



## 1010 XL Inspires Future Broadcasters at Career Fair

On Tuesday, April 2, 2024, 1010 XL's Mia O'Brien, Brent Hopkins and ET Thalerand took part in the Gator Bowl Charities Sports Career Fair at Edward Waters University. Along with representatives from other sports organizations in the Greater Jacksonville area, 1010 XL air talent interacted with about 50 middle schoolers, in hopes of giving them more insight into their career field.

ET said, "Of course most of the students want to grow up and be football or basketball players but we at 1010 were able to give them insight on what they can do once their professional playing days are over. Our station was equipped with swag but what drew their attention was the sizzle reel that was playing on loop. When they saw some of us the questions came rolling in. Some of the questions asked were: You get to talk on the radio? You get to interview Trevor Lawrence? You get to go to all the games and the Super Bowl? We also got to educate them on the multimedia side of the radio as well as sales."

The career fair provides an opportunity for the next generation to learn about the various options of different careers in the sports and media industries. It is important that we get the future of the industry inspired and familiar with the diversity of the positions available and to get them started in the right direction to reach their potential to the fullest and help them reach their goals.

