

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, 2007 to May 31, 2008.

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:

Paul J. Starr
619 North Turner Street
Hobbs, NM 88240

Telephone Number:

(575) 397-4969

Contact Person:

Paul J. Starr

E-mail Address:

paul@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>Programming Assistant – KZOR</u>	<u>Referred by Employees</u>
2. <u>Sales Representative – KPER</u>	<u>Walk-In</u>
3. <u>Sales Representative – KPER</u>	<u>Radio Ads</u>
4. <u>Programming Assistant – KZOR</u>	<u>Hobbs News Sun</u>
5. <u>Sales Representative – KPER</u>	<u>Radio Ads</u>
6. _____	_____
7. _____	_____
8. _____	_____

Station KIXN, KPER, KPZA, KYKK-AM, KZOR is an Equal Opportunity Employer.

LSL EEO Memorandum
February 28, 2008

5) Job Title: Programming Assistant KZOR 6/1/07

Referral Source(s) of Hire: Referred by Employees

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification? (Yes or No)
College of the Southwest	Jo Hayes	6610 Lovington Hwy., Hobbs 88240	575-392-6561	1	No
Hobbs News Sun	Tonya Heiser	201 N. Thorp, Hobbs 88240	575-393-2123	1	No
KZOR/KIXN/KPZA	Harry Harlan	619 N. Turner, Hobbs 88240	575-397-4969	8	No
KPER/KEJL/KYKK	Al Loebeck	1423 W. Bender, Hobbs 88240	575-393-1551	0	No
Spherion Staffing	Paula Minyard	1819 N. Turner, Hobbs 88240	575-393-9675	0	No
SOS Staffing	Phonda Trent	2700 N. Grimes, Hobbs 88240	575-392-3637	0	No
Quest Personnel	Tabby Cummings	1601 N. Turner, Hobbs 88240	575-393-1585	0	No
New Mexico Junior College	Robert Turner	5317 Lovington Hwy., Hobbs 88240	575-392-4510	0	No
New Mexico Department of Labor	Richard Hunt	204 W. Park, Hobbs 88240	575-393-5188	0	No
NAACP	Ella Turner	1117 W. Taos, Hobbs 88240	575-392-5723	0	No
LULAC	Robert Brijalba	508 E. Taos, Hobbs 88240	575-392-7882	0	No
Lea County Women's Network	Dianna Luce	701 N. Grimes, Hobbs 88240	575-393-9494	0	No
Corporate Personnel Services	Rita McCurter	1945 N. Grimes, Hobbs 88240	575-391-9977	0	No
Hispanic Awareness Council	Joe Calderon	210 W. Shipp, Hobbs 88240	575-397-1133	0	No
Lea County Guidance Center	Kim Swartz	920 W. Broadway, Hobbs 88240	575-393-3168	0	No
New Mexico Broadcasters Assoc.	Paula Mars	8014 Menaul NE, Albuquerque, 87110	505-881-4440	0	No
Job Fair	Paul Starr	619 N. Turner, Hobbs 88240	575-397-4969	1	No
Employee Referral	Paul Starr	619 N. Turner, Hobbs 88240	575-397-4969	2	No

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5) Job Title: Sales Representative – KPER 6/30/07

Referral Source(s) of Hire: Walk-In

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification? (Yes or No)
College of the Southwest	Jo Hayes	6610 Lovington Hwy., Hobbs 88240	575-392-6561	0	No
Hobbs News Sun	Tonya Heiser	201 N. Thorp, Hobbs 88240	575-393-2123	2	No
KZOR/KIXN/KPZA	Harry Harlan	619 N. Turner, Hobbs 88240	575-397-4969	1	No
KPER/KEJL/KYKK	Al Loebeck	1423 W. Bender, Hobbs 88240	575-393-1551	0	No
Spherion Staffing	Paula Minyard	1819 N. Turner, Hobbs 88240	575-393-9675	1	No
SOS Staffing	Phonda Trent	2700 N. Grimes, Hobbs 88240	575-392-3637	0	No
Quest Personnel	Tabby Cummings	1601 N. Turner, Hobbs 88240	575-393-1585	0	No
New Mexico Junior College	Robert Turner	5317 Lovington Hwy., Hobbs 88240	575-392-4510	0	No
New Mexico Department of Labor	Richard Hunt	204 W. Park, Hobbs 88240	575-393-5188	1	No
NAACP	Ella Turner	1117 W. Taos, Hobbs 88240	575-392-5723	0	No
LULAC	Robert Brijalba	508 E. Taos, Hobbs 88240	575-392-7882	0	No
Lea County Women's Network	Dianna Luce	701 N. Grimes, Hobbs 88240	575-393-9494	0	No
Corporate Personnel Services	Rita McCurter	1945 N. Grimes, Hobbs 88240	575-391-9977	0	No
Hispanic Awareness Council	Joe Calderon	210 W. Shipp, Hobbs 88240	575-397-1133	0	No
Lea County Guidance Center	Kim Swartz	920 W. Broadway, Hobbs 88240	575-393-3168	0	No
New Mexico Broadcasters Assoc.	Paula Mars	8014 Menaul NE, Albuquerque, 87110	505-881-4440	2	No
Walk Ins	Al Loebeck	1423 W. Bender, Hobbs 88240	575-393-1551	5	No
Employee Referral	Al Loebeck	1423 W. Bender, Hobbs 88240	575-397-4969	1	No

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5) Job Title: Sales Representative – KPER 10/16/07

Referral Source(s) of Hire: Radio Ads

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification? (Yes or No)
College of the Southwest	Jo Hayes	6610 Lovington Hwy., Hobbs 88240	575-392-6561	0	No
Hobbs News Sun	Tonya Heiser	201 N. Thorp, Hobbs 88240	575-393-2123	12	No
KZOR/KIXN/KPZA	Harry Harlan	619 N. Turner, Hobbs 88240	575-397-4969	0	No
KPER/KEJL/KYKK	Al Loebeck	1423 W. Bender, Hobbs 88240	575-393-1551	1	No
Spherion Staffing	Paula Minyard	1819 N. Turner, Hobbs 88240	575-393-9675	0	No
SOS Staffing	Phonda Trent	2700 N. Grimes, Hobbs 88240	575-392-3637	0	No
Quest Personnel	Tabby Cummings	1601 N. Turner, Hobbs 88240	575-393-1585	0	No
New Mexico Junior College	Robert Turner	5317 Lovington Hwy., Hobbs 88240	575-392-4510	0	No
New Mexico Department. of Labor	Richard Hunt	204 W. Park, Hobbs 88240	575-393-5188	0	No
NAACP	Ella Turner	1117 W. Taos, Hobbs 88240	575-392-5723	0	No
LULAC	Robert Brijalba	508 E. Taos, Hobbs 88240	575-392-7882	0	No
Lea County Women's Network	Dianna Luce	701 N. Grimes, Hobbs 88240	575-393-9494	0	No
Corporate Personnel Services	Rita McCurter	1945 N. Grimes, Hobbs 88240	575-391-9977	0	No
Hispanic Awareness Council	Joe Calderon	210 W. Shipp, Hobbs 88240	575-397-1133	0	No
Lea County Guidance Center	Kim Swartz	920 W. Broadway, Hobbs 88240	575-393-3168	0	No
New Mexico Broadcasters Assoc.	Paula Mars	8014 Menaul NE, Albuquerque, 87110	505-881-4440	0	No

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Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification? (Yes or No)
Career Svcs. – Western NM University		1000 W. College St., Silver City 88062	505-538-6336	0	No
Career Services – New Mexico Tech		801 Leroy Place, Socorro 87801	505-835-5011	0	No
John Marshall Multi Service Center	Timo Alvidrez	1500 Walter SE, Albuquerque 87102	505-858-1345	0	No
Counseling & Career Svcs. – ENMU	Kyla Bailey	Station #34, Portales 88130	505-562-2211	0	No
Collins College	Elizabeth Bakken	1140 S. Priest Dr., Tempe, AZ 85281	480-446-1111	0	No
Ryan S. Beal	Ryan Beal	343 Castle Cove Way, Hartford, WI 53027	414-429-2266	0	No
College of Communication-UT Austin	Matt Berndt	1 University Station, Austin, TX 78712	512-471-9421	0	No
Communications & Journalism, UNM	Mary Bibeau	1 University of NM, Albuquerque 87131	505-277-1903	0	No
UNM School of Engineering	Ursula Bowie	1 University of NM, Albuquerque 87131	505-277-1403	0	No
San Juan Basin Technical College	Tony Corona	PO Box 970, Cortez, CO 81321	970-565-8457	0	No
University of New Mexico	Leslye Ellison	Student Svcs. Center, Albuquerque 87131	505-277-2531	0	No
National Hispanic Media Coalition	Claudia Flores	1201 W. 5 th St., Suite T-205, Los Angeles, CA 90017		0	No

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5) Job Title: Programming Assistant – KZOR 10/17/07

Referral Source(s) of Hire: Hobbs News Sun

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification? (Yes or No)
College of the Southwest	Jo Hayes	6610 Lovington Hwy., Hobbs 88240	575-392-6561	0	No
Hobbs News Sun	Tonya Heiser	201 N. Thorp, Hobbs 88240	575-393-2123	6	No
KZOR/KIXN/KPZA	Harry Harlan	619 N. Turner, Hobbs 88240	575-397-4969	3	No
KPER/KEJL/KYKK	Al Loebeck	1423 W. Bender, Hobbs 88240	575-393-1551	0	No
Spherion Staffing	Paula Minyard	1819 N. Turner, Hobbs 88240	575-393-9675	0	No
SOS Staffing	Phonda Trent	2700 N. Grimes, Hobbs 88240	575-392-3637	0	No
Quest Personnel	Tabby Cummings	1601 N. Turner, Hobbs 88240	575-393-1585	0	No
New Mexico Junior College	Robert Turner	5317 Lovington Hwy., Hobbs 88240	575-392-4510	0	No
New Mexico Department. of Labor	Richard Hunt	204 W. Park, Hobbs 88240	575-393-5188	0	No
NAACP	Ella Turner	1117 W. Taos, Hobbs 88240	575-392-5723	0	No
LULAC	Robert Brijalba	508 E. Taos, Hobbs 88240	575-392-7882	0	No
Lea County Women's Network	Dianna Luce	701 N. Grimes, Hobbs 88240	575-393-9494	0	No
Corporate Personnel Services	Rita McCurter	1945 N. Grimes, Hobbs 88240	575-391-9977	0	No
Hispanic Awareness Council	Joe Calderon	210 W. Shipp, Hobbs 88240	575-397-1133	0	No
Lea County Guidance Center	Kim Swartz	920 W. Broadway, Hobbs 88240	575-393-3168	0	No
New Mexico Broadcasters Assoc.	Paula Mars	8014 Menaul NE, Albuquerque, 87110	505-881-4440	0	No
Employee Referral	Paul Starr	619 N. Turner, Hobbs 88240	575-397-4969	2	No

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5) Job Title: Sales Representative – KPER 4/1/08

Referral Source(s) of Hire: Radio Ads

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification? (Yes or No)
College of the Southwest	Jo Hayes	6610 Lovington Hwy., Hobbs 88240	575-392-6561	0	No
Hobbs News Sun	Tonya Heiser	201 N. Thorp, Hobbs 88240	575-393-2123	0	No
KZOR/KIXN/KPZA	Harry Harlan	619 N. Turner, Hobbs 88240	575-397-4969	3	No
KPER/KEJL/KYKK	Al Loebeck	1423 W. Bender, Hobbs 88240	575-393-1551	0	No
Spherion Staffing	Paula Minyard	1819 N. Turner, Hobbs 88240	575-393-9675	0	No
SOS Staffing	Phonda Trent	2700 N. Grimes, Hobbs 88240	575-392-3637	0	No
Quest Personnel	Tabby Cummings	1601 N. Turner, Hobbs 88240	575-393-1585	0	No
New Mexico Junior College	Robert Turner	5317 Lovington Hwy., Hobbs 88240	575-392-4510	0	No
New Mexico Department. of Labor	Richard Hunt	204 W. Park, Hobbs 88240	575-393-5188	0	No
NAACP	Ella Turner	1117 W. Taos, Hobbs 88240	575-392-5723	0	No
LULAC	Robert Brijalba	508 E. Taos, Hobbs 88240	575-392-7882	0	No
Lea County Women's Network	Dianna Luce	701 N. Grimes, Hobbs 88240	575-393-9494	0	No
Corporate Personnel Services	Rita McCurter	1945 N. Grimes, Hobbs 88240	575-391-9977	0	No
Hispanic Awareness Council	Joe Calderon	210 W. Shipp, Hobbs 88240	575-397-1133	0	No
Lea County Guidance Center	Kim Swartz	920 W. Broadway, Hobbs 88240	575-393-3168	0	No
New Mexico Broadcasters Assoc.	Paula Mars	8014 Menaul NE, Albuquerque, 87110	505-881-4440	0	No
Client Referral				1	No

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6) **Total # of Interviewees Referred:** For the period from June 1, 2007 to May 31, 2008, this Employment Unit interviewed 30 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

(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 Level Management Personnel

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 Harassment

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 five 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. The following persons have been accepted under our internship program.

Internship Program

During the past 12 months, we have employed three interns.

- 1) One intern was a copy-writing and sales assistant intern for Noalmark Broadcasting during the summer and fall of 2007. He is a business major at the College of the Southwest in Hobbs and is expected to graduate in May 2008.
- 2) A second intern was our copy-writing and sales assistant intern from November 2007-January 2008. She too is a full time student at the College of the Southwest.
- 3) A third intern is currently our programming inter. She started with us in late 2007 has learned to run all the studio equipment associated with keeping the stations on the air and has also learned to do an air-shift of her own. She is a full-time student at New Mexico Junior College.

KZOR Job Fair

KZOR/KIXN/KPZA hosted a job fair on Saturday, January 19, 2008 at the Lea County Event Center from 9 am till 2 pm. 37 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, New Mexico as well as Odessa, Midland, 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 very challenged Hobbs employment market.

On the day of the fair, over 1,002 prospective job seekers showed up at the event. Some were hired on site that day.

2008 EEO Activities – NMBA Job Bank

As a member station of the New Mexico Broadcasters Association, KYKK, KPER, KPZA, KIXN and KZOR support and participate in the NMBA 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. The Job Bank also encourages minorities and women from around the county to submit their resumes for consideration by New Mexico stations. It was through just such a listing that KPER successfully found its present General Manager Al Lobeck in 2000.

**EEO and Anti-discrimination Training
for Upper Management Level Personnel
Wednesday, February 13, 2008**

On Wednesday, February 13, 2008, a training session was held on the FCC's equal employment opportunity and anti-discrimination rules, and other legal issues as described below. This session was held at the Noalmark Broadcasting Corporation manager's meeting held in Fredericksburg, Texas and was approximately three hours in length.

Those present were William C. Nolan, Jr., President of Noalmark and member of the law firm of Nolan and Alderson; Edwin B. Alderson, Jr., Executive Vice President of Noalmark and member of Nolan and Alderson; Paul J. Starr, Noalmark Vice President and General Manager of Noalmark's Hobbs area stations; B.A. "Sandy" Sanford, General Manager of Noalmark's El Dorado area stations; Ken Sibley, General Manager of Noalmark's Magnolia stations; Harry Harlan; Assistant Group/Sales Manager of Hobbs area stations and Programming Consultant; Al Loebeck, Group Manager of Hobbs area stations; Brad Hutcherson, General Manager of Noalmark's Hot Springs area stations; Kevin Bonner, General Manager of Noalmark's Roswell stations and Grant Merrill, General Manager of Metalmark's Arkadelphia area stations.

Mr. Nolan led the session assisted by Mr. Alderson. As a practicing attorney, Mr. Nolan, who is a graduate of Yale Law School, has worked extensively in general practice in the past in the areas of Fair Labor Standards Act issues, wage-hour laws, unemployment compensation, human relations, and equal opportunity and work place discrimination. Mr. Nolan and Mr. Alderson, also a practicing attorney, have over thirty years of experience working on these issues including the various FCC equal employment opportunity and anti-discrimination rules in effect during this time.

In the meeting, Mr. Nolan and Mr. Alderson conducted a thorough review of the FCC's current EEO Rules and Regulations. Detailed instructions were given relating to the preparation of the Annual EEO Public File Report. This form utilized by the Company was reviewed and commented on. The records that are required by the Commission to be kept in order to properly complete the Annual Report were thoroughly reviewed also. The due dates for various States were reviewed, as well as the requirement to place it in the Stations' Public Files and to publish it on their websites.

The need for regular self-assessment and analysis was covered together with the major items that should be reviewed in the self-assessment. Keeping proper records of the self-assessment was stressed.

The Prong Three Menu of Supplemental Recruitment Initiatives was next reviewed and discussed, including how many must be completed during each two-year period. The FCC's requirement to complete and file a Mid-Term Report, and its contents, was also reviewed in detail.

Finally, Mr. Nolan reviewed the Commission's policy of conducting EEO Audits of approximately five percent of stations each year. The items that are to be included in the Report were covered. The need to be cognizant of the EEO Rules, to comply with them, and to keep full and accurate records made contemporaneously with the completion of each task or hiring, was stressed. It was noted that the Company has adopted its own affirmative action EEO Policy Statement that goes beyond the Commission's requirements, a copy of which is attached, and that the owners of the Company are

strongly committed to it. This policy was reviewed, and those present were instructed to comply with it whenever possible.

Mr. Nolan then reviewed in detail Noalmark's sexual harassment policy, stressing what types of activities at what level constitute harassment, that such harassment is not tolerated in any form or fashion, and that the Company's policy should be followed with effective and rapid response and investigation of complaints, including punishment if warranted. It was also stressed that this policy should be communicated effectively to employees at least annually, and how this might be accomplished.

The next items covered in the training session were the FCC's requirements relating to the Quarterly Issues and Programs Lists. These requirements were presented and discussed in detail. Mr. Nolan stressed that the Commission has set out specific requirements and guidelines, and that it is imperative that they be complied with or a substantial fine may be levied. These include the requirement to have a list properly prepared and placed in the Public File before the tenth day after the end of each quarter, and the fact that programming for at least five issues quarterly raises a presumption of compliance. The FCC specifies in detail the information that must be supplied as to each issue programmed for, and the required information was discussed in detail. Finally, time was spent on proper procedures to ascertain and document the issues to be programmed for each quarter.

Mr. Nolan concluded by reviewing the Company's dress code, alcohol and drug use and sick leave and vacation policies; answering questions about specific situations that have arisen and the stations over the past year. All participants were actively involved in asking questions and relating real life situations during the training session.

EEO and Sexual Harassment Staff Seminar

On February 19, 2008, Noalmark Broadcasting Vice President and General Manager of the Hobbs unit, Paul Starr, conducted a staff seminar. 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 and minority candidates for position.

Also on February 19, 2008, 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.

Narrative Statement (June 1, 2007 - May 31, 2008)

During the past 12 months, our employment unit KIXN/KPER/KPZA/KYKK/KZOR has maintained a steady and consistent effort to make certain that each job opening that has occurred has been made known to the widest possible cross section of men, women and minorities. In spite of that, we actually experienced a drop in the number of people who applied for employment during the past year and a drop in the overall number of interviews we were able to conduct. During the past year, June 2007 through May 2008, the economy in Southeast New Mexico has soared like never before. With the price of crude oil consistently in excess of \$100.00 per barrel, drilling activity in our area has remained strong and has provided high paying jobs even to the least educated of our residents. That combined with the current construction of the Colorado Energy Plant and the \$1.5 billion National Enrichment Facility in nearby Eunice, NM, there is hardly anyone left to interview. The New Mexico Labor Department currently estimates the unemployment rate in Lea County to be 1.8%.

First an analysis of our employee payroll for period ending April 15, 2008 indicates that we had 17 persons working thirty or more hours weekly constituting them as full time employees under the Commission's definition. Of those 17 persons, six or 35%, are female and six or 35% are minority. While our percentage of female employees is somewhat less than the percentage in the workforce, we have historically not had serious problems hiring females, and they hold positions of responsibility at our stations. For example, a female is currently serving as Office Manager and is in charge of the stations when the General Manager is absent. Also, another female has served as the station's News and Public Affairs Director and has won numerous state broadcasting awards for her work in this area. We are very pleased that one-third of our workforce constitutes minority employees and believe that our program has been effective in this area especially since of the six, two are Account Executives, three are on-air and one serves as traffic director.

There are currently three part-time employees at the stations and one of these is a woman.

Each of our three Interns during the past year has been a local student. Two attended College of the Southwest in Hobbs. One attends New Mexico Junior College also in Hobbs. We, of course, sought them out through the Internship program and they have done a good job and will be considered for full time employment when vacancies occur.

We are proud that interns who have completed our program and their degrees have succeeded well in the workforce. We have had former interns go on to full time management positions with the local area hospital and another with a Hobbs area bank.

During the past three years, we have successfully recruited two full time minorities as account executives. One was located through Dr. Jo Hayes, the department head for the Marketing Department at College of the Southwest, after top management GM Paul Starr and Director of Sales Harry Harlan spoke at one of her classes. The other was recruited through a local employment agency. Both had just graduated from college and were each seeking their first full time employment. Each has immediately fit right into the sales team here and they will each have long careers in broadcasting if they desire to stay with it. Each has management potential with our company if they choose to pursue that.

During the past two years, we conducted extensive outreach to find two minorities to fill important positions at KPZA. Through out association with the New Mexico Broadcaster's Association, of which

Paul Starr is the Treasurer and a board member, we located a program director who was working for an Albuquerque television station. He was hired to be KPZA's Program Director and salesman. Through his contacts, we were able to locate a gentleman in Denver, CO, who was hired to become KPZA's afternoon drive-time personality. Both were given monetary assistance to come to Hobbs to research the area and also for moving expenses.

It is anticipated that the work force will remain an issue here in Lea County for at least the foreseeable future. We will do everything in our power, including recruiting directly from our local colleges and from the minority population to make certain that we are drawing an acceptable pool of women and minorities in to apply for our available positions.

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.