

EEO PUBLIC FILE REPORT

Instructions:

This report must be prepared annually on the anniversary date a station is due to file its renewal of license application. Complete the information in Sections 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 that due date.

This report covers full time vacancy recruitment data for the period February 1, 2009 – January 31, 2010.

1) Employment Unit: El Dorado, Arkansas

- 2) Unit Members (Stations and Communities of License):** KIXB – El Dorado, Arkansas
KMRX – El Dorado, Arkansas
KAGL – El Dorado, Arkansas
KMLK – El Dorado, Arkansas
KELD-AM – El Dorado, Arkansas
KELD-FM – Hampton, Arkansas

3) EEO Contact Information for Unit Member:

Mailing Address: 2525 North West Avenue El Dorado, Arkansas 71730	Telephone Number: (870) 863-6126
	Contact Person: B.A. “Sandy” Sanford
	E-mail Address: sandy@totalradio.us

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

Job Title	Recruitment Source Referring Hire
1. Program Director	Referred by Paid Consultant

5.1) Job Title: Program Director

Referral Source(s) of Hiree: Referred by Paid Consultant

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Source Address	Source Phone Number	Number of Interviewees Referred by Source	Did Source Request Notification Pursuant to Prong 2? (Yes/No)
South Arkansas Workforce Development	Donna Rainey	523 East 6 th Street El Dorado, Arkansas 71730	870.863.0218	0	No
South Arkansas Community College	Heath Waldrop	300 South West Avenue El Dorado, Arkansas 71730	870.862.8131	0	No
Arkansas Broadcasters Association	Jim McCall	2024 Arkansas Valley Drive Little Rock, Arkansas 72212	800.844.3216	3	No
Eldoark.com Community Guide	Heather Canterbury	202 West 19 th El Dorado, Arkansas 71730	870.862.0202	0	No
Drew County Branch NAACP	President Brenda Binns	P.O. Box 512 Monticello, AR 71655	870.460.9190	0	No
Arkansas Chapter of LULAC	Carlos Cervantes	P.O. Box 55103 Little Rock, Arkansas 72215	501.219.2460	0	No
Arkansas Minority Health Commission	Idonia Trotter	1123 South University Little Rock, Arkansas 72204	501.686.2720	0	No
Grambling Chapter of the NAACP	Claud Aker	403 Main Street Grambling, Louisiana 71245	318.247.3811	0	No
Conquest House	Rev. D.R. Dredd	616 West Block El Dorado, Arkansas 71730	870.881.9850	0	No
Union County Chapter AARP	Unknown	824 Camp Street El Dorado, AR 71730	Unknown	0	No
Little Rock Chapter NAACP	Dale Charles	P.O. Box 1933 Little Rock, AR 72203	501.376.7399	0	No
Pine Bluff Chapter of the NAACP	Ernest Brown, Jr	P.O. Box 9064 Pine Bluff, AR 71611	870.536.4113	0	No
Hot Springs Chapter of the NAACP		P.O. Box 1105 Hot Springs, AR 71913	501.624.2873	0	No
South Arkansas Leader	Nicholas Johnson	2525 North West Avenue El Dorado, Arkansas 71730	870.863.6126	0	No

Texas Association of Broadcasters	Craig Bean	502 East 11th Street Suite 200 Austin, Texas 78701	512.322.9944	2	No
Arkansas Workforce Center at Camden	Patrick Strickland	232 Adams NW P.O. Box 68 Camden, Arkansas 71701	870.836.5024	0	No
Arkansas Workforce Center at Magnolia		214 S. Washington Magnolia, Arkansas 71753	866.433.1274	0	No
Tennessee Association of Broadcasters	Jill Green	50 Music Square W Suite 900 Nashville, TN 37203	615.321.1626	0	No
New Mexico Broadcasters Association	Suzanne Strong	2333 Wisconsin NE Albuquerque, NM 87110	505.881.4444	0	No
Oklahoma Association of Broadcasters	Nancy Strub	6520 North Western Suite 104 OKC, OK 73116	405.848.0771	0	No
Louisiana Association of Broadcasters	Candace Armstrong	660 Florida Street Baton Rouge, LA 70801	225.267.4522	0	No
Radio-Info.com IN3 Media, Inc.	Diana Fleming	P.O. Box 812030 Chicago, IL 60681-2030	None Available	0	No
On Air Announcements	Patrick Thomas Operations Mgr.	2525 North West Ave El Dorado, AR 71730	870.863.6126	0	No
Thespacity.com	Heather A Canterbury	202 West 19th El Dorado, AR 71730	870.862.0202	0	No
Hobbsamerica.com	Amie Ramirez	619 North Turner Hobbs, New Mexico	505.397.4969	0	No
Keith Hill Consultant	Keith Hill	510 Magnolia Way Corolla, NC 27927	252.453.8888	1	No

6 Interviews for this position

6) Total # of interviewees referred: For the period from February 1, 2008 through January 31, 2009, this Employment Unit interviewed 6 interviewees for 1 full time position.

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 Attached

(B) Initiative: Participation in event sponsored by educational institution

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.

On Friday October 2nd, 2009; Noalmark Broadcasting Corporation General Manager B.A. "Sandy"

Sanford participated in an event hosted by the Mass Communications Class of Ouachita Baptist University in Arkadelphia, Arkansas, under the direction of the Mass Communications Chair, Dr. Jeff Root. Mr. Sanford discussed, with the class, how to apply for jobs in broadcasting, what broadcasters are looking for in a new employee, opportunities for minorities in broadcasting, good commercials versus bad commercials, religion in broadcasting, pay scale for broadcasting. The students then asked Mr. Sanford numerous questions concerning the broadcasting industry, especially radio.

In a separate event on that same date, Mr. Sanford met with the instructors of the Mass Communications class at Ouachita Baptist University in Arkadelphia, Arkansas to discuss training future broadcasters. Mr. Sanford praised the OBU staff for giving the students a look at the "reality" of the business and encouraged the instructors to continue to provide students with a real world view of the radio industry. Mr. Sanford talked with the instructors about recommending students for employment and internships.

(C) Initiative: EEO Training

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 Attached

(D) Initiative: Wide Dissemination of Openings

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.

All Upper Level jobs were listed with: The Arkansas Broadcasters Association; The Texas Association of Broadcasters; The New Mexico Broadcasters Association; The Oklahoma Broadcasters Association; The Louisiana Broadcasters Association and Tennessee Broadcasters Association; all of which have substantial female and minority participation.

(E) Initiative: Other Activities (*Meeting with local Civic Clubs to Discuss Broadcasting*)

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.

On Wednesday September 23rd, 2009 at 12 Noon General Manager B.A. "Sandy" Sanford spoke to the Union County Chapter of Toastmasters International and discussed broadcasting as a career. He discussed proper radio etiquette, good commercials vs bad commercials. He also took numerous questions from the group concerning broadcasting and the opportunities within the broadcast industry.

INITIATIVE A

Noalmark Broadcasting Corporation – El Dorado, Arkansas Internship Program

The Noalmark Broadcasting Corporation 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 program 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 provide applications to college job placement advisors asking them to inform students of this opportunity.
- 4) We announce our summer internship program through El Dorado, Arkansas' community guide web site, <http://www.eldoark.com>
- 5) We announce our summer internship program through our radio station's official web site at <http://www.totalradio.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. Applicants may be interviewed by the General Manager. 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 operation, depending to some extent upon the interests 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.

In keeping with our goal to promote minority hiring 1 of the 3 Interns for this reporting period is a black male and one is a female. The two interns are as follows:

1) A black male and graduate of Ouachita Baptist University. He is employed full time by the El Dorado Independent School District and is currently pursuing a Master's Degree in Educational Discipline.

2) A female high school student at Parker's Chapel High School. She has worked in both our on air and traffic departments. Upon graduation from High School, General Manager B.A. "Sandy" Sanford helped her gain employment with a radio station in Ruston, Louisiana where she attend Louisiana Tech University

3) A male college student who is working in our On Air and News Departments. He is pursuing a degree in Mass Communications and is seeking full time employment in the broadcast industry.

Station Personnel Involved in this program are:

B.A. "Sandy" Sanford – General Manager
James R. Schumann – Program Director
Orlando Garza – General Sales Manager
Sharon Peterson – Office Manager
Patrick T. Fleming – Operations Manager

INITIATIVE C

EQUAL EMPLOYMENT OPPORTUNITY AND DISCRIMINATION PREVENTION TRAINING UPPER LEVEL MANAGEMENT TUESDAY, OCTOBER 27, 2009

A training session was held for all upper level management of Noalmark Broadcasting Corporation on Tuesday, October 27, 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 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 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 hereto.

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 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.

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.

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.

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 the 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.

**Noalmark Broadcasting Corporation
EEO Narrative Statement
Public File Report
January, 2010**

On January 11, 2010 Bill Nolan, President of Noalmark, and B.A. "Sandy" Sanford, Noalmark El Dorado General Manager, met to prepare this Narrative in connection with the 2010 EEO Public File Report.

The year 2009 (our reporting year ends on January 31, 2010) was characterized by deteriorating economic conditions as the nationwide recession spread to the South Arkansas area. Our advertising clients told us that their business were suffering like they haven't in many years and as a result many, if not most, of them either cut their advertising budget significantly or stopped advertising altogether. As a result, like most radio stations in Arkansas, our revenues also suffered significantly and in order to remain viable we were forced to implement a hiring freeze as well as strict cost controls. Accordingly, our hiring was extremely limited. The only full time hire during this period was a Program Director. As in the past few years, we diligently recruited in compliance with the Commission's Rules, and unfortunately the results were the same. Although we sent individual letters to the leading minority and female groups that we could identify in the area, we received no applications that could be traced to them. Almost all of those who applied and whom we interviewed learned of our openings from industry job banks or were referred by those within the broadcast field. Since we didn't have our normal three to five annual hires, we have no way of knowing whether the results would have been better with other recruitment cycles. We do know that except for a local website, and occasionally the local college we have seldom gotten responses from non broadcast related groups. We will again look at the female and minority groups in our area and will change up our contact list if we think other groups might be worth contacting.

Looking at our current employee list, we have three minority employees one of which is Black and the other two are Hispanic. We also have eight full time male employees and two full time female employees. We had no minority applicants during the year to be considered coming from the one recruitment cycle. Two of our minority employees are in management positions. A Black female employee is the principal administrative person for the group and one of the Hispanic males is our General Sales Manager. We have continued our Internship Program and we see it as one of the best ways to find females and minorities and to help them develop skills so that they can pursue a career in broadcasting if they so choose. As the attachment indicates, three interns were utilized at our stations. Several years ago we adopted our own EEO Policy that goes beyond the Commission's requirements and we are dedicated to complying with it. It asserts our goal to give preference to minorities and females in hiring when qualifications are essentially the same. Hopefully, the recession will end in the South Arkansas area sometime in 2010 and our business will pick up. If so, perhaps then we can get back to hiring more employees. If so, be assured that we are not only cognizant of the EEO Rules and Regulations of the Commission, but that we will

make every effort to comply with the spirit as well as the letter of our own Company EEO Policy, a copy of which is attached.