



Staying Connected: Community Connections for Radio Jobs

A diverse staff helps us better serve our community. Providing news coverage of every aspect of our community is something that we have been doing since 1948. We do it well, largely because we take the extra time to make sure that our staff understands the community, and that understanding is directly tied to the fact that our staff is also reflection of the ethnic, racial and gender makeup of our community. That is why it is so important for us to consistently reach out to make sure that we connect to as many people as possible when we are searching for the next member of our radio family.

We cast a wide net each time we have an opening. A specific job opening is placed in station promotion rotator. We also promote the opening via our website (seguintoday.com) and on our Facebook page. We also submit the job vacancies to the local NAACP Chapter, to the Seguin MLK Day Planning Committee, to the League of United Latin American Citizens, to the Seguin-Guadalupe County Hispanic Chamber of Commerce, to the Seguin Area Chamber of Commerce and to the Texas Association of Broadcasters Job Bank. Our goal is to provide a broad outreach strategy that provides more employment opportunities, particularly to groups that have been marginalized or under-represented in our industry.

We do not stop there. Because we are not “just a radio station,” we also run job ads in our newspaper – Seguin Daily News. It is a five-day a week newspaper, and these ads help that radio station reach even more people in and around our area.

One additional thing that we have done over the last couple of years, is that we have worked with the Seguin Area Chamber of Commerce on its Talent Pipeline Project. The idea behind the project is to help students understand the job opportunities that are available here in Seguin and Guadalupe County. We want them to not only understand the jobs available locally, but also how they can access them. The project led to the creation of a Job Shadow program in 2019. The program was a huge hit. We not only supported and promoted the program to other businesses, but we were an active participant, and used it to inform students about the job opportunities that exist here at our station, and what skills they need to gain employment with our company. The program was held in 2019 and 2020 (before the pandemic). I personally tried to hire the student from 2019, but her parents wanted her to focus more on her studies, and our job shadow participant from 2020 is now in journalism school at the University of Texas in Austin. This initiative again gave us a chance to expand our broad reach in our attempts to grow our radio family. I am including a copy of the story from 2019 and 2020, just to give an example of the program itself, and the knowledge gained by those students who shadowed us here at KWED. This is direct outreach to students who have shown some interest in the radio industry.

<https://seguintoday.com/2020/02/21/seguin-job-shadow-day-gives-students-a-close-look-at-local-careers/>

<https://www.seguinedc.com/news-and-media/p/item/11675/kwed-seguintodaycom-seguin-job-shadow-day-gives-students-a-close-look-at-local-careers>

We also try to provide some outreach even when we do not have job openings. We do that by participating in a job fair in February of each year. We take applications and conduct on-site interviews during the event, which is the largest job fair and trade show in the area.

In addition, to the job fair, we also reach out to any individual or organization that wants to know more about our future job openings. We regularly run a basic EEO announcement as part of our on-air station promo rotation. Here is a script for that announcement:

“From time to time, KWED Radio has job openings in various departments. If your organization would like to hear about those announcements and be notified – please call us here at KWED at 830-379-2234. Or write us at 609 E. Court St., Seguin, Texas 78155. You can also send an email to darren@kwed1580.com. We will be happy to mail or email your organization with new job openings. KWED is an equal opportunity employer.”

COVID-19 was a mixed bag for us when it came to EEO concerns. On some levels, it made it harder for us to make connections. Fortunately, most of our face-to-face EEO events, were held in February of 2020 – pre-coronavirus. However, our regular station tours, listener drop-ins, and other normal operations were interrupted, because we had to close our offices to the public when COVID-19 cases surged here locally. I say it was a mixed bag, because in other ways, the work we do, and the on-air connections that we make – were more important than ever. Even if we were not specifically talking about jobs, we still were often the only local connection that people had to the outside world. We expanded our services and opportunities to allow churches to meet on Sundays and to allow Toast to Texas Independence Day celebrations to be held all via our radio station. This was yet another way for us to show how and what we do, and demonstrate how people can join us in serving this community.

We believe we have an employment outreach strategy that allows us to connect with a broad group of people. Diversity is the key to our success as a staff, and we want that to continue as we move forward and grow our business.