

Hog Radio 2013 Equal Employment Opportunity Annual Report

Hog Radio, Inc. is an equal opportunity employer:

At Hog Radio, Inc. we are committed to recruiting and retaining diverse talent by creating an environment that integrates diversity and inclusion in all aspects of our business. Our company is enriched and made more effective through representation of diverse experience, backgrounds, ethnicity, education, sexual orientation and regional and cultural orientation. Hog Radio, Inc. is an Equal Opportunity Employer where women and minorities are encouraged to apply.

Hog Radio, Inc. website recruitment alert:

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices for Hog Radio, Inc. please provide us with the name, mailing address, e-mail address (if applicable), telephone number, fax number, and contact person and identify the category or categories of vacancies for which you would like information specified above to the following person at Hog Radio, Inc.:

Dan Storrs
2250 W. Sunset Suite 3
Springdale, AR 72762
(479) 303-2034

It is the policy of Hog Radio, Inc. to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personnel actions.

As per the payroll period ending January 31, 2014, radio stations KAKS-FM, KFMD-FM, KFMD-AM, KCYT-FM and KUOA-AM has nine (9) full time positions consisting of:

Full-Time Employees

- 1 – General Manager (White – Male)
- 2 – Program Directors (White – Male, Black - Male)
- 1 – Traffic Director (Native American – Female)
- 1 – Production Director (White – Male)
- 4 – Account Executives (2 White – Females, 2 White Males)

Three (3) part-time position

- 2 – On-air Personalities (1 – Black Male, 1 – White Male)
- 1 – Board Operator (White – Male)

There were five (6) full-time hires in 2013.

Program Director – Hired from recruitment advertisement on Allaccess.com. (*See attached addendum 1 for copy of job post.) Position was filled 4/16/13.

Program Director – Hired from advertisement on KAKS as employee was promoted from within the organization. (*See attached addendum 2 for copy of radio script) Position filled 6/1/13

Show Host – Hired through intern program with University of Arkansas. Position filled 8/1/13

Account Executive – Hired through recruitment advertisement on radio station KAKS. (*See attached addendum 3 for copy of radio script.) Position filled 4/1/13

Account Executive – Hired through recruitment initiative at station remote broadcast and advertisement on radio station KFMD-FM. (*See attached addendum 4 for copy of job post.) Position filled 10/1/13

Traffic Director – Hired through recruitment initiative at station remote broadcast. Position filled 10/16/13

There was one (1) part-time hire in 2013.

During the last 12 months, the station engaged in the following EEO initiatives:

- Took part of 2 separate job fairs in Northwest Arkansas.
 - Friday March 22 at the Springdale Convention Center in association with the Springdale Chamber of Commerce.
 - Tuesday September 17 at the John Q Hammonds Center in Rogers in association with the Rogers Chamber of Commerce.
- Distributed information about careers in the broadcast field during live remote broadcasts and community outreach.
 - Resulted in fourteen (14) applications, five (5) interviews and three (3) full time hires.
- Distributed intern information to colleges: University of Arkansas and John Brown University.
 - Resulted in one (1) full time hires.
- Radio advertising on stations KAKS, KFMD-FM, KFMD-AM. (Addendum 2 and 3 attached)
 - Resulted in thirteen (13) applications, five (5) interviews and two (2) full-time hires.
- Advertising in national trade websites. (Addendum 1 and 4 attached)
 - Sites that were utilized include: allaccess.com
 - ✓ Resulted in fifty eight (58) applications, fourteen (14) interviews and one (1) hire.
 - amfmjobs.com
 - ✓ Resulted in twenty two (22) applications, six (6) interviews and zero (0) hires.
 - rab.com
 - ✓ Resulted in sixteen (16) applications, three (3) interviews and zero (0) hires.

Addendum 1 – Classic Hits Program Director

Hog Radio, Inc. in Fayetteville, AR is searching for a star to lead our Classic Hits station. KFMD-FM is almost 1 year old and we need the right person to take it to the next level. Classic Hits format experience would be nice but is not a must, NexGen and Selector/Linker experience a plus. The position will include an on-air shift and some promotions background would be beneficial.

Qualified candidates will be well organized, have the ability to lead a local staff, be a forward thinker, have the ability to work with sales, have a proven track record of winning and be willing to put in the necessary hours to win in this competitive market.

Please email resume, air-check, and references with subject line KFMD-FM PD Opening to:

Dan@HogRadio.com

Hog Radio, Inc. is an EOE. No phone calls please.

Hog Radio, Inc. is an Equal Opportunity Employer (EEO).

Addendum 2 – On-Air

HI THIS IS DAN STORRS GENERAL MANAGER OF HOG RADIO, INC. WE'RE GROWING AND ARE LOOKING FOR ON-AIR ANNOUNCERS FOR OUR NEWEST RADIO STATION THAT IS COMING SOON. DO YOU HAVE PREVIOUS ON AIR EXPERIENCE OR HAVE YOU BEEN TOLD THAT YOU HAVE A VOICE FOR RADIO, WELL I WANT TO TALK TO YOU. SEND YOUR RESUME AND COVER LETTER TO ME PERSONALLY AT DAN@HOGRADIO.COM, THAT'S DAN@HOGRADIO.COM. HOG RADIO INC IS AN EQUAL OPPORTUNITY EMPLOYER.

Addendum 3 – Account Executive

HI THIS IS DAN STORRS GENERAL MANAGER OF HOG RADIO, INC. WE'RE GROWING AND ARE LOOKING FOR TALENTED SALES PEOPLE THAT CAN HELP US CONTINUE TO GROW. ARE YOU MOTIVATED, WITH A STRONG WORK ETHIC AND A DESIRE TO SUCCEED, IF SO I WANT TO TALK TO YOU. SEND A RESUME AND COVER LETTER TO ME PERSONALLY AT DAN@HOGRADIO.COM, THAT'S DAN@HOGRADIO.COM AND LET'S START THE NEW YEAR TOGETHER ON A WINNING TEAM. HOG RADIO INC IS AN EQUAL OPPORTUNITY EMPLOYER.

Account Executive

by [radiodan11](#) » Fri Mar 1, 2013 4:31 pm

Hog Radio Inc. currently has an exciting career opportunity for an ACCOUNT EXECUTIVE to join the Sales Department of the Hog Sports Radio Network in beautiful Fayetteville, AR. The successful candidate will be responsible for increasing revenue and sales growth by cultivating relationships with prospective clients and ensuring existing client satisfaction.

This is a unique opportunity for the right person that believes in selling results not numbers. The Hog Sports Radio Network is a cluster of stations that delivers the #1 local sports talk in the midst of Arkansas Razorback nation. We carry Razorback football and basketball as well as the best local sports lineup in NW Arkansas. We are not looking for just anyone... you'll need to be highly motivated, a self-starter, and always looking for new selling opportunities. Past experience in sales is preferred, but not required. If you are a sports fan and understand the passion that goes along with SEC sports then you understand how powerful the Hog Sports Radio Network can be. The ability to work well under time-constraints, thrive in a dynamic environment, and be open-minded toward new marketing concepts is essential.

To apply for this position, please submit a cover letter and resume to:

Dan@hogsportsradio.com

No phone calls please. Hog Radio Inc. is an EOE.