

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, 2009 to May 31, 2010.

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. Sales Representative KPER	Hobbs News Sun
2. Sales Representative KPER	“Walk-In”
3. Sales Representative KZOR	Employee Referral
4.	
5.	
6.	
7.	
8.	

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

5) Job Title: Sales Representative KPER

Referral Source(s) of Hire: Newspaper

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	Jordan Bordine	6610 Lovington HWY	575-392-6561	0	No
CPST	Jennifer Bass	1945 N. Grimes	575-391-9977	0	No
Family Center of Lea County		200 W Park	575-393-1776	0	No
Fraternal Order of Eagles		1200 E White	575-393-6218	0	No
Hispanic Awareness Council	Joe Calderon	210 W Shipp	575-397-1133	0	No
Hobbs Public Library	Chris Adams	509 N Shipp	575-397-9328	0	No
Hobbs Rotary Club	Jo Johnson	P.O Box 1444	575-393-0274	0	No
New Mexico Dept. of Labor	Richard Hunt	204 W Park	575-393-5188	0	No
Lea County Women's Network	Dianna Luce	701 N Grimes	575-393-3168	0	No
LULAC	Elizabeth Bernal	615 W Adams	575-392-7882	0	No
NAACP	Ella Turner	1117 W Taos	575-392-5723	0	No
New Mexico Broadcasting Association	Paula Marez	2333 Wisconsin Albuquerque	505-881-4440	1	No
SOS Staffing					
Spherion Staffing	Paula Eggleton	1819 N Turner	575-393-9675	0	No
Quest Personnel	Susan Burke	1601 N Turner	575-393-1585	0	No
Hobbs News Sun	Kenneth Norris	201 N Thorp	575-393-2123	6	No

5) Job Title: Sales Representative KZOR

Referral Source(s) of Hiree: Employee Referral

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	Jordan Bordine	6610 Lovington HWY	575-392-6561	0	No
CPST	Jennifer Bass	1945 N. Grimes	575-391-9977	0	No
Family Center of Lea County		200 W Park	575-393-1776	0	No
Fraternal Order of Eagles		1200 E White	575-393-6218	0	No
Hispanic Awareness Council	Joe Calderon	210 W Shipp	575-397-1133	0	No
Hobbs Public Library	Chris Adams	509 N Shipp	575-397-9328	0	No
Hobbs Rotary Club	Jo Johnson	P.O Box 1444	575-393-0274	0	No
New Mexico Dept. of Labor	Richard Hunt	204 W Park	575-393-5188	0	No
Lea County Women's Network	Dianna Luce	701 N Grimes	575-393-3168	0	No
LULAC	Elizabeth Bernal	615 W Adams	575-392-7882	0	No
NAACP	Ella Turner	1117 W Taos	575-392-5723	0	No
New Mexico Broadcasting Association	Paula Marez	2333 Wisconsin Albuquerque	505-881-4440	1	No
SOS Staffing					
Spherion Staffing	Paula Eggleton	1819 N Turner	575-393-9675	0	No
Quest Personnel	Susan Burke	1601 N Turner	575-393-1585	0	No
Hobbs News Sun	Kenneth Norris	201 N Thorp	575-393-2123	3	No
KZOR/KIXN/KPZA	Paul Starr	619 N Turner	575-397-4969	1	Yes

5) Job Title: Sales Representative KPER

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)
University of the Southwest	Jordan Bordine	6610 Lovington HWY	575-392-6561	0	No
CPST	Jennifer Bass	1945 N. Grimes	575-391-9977	0	No
Family Center of Lea County		200 W Park	575-393-1776	0	No
Fraternal Order of Eagles		1200 E White	575-393-6218	0	No
Hispanic Awareness Council	Joe Calderon	210 W Shipp	575-397-1133	0	No
Hobbs Public Library	Chris Adams	509 N Shipp	575-397-9328	0	No
Hobbs Rotary Club	Jo Johnson	P.O Box 1444	575-393-0274	0	No
New Mexico Dept. of Labor	Richard Hunt	204 W Park	575-393-5188	0	No
Lea County Women's Network	Dianna Luce	701 N Grimes	575-393-3168	0	No
LULAC	Elizabeth Bernal	615 W Adams	575-392-7882	0	No
NAACP	Ella Turner	1117 W Taos	575-392-5723	0	No
New Mexico Broadcasting Association	Paula Marez	2333 Wisconsin Albuquerque	505-881-4440	0	No
SOS Staffing					
Spherion Staffing	Paula Eggleton	1819 N Turner	575-393-9675	0	No
Quest Personnel	Susan Burke	1601 N Turner	575-393-1585	0	No
Hobbs News Sun	Kenneth Norris	201 N Thorp	575-393-2123	2	No
Radionotes.com Website				1	No
KPER/KEJL/KYKK	Al Lobeck	1423 W Bender	575-393-1551	2	No

6) **Total # of Interviewees Referred:** For the period from June 2009 to May 31, 2010, this Employment Unit interviewed 48 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, 2009 through May 31, 2010 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.

Among the interns who have been in our program during the past 12 months are:

- 1) An NMJC honors student and former Hobbs High School basketball standout who has worked on-air and also as a programming assistant. He has been with us more than one year.
- 2) A Hobbs High School student as worked after school and on weekends as a programming department intern. She has been with us over a year.

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.

Attachment B

KZOR Job Fair

KZOR/KIXN/KPZA hosted a job fair on Saturday, January 16, 2010 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 very challenged Hobbs employment market.

On the day of the fair, over 1,000 prospective job seekers showed up at the event. Some were hired on site that day.

2010 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.

In 2006 we hired Tony Guerrero of Albuquerque to be station manager of KPZA through a listing we put on hobbsamerica.com.

EQUAL EMPLOYMENT OPPORTUNITY AND
DISCRIMINATION PREVENTION TRAINING
UPPER LEVEL MANAGEMENT
TUESDAY, NOVEMBER 1, 2009

A training session was held for all upper level management of Noalmark Broadcasting Corporation on Tuesday, November 1, 2009 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, and Aaron Forrister, local Sales Manager of the Turner Street 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; Jamie Friend, General Manager of Noalmark's Hot Springs, Arkansas are 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 refreshed the participant's understanding of Noalmark's EEO Policy Statement that was adopted by the Company several years ago. It reflects the Company's deep commitment to ensuring equal opportunity in employment and promotions for minorities and females. It was emphasized that this Policy goes beyond current FCC rules by requiring the hiring of minorities and females if their qualifications are equal to the qualifications of others. A copy of this policy is attached here to.

Mr. Nolan and Mr. Alderson then presented to the attendees a detailed review of the FCC's General 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. The Prong Three Initiatives were discussed in detail and each Manager was asked to present the activities to date 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 elements of the self-analysis were discussed. Proper record keeping is very important, and record retention requirements of the FCC were reviewed.

Next, there was 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 stations 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. As stations reach the midpoint of their license term, the requirements 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.

There next ensued a discussion as to how each manager could be more effective in meeting FCC requirements and the Company-s own EEO Policy

After finishing with the EEO presentation, the attorneys reviewed the Company's sexual harassment policy. What constitutes harassment and how to respond to it was discussed in detail with several real life situations presented. If the Company's stations are serious about stopping harassment 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.

Attachment E

EEO AND SEXUAL HARRASMENT STAFF SEMINAR

On April 13, 2010 a staff seminar was conducted by Noalmark Broadcasting Vice President and General Manager of the Hobbs unit, Paul Starr. During this meeting the entire Noalmark I 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 positions.

Also on April 13, 2010 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.