU Room 607	Fayetteville	AR	72701
University of AR at Little Rock	2801 South University	Roth Hall 416	Little Rock	AR	72204
University of AR at Little Rock	2801 South University	Roth Hall 416	Little Rock	AR	72204
University of Central AR	P. O. Box 4937		Conway	AR	72035
The Urban League of Memphis	413 North Cleveland Street		Memphis	TN	38104
University of AR at Pine Bluff	1200 N. University Drive	Slot 4975	Pine Bluff	AR	71601
AR Workforce Ctr	P. O. Box 2470		Benton	AR	72018
AR Workforce Ctr	P. O. Box 189		Conway	AR	72033
AR Workforce Ctr	P. O. Box 34047		Little Rock	AR	72203
Harding University	P. O. Box 12243		Searcy	AR	72149
Henderson State University	HSU Box 7654		Arkadelphia	AR	71999
ITT Technical Institute	12200 Westhaven		Little Rock	AR	72211

AR Broadcasters Association	2024 AR Valley Drive, Suite 403		Little Rock	AR	72212
Arkansas State University	P. O. Box 2490		Jonesboro	AR	72467
Hendrix College	Fausett Hall	1610 Washington Ave.	Conway	AR	72032
Little Rock Chapter NAACP	P. O. Box 1933		Little Rock	AR	72203
Lyon College	P. O. Box 2317		Batesville	AR	72503
NAB	1771 N. Street NW		Washington	DC	20036
Ouachita Baptist University	P. O. Box 3780		Arkadelphia	AR	71998
NAACP	588 Vance Avenue		Memphis	TN	38126
Philander Smith College	#! Trudie Kibbe Reed Dr.		Little Rock	AR	72202
ASAP Personnel Services	10301 N. Rodney Parham Rd		Little Rock	AR	72227
Accountemps	900 S. Shackleford Rd Ste. 710		Little Rock	AR	72211
Staffmark	10700 N. Rodney Parham Rd C2		Little Rock	AR	72212
First Staff	2024 Arkansas Valley Drive	Suite 704	Little Rock	AR	72212
Spherion	11500 Rodney Parham	Suite 19	Little Rock	AR	72212
Robert Half	10801 Executive Center Dr.	200	Little Rock	AR	72211
Employment Specialist	2501 Crestwood Road		North Little Rock	AR	72116

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

<b>Job Title</b>	<b>Recruitment Source</b>
Afternoon Air Personality	Former Employee Referral
Afternoon Air Personality/Director	Country/Aircheck/All Access/Radio Online All About Country/AR Broadcasters

During the previous 12 months, there were a total of 5 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	# of Applicants
Afternoon Air Personality/Director	Former Employee Referral	1
Afternoon Air Personality/Director	Country Aircheck/AllAccess.com All About Country/AR Broadcasters Radio	4

C. During the last 12 months, the station employment unit engaged in the following initiatives:

1. Continued our 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. Management team training on discrimination.

**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-Account Executive, Promotions/Marketing Director, Promotions/Marketing Assistant, Non-Traditional Revenue Manager, Traffic Director;:Owner/President, General Manager, Station Manager, Receptionist, Business Department; On-Air: Announcer, Play-by-Play Announcer, New 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 master’s 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 master’s 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 resume will allow the producers to hear your voice; along with confidence, a solid resume 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. [hr@signalmedia.com](mailto:hr@signalmedia.com) or 501 664 9410.

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?*

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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://Radio%20and%20Television%20Broadcasting%20education-portal.com)
4. [http://ddl.sw.edu/Prospective Student/learn.com](http://ddl.sw.edu/Prospective%20Student/learn.com)
5. [http://education-portal.com/articles/AAS;Radio Broadcasting.html](http://education-portal.com/articles/AAS;Radio%20Broadcasting.html)
6. [http://education-portal.com/articles/Bachelor of Broadcasting.html](http://education-portal.com/articles/Bachelor%20of%20Broadcastingq.html)
7. <http://www.universities.com/edu/Masters.html>
8. <Http://data.bls.gov/cgi-bin/print.pl/oco/cq/cqs017.html>
9. *Careers in Radio Broadcasting: Arkansas Broadcasters Association*
10. [http://wise geek.com/how-can-i-begin-a-career-in-radio-broadcasting.htm](http://wise%20geek.com/how-can-i-begin-a-career-in-radio-broadcasting.htm)
11. [http://Radio and Television Broadcasting—education-portal.com](http://Radio%20and%20Television%20Broadcasting%20education-portal.com)
12. [http://ddl.sw.edu/Prospective Student/learn.com](http://ddl.sw.edu/Prospective%20Student/learn.com)
13. [http://education-portal.com/articles/Bachelor of Broadcasting.html](http://education-portal.com/articles/Bachelor%20of%20Broadcastingq.html)
14. [Http://education-portal.com/articles/Bachelor of Broadcasting.html](Http://education-portal.com/articles/Bachelor%20of%20Broadcastingq.html)
15. <http://www.universities.com/edu/Masters.html>