

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, 2016 to May 31, 2017.

1) Employment Unit: Hobbs, NM 88240

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

<u>KIXN</u>	<u>Hobbs, NM</u>
<u>KEJL</u>	<u>Humble City, 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
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>Receptionist</u>	<u>Referral</u>

Stations KZOR, KIXN, KEJL, KPZA and KYKK are Equal Opportunity Employers.

1) Job Title: Receptionist

Referral Source(s) of Hiree: Friend

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification?
LCL Staffing	Teresa Ramirez	1601 N. Turner Hobbs, NM	575-391-9977	0	No
NMBA.org	Paula Maes	2333 Wisconsin St., NE, Albuquerque, NM 87110	505-881-4444	0	Yes
University of the Southwest	Dr. Ryan Tipton	6600 N. Lovington Hwy Hobbs, NM	575-392-6561	0	No
NAACP	Ella Turner	1117 W. Taos Hobbs, NM	575-392-5723	0	No
Hobbs Hispano Chamber of Commerce	Perla Arzate	113 N. Shipp Hobbs, NM	575-393-1030	0	No
LULAC	Elizabeth Bernal	615 W. Adams-Lovington	575-392-7882	0	No
Lea County Women's Network	Anita Braun	701 N. Grimes Hobbs, NM	575-393-3168	0	No
Hobbs High School/Hobbs Schools	TJ Parks/Nancy Davis	1515 E. Sanger Hobbs, NM	575-433-0100	0	No
New Mexico Dept. of Labor	Reba Zollars	200 W. Park Hobbs, NM	575-393-5188	0	Yes
New Mexico Junior College	Rosemary Naegele	5317 N. Lovington Hwy	575-392-4510	0	No
Option, Inc.	Dinora Guthrie	200 N. Dalmont Hobbs, NM	575-397-1576	0	No
Hobbs News Sun	Daniel Russell	201 N. Thorpe Hobbs, NM	575-393-2123	9	No
Guidance Center of Lea County	Brenda Pierce	920 W. Broadway Hobbs, NM	575-393-4141	0	No
Salvation Army Corps	Les Spousta	820 S. Fowler Hobbs, NM	397-3202	0	No
KZOR/KIXN/KPZA/KEJL/KYKK	Harry Harlan	619 N. Turner Hobbs, NM	575-397-2119	10	Yes
Social Security Administration	Daniel Herman	501 E. Bender Hobbs, NM	575-397-4969	0	No
Referrals			866-254-2611	11	No
Walk-Ins				3	No
United Way	Rachel Moon	320 N. Shipp Hobbs, NM		0	No

Total # of Interviewees Referred: For the period from June 1, 2016 to May 31, 2017, this Employment Unit interviewed 33 interviewees for full-time job vacancies.

2) **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 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 Seminar.

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 way 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.

Many of our interns have gone on to meaningful employment both within the community and beyond.

KZOR Job Fair

KZOR/KIXN/KPZA/KEJL/KYKK hosted a job fair on Saturday, January 21, 2017 at the Lea County Event Center from 9 am till 2 pm. Thirteen businesses and government entities participated along with the radio stations.

Radio and newspaper advertising was done in Hobbs and the surrounding area.

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

On the day of the fair many prospective job seekers showed up at the event.

N.M.B.A. Job Bank

As member stations of the New Mexico Broadcaster's Association, KZOR/KIXN/KPZA/KEJL/KYKK support and participate 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 KPZA located its present Program Director.

**EQUAL EMPLOYMENT OPPORTUNITY AND
DISCRIMINATION PREVENTION TRAINING
UPPER LEVEL MANAGEMENT
September 20, 21, & 22, 2016**

A training session was held for all upper level management of Noalmark Broadcasting Corporation on September 20, 21 and 22, 2016 in Nashville, Tennessee in conjunction with the Company's strategic planning and professional education annual meeting. This training was incorporated with the RAB and NAB Radio Show.

The managers attending the training session for Noalmark were Harry Harlan, Vice President and General Manager of Noalmark's Hobbs, NM stations; Aaron Forrister, Sales Manager of the Hobbs stations; Kevin Bonner, General Manager of Noalmark's El Dorado, AR stations; and Darryl Burkfield, General Manager of Noalmark's Roswell, NM stations. Company President, William C. Nolan, III along with Senior Vice President, Anna M. Canterbury conducted the session both of whom have extensive experience in EEO training, hiring and management.

Mr. Nolan reviewed Noalmark's EEO Policy Statement. It contains the Company's commitment to ensuring equal opportunity in employment and promotions for minorities and females. A copy of the company's EEO Policy Statement is attached for review.

Mr. Nolan and Mrs. Canterbury then reviewed in detail the FCC's EEO Policy which states 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. The FCC requirement to periodically self-assess and improve a station's EEO program was also discussed. The specific requirements of the self-analysis were discussed, to include a detailed review of the results and proposed enhancements. It was stressed that proper record keeping is very important, and record retention requirements of the FCC were reviewed.

There next was a 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 throughout the year, and kept adequate records, that the Public File Report would be relatively easy to prepare.

Mr. Nolan and Mrs. Canterbury then reminded them of 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, to include the dress code and computer and IT policy, the meeting was adjourned.

EEO AND SEXUAL HARRASMENT STAFF SEMINAR

On April 6, 2017, a staff seminar was conducted by Noalmark Broadcasting Corporation Vice President and General Manager of the Hobbs unit, Harry Harlan. During this meeting, the entire Noalmark Broadcasting Corporation Equal Employment Opportunity Policy Statement was read. 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 positions.

Also on April 6, 2017 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, AR.

NOALMARK BROADCASTING CORPORATION

EQUAL EMPLOYMENT OPPORTUNITY POLICY

Noalmark Broadcasting Corporation maintains an Equal Employment Opportunity policy in accordance with Section 73.2080 of FCC regulations. Our policy is that all persons shall be afforded equal opportunity in employment, and that no person shall be discriminated against due to race, color, religion, ethnicity, marital status, gender or age. All decisions on employment will be made based on nondiscriminatory considerations.

Our corporate officers and General Managers have been instructed to rigorously enforce this policy and require strict cooperation of all employees in its implementation. Employees observing actions in violation of this policy are required to contact our executive officers at 202 West 19th Street, El Dorado, Arkansas 71730, or by telephone at (870) 862-0202. All such communications will be held in the upmost confidence and thoroughly investigated.

NARRATIVE STATEMENT

This Narrative Statement is being filed pursuant to Section II of FCC Form 396. It is intended to demonstrate how our Hobbs stations have achieved broad and inclusive outreach in our EEO Program over the last two years.

During the past 2 years, the economy has declined significantly in Southeast New Mexico, due mostly to declining oil prices and the resulting slow-down in oilfield work. Because of this and other factors, the Lea County unemployment rate remains high at about 8%. The relatively high unemployment rate is bad news for the local economy. It is still difficult to attract qualified employees to apply for jobs so we continue to use a broad array of methods to find qualified full time employees.

During the past year, we have continued to add to and diversify our outreach by communicating our job openings to even more minority and women's groups. For job openings announcements, we have utilized our radio stations which broadcast in English and Spanish, internet trade sites, and letters to staffing companies in the area, both colleges, the local high school, and women's and minority groups. We had one full-time job opening in the past 12 months. We hired a Hispanic female to fill the position. We interviewed a total of 33 persons for this position. Of these, all 33 were minorities and/or female.

Our employment unit experiences low turnover from year to year. We think this reflects the fair way we strive to treat all employees. Our minority and female employees are among the most senior and highest paid employees we have. Our News and Public Affairs Director, who started in a part-time position over 20 years ago, is our most senior female employee and is responsible for the news and public affairs programming on all stations. She has won numerous state broadcasting awards for excellence in news gathering and news broadcasting. Our Sales Manager, a Hispanic male, started with us thirteen years ago immediately after graduation from a local college. He learned every aspect of broadcast sales at our station and was advanced to management in 2011. At the time of this writing we have 13 full-time employees. Of these, seven (or 54%) are minority group members and five (or 39%) are female. We have four part-time employees, of which one (or 25%) is a female.

Our outreach to younger people has always been a hallmark of our program. As noted above, our present Sales Manager was recruited directly from the University of the Southwest. Many of our interns have gone on to meaningful careers in and outside of broadcasting. One has continued to work for us in a part-time position. Another became an officer at a local bank and another became the assistant marketing director of a local hospital while still another found meaningful employment at a local CPA firm.

Concerning training, each year our General Manager is given off-site intensive training as to the Commission's EEO rules and regulations as well as to our own EEO Policy. Our stations also hold an annual information and training session with all employees for which attendance is mandatory. At that meeting, we review in detail and discuss our own and the Commission's EEO policies. Our employees are also specifically asked to help us recruit minority and female applicants for job openings that we might have. In a separate annual meeting, our department heads are given EEO training including how to respond if an employment-related complaint is made. With the new FCC

Policy on Internet Job posting we will add the website for the New Mexico Workforce Connection. We will continue to look for other internet recruitment sources for on-line job postings.

The foregoing indicates the importance we place on maintaining a successful Equal Opportunity Employment program. Several years ago, Noalmark Broadcasting adopted a company-wide EEO Policy that goes beyond FCC obligations. Our managers and employees are expected to live by this policy, not because we must but because we strongly believe it's the right thing to do.