

EEO PUBLIC FILE REPORT

Instructions:

This Report must be prepared annually on the anniversary of the date a station is due to file its renewal of license application. Complete the information in Section 1-7 regarding the jobs filled, the recruitment efforts made and the recruitment initiatives undertaken in the prior twelve (12) months and place the Report in your Station's public inspection file and on your website (if you have one) on or before the due date.

This report covers full-time vacancy recruitment data for the period June 1, 2010 to May 31, 2011.

1) Employment Unit: Hobbs, NM 88240

2) Unit Members (Station and Communities of License):

<u>KIXN</u>	<u>Hobbs, NM</u>
<u>KPER</u>	<u>Hobbs, NM</u>
<u>KPZA</u>	<u>Jal, NM</u>
<u>KYKK</u>	<u>Hobbs, NM</u>
<u>KZOR</u>	<u>Hobbs, NM</u>

3) EEO Contact Information for Unit Member:

Mailing Address:

Harry Harlan C/O KZOR
619 North Turner Street
Hobbs, NM 88240

Telephone Number:

(575) 397-4969

Contact Person:

Harry Harlan

E-mail Address:

harry@1radiosquare.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.

Job Title	Recruitment Source Referring Hiree
1. <u>Announcer KPZA</u>	<u>Hobbs News Sun</u>
2. <u>Receptionist/Traffic KZOR/KIXN/KPZA</u>	<u>Spherion Staffing</u>
3. <u>Account Executive KZOR/KIXN/KPZA</u>	<u>Hobbs News Sun</u>

Station KZOR, KIXN, KPER, KPZA and KYKK are Equal Opportunity Employers.

1) Job Title: Announcer KPZA

Referral Source(s) of Hire: Hobbs News Sun

Date: July 22, 2010

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification? (Yes or No)
University of the Southwest	Tom Wilson	6610 Lovington Hwy. - Hobbs	575-392-6561	1	No
C.P.S.T.	Adrianna Cardoza	1945 N. Grimes – Hobbs	575-391-9977	0	No
Family Center of Lea County	Cecilia Cooper	200 E. Park Ste. 134 - Hobbs	575-393-1776	0	No
Fraternal Order of Eagles		1200 E White – Hobbs	575-393-6218	0	No
Guadalupe	Lupe Cruz	214 W. Polk - Lovington		0	No
Lea County Democratic Women	Rose Scott	513 E. Seco – Hobbs	575-397-0142	0	No
Lea County Guidance Center	Ernie Holland	920 W. Broadway – Hobbs	575-393-3168	0	No
Lea County Women’s Network	Sharon Clark	P.O. Box 2242 – Hobbs	575-393-3168	0	No
LULAC	Elizabeth Bernal	615 W. Adams – Lovington	575-392-7882	0	No
LULAC	Robert Brijalba	508 E. Taos – Hobbs	575-392-7882	0	No
NAACP	Ella Turner	1117 W. Taos – Hobbs	575-392-5723	0	No
New Mexico Department of Labor	Richard Hunt	204 W. Park – Hobbs	575-397-0375	0	No
New Mexico Junior College	Jo Hayes	5317 N. Lovington Hwy. – Hobbs	575-392-4510	0	No
New Mexico Broadcasting Association	Paula Marez	2333 Wisconsin - Albuquerque	505-881-4444	0	No
Hobbs News Sun	Kenneth Norris	201 N Thorpe – Hobbs	575-393-2123	6	No

2) Job Title: Receptionist/Traffic

Referral Source(s) of Hire: Spherion Staffing

Date: November 1, 2010

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification? (Yes or No)
University of the Southwest	Tom Wilson	6610 Lovington Hwy – Hobbs	575-392-6561	0	No
C.P.S.T.	Adrianna Cardoza	1945 N. Grimes – Hobbs	575-391-9977	0	No
Family Center of Lea County	Cecilia Cooper	200 E. Park Ste. 134 – Hobbs	575-393-1776	0	No
Gudalupanas	Lupe Cruz	214 W. Polk – Lovington		0	No
Lea County Democratic Women	Rose Scott	513 E. Seco – Hobbs	575-397-0142	0	No
Lea County Guidance Center	Ernie Holland	920 W. Broadway - Hobbs	575-393-3168	0	No
Lea County Women’s Network	Sharon Clark	P.O. Box 2242 – Hobbs	575-393-3168	0	No
LULAC	Elizabeth Bernal	615 W. Adams – Lovington	575-392-7882	0	No
LULAC	Robert Brijalba	508 E. Taos – Hobbs	575-392-7882	0	No
NAACP	Ella Turner	1117 W. Taos – Hobbs	575-392-5723	0	No
New Mexico Department of Labor	Richard Hunt	204 W. Park – Hobbs	575-393-5188	0	No
New Mexico Junior College	Jo Hayes	5317 N. Lovington Hwy. – Hobbs	575-392-4510	0	No
Quest Personnel	Susan Brake	1601 N. Turner – Hobbs	575-393-1585	0	No
S.O.S. Staffing	Rhonda Pardman	2702 N. Grimes – Hobbs	575-392-3637	0	No
Spherion Staffing	Paula Eggleton	1819 N Turner – Hobbs	575-393-9675	1	No
Hobbs News Sun	Judy Hanna	201 N Thorpe – Hobbs	575-393-2123	4	No

3) Job Title: Account Executive

Referral Source(s) of Hire: Hobbs News Sun Date: March 1, 2011

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification? (Yes or No)
Economic Development Corporation	Grant Taylor	200 E. Broadway – Hobbs	575-397-2039	0	No
Hobbs Hispano Chamber	Alberto Caballero	113 N. Shipp – Hobbs	575-393-1030	0	No
Spherion	Paula Eggleton	1819 N. Turner – Hobbs	575-393-9675	0	No
Social Security	Daniel Hermann	501 E. Bender – Hobbs	575-393-7357	0	No
Hobbs News Sun	Judy Hanna	201 N. Thorpe – Hobbs	575-393-2123	8	No
S.O.S. Staffing	Rhonda Pardman	2700 N. Grimes – Hobbs	575-392-3637	0	No
Quest Personnel	Susan Brake	1601 N. Turner – Hobbs	575-393-1585	0	No
Options Inc.	Debbie Pruitt	200 N. Dalmont – Hobbs	575-397-1576	0	No
NAACP	Ella Turner	1117 W. Taos – Hobbs	575-392-6636	0	No
Mesa Verde Staffing	Sandy Wood	708 N. Turner – Hobbs	575-942-2828	0	No
LULAC	Elizabeth Bernal	615 W. Adams – Lovington	575-392-7882	0	No
Lea County Women’s Network	Diana Luce	701 N. Grimes – Hobbs	575-393-3168	0	No
Workplace Staffing	Norman Francis	1601 N. Turner – Hobbs	575-391-9977	0	No
University of the Southwest	Jordan Bodine	6610 N. Lovington Hwy. – Hobbs	575-392-6561	0	No
KZOR/KPZA	Harry Harlan	619 N. Turner – Hobbs	575-397-4969	4	No
Hobbs High School	Starla Jones	800 N. Jefferson – Hobbs	575-433-0100	1	No

6) **Total # of Interviewees Referred:** For the period from June 1, 2010 to May 31, 2011, this Employment Unit interviewed 36 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.** List and briefly describe the Supplemental Recruitment Initiatives undertaken during the preceding twelve (12) months.

(a) **Initiative:** Internship Program

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by name and title) and specific date/time/place information.

See Attachment A

(b) **Initiative:** Job Fair Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by name and title) and specific date/time/place

information. See Attachment B

*Includes all employee applicant interviews conducted from June 1, 2010 through May 31, 2011 for positions filled or unfilled to date.

(c) **Initiative:** Job Bank

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by name and title) and specific date/time/place information.

See Attachment C

(d) **Initiative:** EEO Discrimination Training for Upper Management.

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by name and title) and specific date/time/place information.

See Attachment D

(e) **Initiative:** EEO & Sexual Harassment Staff Meeting.

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by name and title) and specific date/time/place

information. See Attachment E

Noalmark Broadcasting Corporation – Hobbs, NM – Internship Program

The Noalmark Internship program is designed to give high school and college students the opportunity to experience the careers available in the radio broadcasting industry. The Internship program chooses interns from applicants who express an interest in the radio industry.

The manner in which we notify possible applicants of the program is five fold:

- 1) We announce our programs and the openings over the air on each of our six radio stations. The announcements encourage students to contact their high school guidance counselor or college job placement advisor if they are interested.
- 2) We provide applications to high school guidance counselors asking them to inform students of this opportunity.
- 3) We provided applications to college job placement advisors asking them to inform students of this opportunity.
- 4) We announce our summer internship program through Hobbs, New Mexico's community guide web site, www.hobbsamerica.com.
- 5) We announce our summer internship program through our radio station's official web site at www.1radiosquare.com.

Once we receive applications, we review them based upon each applicant's aspirations, references, previous work history, grades, college major and what they believe will be their career choices. The General Manager may interview applicants. Once an applicant is deemed qualified and suitable for entry into the internship program, he or she is offered a position with Noalmark Broadcasting Corporation.

Interns are exposed to the various operations of a radio station which may include some combination of on-air work, show production, remote broadcasts, engineering, traffic, billing, administrative assistance, sales, commercial production and board operations, depending to some extent upon the interest of the intern and the needs of the station.

It is our goal that Noalmark Broadcasting interns will obtain a well-rounded view of the opportunities available in the radio broadcast industry, and an interest in pursuing broadcasting as a course of study and an avocation. We also hope that interns who complete the program will leave Noalmark with invaluable business and professional work experience that will assist them in their careers, even should they choose to enter another profession.

We currently have three interns in our program; two males, and one female who is also a minority.

Our interns have gone on to meaningful employment both within the community and beyond. One former intern is now a bank officer with First American Bank. Another is the assistant Marketing Director of Lea Regional Hospital. A third is employed at Accounting and Consulting Group a large CPA firm in Hobbs.

KZOR Job Fair

KZOR/KIXN/KPZA hosted a job fair on Saturday, January 29, 2011 at the Lea County Event Center from 9 am till 2 pm. 13 businesses and government entities participated along with the radio stations.

Radio and newspaper advertising was done in Hobbs, Lovington, Eunice, Carlsbad, Clovis, Portales, Artesia and Roswell, and Albuquerque New Mexico as well as Odessa, Midland, El Paso, Andrews, and Seminole Texas.

KZOR/KIXN/KPZA partnered with the Economic Development Corporation of Lea County to make this regional job fair to answer a critical need for employees in the much challenged Hobbs employment market.

On the day of the fair over 500 prospective job seekers showed up at the event. Some were hired on site that day.

N.M.B.A. Job Bank

As a member station of the New Mexico Broadcaster's Association, KYKK, KPER, KPZA, KIXN and KZOR support and participates in the N.M.B.A. Job Bank which is maintained on the NMBA's website. Member stations, including those listed above submit all job openings as they occur and list an email address to respond. It was through just such a listing that KPER successfully found its current General Manager, and KPZA located its Operations Manager.

**EQUAL EMPLOYMENT OPPORTUNITY AND
DISCRIMINATION PREVENTION TRAINING
UPPER LEVEL MANAGEMENT
SATURDAY, OCTOBER 16th, 2010**

A training session was held for all upper level management of Noalmark Broadcasting Corporation on Saturday, October 16th, 2010 at Santa Fe, New Mexico in conjunction with the Company's strategic planning and educational annual meeting. This session was primarily to train management personnel as to methods of ensuring equal employment opportunity and preventing discrimination

The managers attending the training session for Noalmark were Paul J. Starr, Vice President in charge of Noalmark's New Mexico stations and General Manager of Noalmark's Hobbs stations, Harry Harlan, Assistant Manager of the stations, Al Lobeck, General Manager of the Bender Group of the stations, Sandy Sanford, General Manager of Noalmark's El Dorado, Arkansas stations and Orlando Garza, Sales Manager of the stations; Ken Sibley, General Manager of Noalmark's Magnolia, Arkansas stations; Jaime Friend, General Manager of Noalmark's Hot Springs, Arkansas area stations; and Kevin Bonner, General Manager of Noalmark's Roswell, New Mexico stations. As in past years, the presenters for the training session were William C. Nolan, Jr. and Edwin B. Alderson, Jr. who are partners in the law firm of Nolan & Alderson. Both have been active in corporate and employment law for several decades, and have represented many businesses in these areas.

Mr. Nolan reviewed Noalmark's EEO Policy Statement that was adopted by the Company several years ago. It contains the Company's deep commitment to ensuring equal opportunity in employment and promotions for minorities and females. He pointed out that this Policy goes beyond current FCC rules by giving preference to the hiring of minorities and females if their qualifications are equal to those of others. A copy of this Policy is attached for review.

Mr. Nolan and Mr. Alderson then reviewed in detail the FCC's EEO Policy that equal opportunity in employment shall be afforded to all persons, and that no one shall be discriminated against, regardless of race, color, religion, national origin or sex. Both the general and the specific EEO program requirements under the Rules were presented and discussed. Prong Three Initiatives were discussed in detail and each Manager presented such initiatives so far this year. The requirement to periodically assess a station's EEO program and results and to make changes that might enhance the program was also stressed. The specific requirements of the self analysis were discussed. It was stressed that proper record keeping is very important, and record retention requirements of the FCC were reviewed.

There next ensued a presentation and discussion of the Managers' requirement to prepare an Annual EEO Public File Report. The components of the report were discussed in detail. It was stressed that if each station fulfilled its requirements on an ongoing basis through the year, and kept adequate records, that the Public File Report would be relatively easy to prepare.

As stations reach the midpoint of their license term, the requirement that all nonexempt stations file a Mid-term review with the Commission was discussed in detail. As to both the annual and mid-term requirements, each station was encouraged to keep a calendar that would highlight these important dates.

The participants discussed how each manager could be more effective in complying with FCC requirements and the Company's own EEO Policy.

Mr. Nolan and Alderson then reviewed the Company's sexual harassment policy. What constitutes harassment and how to respond to it were discussed in detail with actual cases presented and discussed. If the Company's stations are sensitive to harassment issues, and if the policy is followed, the result will be fairer treatment of employees.

After a discussion of several other Company policies including the dress code and the computer policy, the meeting was adjourned.

EEO AND SEXUAL HARRASMENT STAFF SEMINAR

On February 24th, 2011 a staff seminar was conducted by Noalmark Broadcasting Market Manager of the Hobbs unit, Harry Harlan. During this meeting the entire Noalmark Broadcasting Corporation Equal Employment Opportunity policy Statement was read. Then there was a complete discussion of the policy including examples of how it has applied in the past. For instance, we made certain that employees understood that the company wants references from the staff for prospective minority and female employees. Care was taken to make certain employees understood that Noalmark is not just an Equal Employment Opportunity Employer but an Affirmative Action employer as well that wants to seek out and find the best prospective women minority candidates for positions.

Also on February 24th, 2011 senior management met with the staff to discuss Noalmark's Sexual Harassment Policy. The complete policy was read to employees and that was followed by a discussion on what forms sexual harassment can take and the potential consequences, internal and legal, that can follow from such action. Also there was a discussion of how to report sexual harassment to management both in Hobbs and to the corporate headquarters in El Dorado.

**NOALMARK BROADCASTING CORPORATION
EEO POLICY STATEMENT**

Noalmark Broadcasting Corporation has adopted an EEO policy applicable to all of its stations in accordance with policies and procedures of the Federal Communications Commission and as embodied in Section 73.2080 of the Code of Federal Regulations.

Our policy is that all persons shall be afforded equal opportunity in employment, and that no person shall be discriminated against in employment because of race, color, religion, national origin or sex. We believe strongly in these principles; so it is also our policy that in order to promote diversity and to ensure equal opportunity, that whenever qualifications are essentially equal we will strongly consider giving preference in hiring and promotions to female and minority persons.

Management of Noalmark stations has been instructed to vigorously enforce this equal opportunity policy, and we seek the cooperation of all employees in its implementation. We have attempted to implement measures in recruitment and employment to ensure equality of opportunity, but we also ask that you communicate with station management, or direct with corporate office, if you see instances of discrimination or think that you have been discriminated against. The corporate office may be contacted at 202 West 19th Street, El Dorado, Arkansas 71730, or by telephone at 870-862-0202. All such communications will be promptly and thoroughly investigated.

2011 EEO PUBLIC FILE REPORT NARRATIVE STATEMENT

During the past 12 months the economy has recovered somewhat in Southeast New Mexico, due mostly to the large increase in the price of a barrel of oil. Due to this and other factors, the Lea County unemployment rate has fallen to 6.3% from last year's high of more than 8%; still high but at least better than it has been. All of this is good news for the local economy but it has also made it much more difficult to attract qualified employees to apply for jobs as the job market has tightened. We currently have fifteen full time employees, down from seventeen at this time last year, as we try to control expenses as sales have become more difficult to get.

During the past year, knowing we always need to do increased outreach to pull in minority and female job applicants, we totally revised the list of organizations we contact whenever we have a job opening. We have continued to add new sources to our internet outreach too, such as El Diario, which are proving to be productive. We had three full time job openings during the past 12 months and minorities filled all three and two were minority females. Of the 36 people that we interviewed for full time positions, 31 were minorities and 25 were female. We feel that some of the changes we made to our overall recruitment efforts have borne fruit.

Our employment unit experiences very little turnover from year to year. We think that that is a reflection of the fair manner in which we strive to treat all employees. Our minority and female employees have come to be some of the most senior and highly paid employees at our stations. During the past year, one of our minority employees was promoted from Account Executive to Sales Manager. Another is a Manager of one of our stations. Of the females one serves as Office Manager in charge of all internal operational functions supervising several people. She is also in charge of running the stations when the General Manager is away. She is obviously the highest paid person on her side of the operation. Another female serves as News and Public Affairs Director. She is a long time employee and has won many state awards for excellence in News and Public Affairs programming. She is paid commensurately in relation to our other employees. We only have six part time employees, two of whom are female and two of whom are minority. Three of these part time employees are entered in our Internship Program.

Our outreach to younger people has also always been a large part of our program. Our new Sales Manager, who is a minority, was directly recruited off the campus of College of the Southwest and obtained all his broadcasting training from Noalmark Broadcasting Corporation. We have had a very successful internship program for years. We have helped many young people to their first exposure to the broadcast field as well as provide work for them. We currently have three interns in our program, college and high school students. One of our former interns who spent nearly seven years with us throughout high school and college is about to earn his doctorate from Texas Tech University in Lubbock. We have had interns go on to management positions in other fields locally in Hobbs including one who is now in management at a local bank and one who was assistant Public Relations Director of Lea Regional Medical Center.

We hope the foregoing has indicated the degree of importance we place on maintaining a successful Equal Opportunity Employment program. Annual training at the station level and the management level, as our Prong Three activities indicate, is an important component to making this commitment part of our everyday lives. A number of years ago Noalmark Broadcasting adopted a company EEO Policy that goes beyond FCC obligations that our managers and employees are expected to live by: not because we have to but because we strongly believe it's the right thing to do. A copy of that policy is attached.

