

# EEO PUBLIC FILE REPORT

## SIGNAL MEDIA OF ARKANSAS

*For the period: February 1, 2015 through January 31, 2016.*

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
Promotion Director KABZ	3/9/15
Sales Manager KKPT/KHLR	3/23/15
Sales KKPT/KHLR	6/1/15
Sales KKPT/KHLR	6/1/15
Promotion Director KHLR	11/30/15
Accounting Assistant	8/26/15
Administrative Assistant	

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

FirstName	LastName	JobTitle	Company	Address1	Address
Brenda	Webb	University Placement	University of Memphis	315 Scates Hall	
Andy	Matthews	Career Placement Office	University of Arkansas at Fayetteville	1 University of Arkansas Dr.	ARKU Room 607
Lori	Majar	Career Placement Office	University of Arkansas at Fayetteville	1 University of Arkansas Dr.	ARKU Room 607
Mitch	Parker	Career Placement	University of Arkansas at Little Rock	2801 South University	Roth Hall 416

David	Weekley	Mass Communications	University of Arkansas at Little Rock	2801 South University	
Jennifer	Anderson	Career Services	University of Central Arkansas	PO Box 4937	
Sandra	Dallas	Career Placement	The Urban League of Memphis	413 North Cleveland Street	
Conway	Rucks	Marketing and Advertising Dept	University of Arkansas at Little Rock	2801 S. University	
Mary	Jones	Career Planning and Placement	University of Arkansas at Pine Bluff	1200 N. University Dr.	Slot 4975
Kimberley	Spicer	Career Placement Officer	University of the Ozarks	415 N. College Avenue	
Charles	Johnson	Career Service Dept.	Arkansas Workforce Ctr.	PO Box 2470	
Sandra	Cossey	Career Service Dept. Career Service Dept.	Arkansas Workforce Ctr. Arkansas Workforce Ctr.	PO Box 189 5401 S. University	
Dolly	Rhodes		Arkansas Workforce Ctr.	3901 S. University	#24
Kay	Sherman	Career Placement Office	Harding University	PO Box 12243	
Jessica	Garrison	Career Services Dept.	Henderson State University	HSU Box 7654	
Deborah	Mitchell	Career Services	ITT Technical Institute	4520 S. University	
Jim	McCall	Executive Director	Arkansas Broadcasters Association	2024 Arkansas Valley Drive	Suite 403
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 Washington Avenue	Fausett Hall
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 NW	
Barbara	Harvel	Career Services Dept.	Ouachita Baptist University	PO Box 3780	
Johnnie	Turner		NAACP	588 Vance Avenue	
Robert	Snowden		National Black Media Coalition	1638 R St. NW	# 300
Almeta	Ellis	Career Development Office	Philander Smith College	#1 Trudie Kibbe Reed Dr.	
Bill	Watson	Career Development Office	Goodwill Industries of AR	1110 West 7th Street	
Latoria	Smith	Career Services Dept.	Remington College	19 Remington Drive	
Signal Media	Employee Referral			2400 Cottondale	
Arkansas Democrat Gazette	Classified			121 E Capital Avenue	
Best	Staffing Service			10301 North Rodney Parham	
Staffmark	Staffing Service			10700 N. Rodney Parham	
Craigs List					
LittleRockHelpWanted.com					
AllAccess.com					
AccountTemps	Staffing Service			900 South Shackelford Road, 710	
Employment Specialist	Lori		Employment Specialist	2501 Crestwood Road, #100	
Personal Outside Referral					
Signal Media Application File					

**B. 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
Promotion Director KABZ	Friend Referred
Sales Manager KKPT/KHLR	Call In
Sales KKPT/KHLR	Friend Referred
Sales KKPT/KHLR	Drew Mitchell/KKPT Personality

Promotion Director KHLR  
 Accounting Assistant  
 Administrative Assistant

ABA  
 8/26/15  
 Newspaper

**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
Promotion Director KABZ	Friend Referred
Sales Manager KKPT/KHLR	Call In
Sales KKPT/KHLR	Friend Referred
Sales KKPT/KHLR	Drew Mitchell/KKPT Personality
Promotion Director KHLR	ABA
Accounting Assistant	Newspaper
Administrative Assistant	Newspaper

**D. During the previous 12 months, there were a total of 31 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
Promotions Director KABZ	Facebook, Newspaper, Friend	6
Sales Manager/ KKPT/KHLR	Call IN	1
Sales KKPT/KHLR	Newspaper	4
Accounting Assistant	Internet, Newspaper, ASAP Agency Facebook	7
Administrative Assistant	Newspaper, Jobsarkansas.net, ABA	9
Promotions Director KHLR	Indeed, Friend, Drew Mitchell KKPT Personality/ ABA	4

**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.*<sup>1</sup> 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.<sup>2</sup>

*“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.<sup>3</sup> 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.<sup>4</sup> Obtaining Associate of Applied Science in Radio Broadcasting will help develop on-air

---

<sup>1</sup> *Careers in Radio Broadcasting: Arkansas Broadcasters Association*

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

<sup>3</sup> <http://Radio> and Television Broadcasting--education-portal.com

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

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.<sup>5</sup>

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<sup>6</sup>. 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.<sup>7</sup>

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.<sup>8</sup> 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

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?”*

---

<sup>5</sup> [http://education-portal.com/articles/AAS:Radio\\_Broadcasting.html](http://education-portal.com/articles/AAS:Radio_Broadcasting.html)

<sup>6</sup> [http://education-portal.com/articles/Bachelor\\_of\\_Broadcasting.html](http://education-portal.com/articles/Bachelor_of_Broadcasting.html)

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

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

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.*<sup>9</sup> 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.<sup>10</sup>

*“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.<sup>11</sup> 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.<sup>12</sup> 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.<sup>13</sup>

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<sup>14</sup>. 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.<sup>15</sup>

---

<sup>9</sup> *Careers in Radio Broadcasting: Arkansas Broadcasters Association*

<sup>10</sup> <http://wisegeek.com/how-can-i-begin-a-career-in-radio-broadcasting.htm>

<sup>11</sup> <http://Radio and Television Broadcasting--education-portal.com>

<sup>12</sup> <http://ddl.sw.edu/Prospective Student/learn.com>

<sup>13</sup> [http://education-portal.com/articles/AAS:Radio\\_Broadcasting.html](http://education-portal.com/articles/AAS:Radio_Broadcasting.html)

<sup>14</sup> [http://education-portal.com/articles/Bachelor\\_of\\_Broadcasting.html](http://education-portal.com/articles/Bachelor_of_Broadcasting.html)

<sup>15</sup> <http://www.universities.com/edu/Masters.html>

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.<sup>16</sup> 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

---

<sup>16</sup> <http://data.bls.gov/cgi-bin/print.pl/oco/cg/cgs017.htm>