

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, 2011 – January 31, 2012.

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. Sports Director	Texas Association of Broadcasters
2. Account Executive	Eldoark.com
3. Media Editor	South Arkansas Community College

5.1) Job Title: Sports Director

Referral Source(s) of Hire: TX Assoc. of Broadcasters

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	0	No
Eldoark.com Community Guide	Heather Canterbury	202 West 19 th El Dorado, Arkansas 71730	870.862.0202	3	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	James York	2525 North West Ave El Dorado, AR 71730	870.863.6126	2	No

Texas Association of Broadcasters	Craig Bean	502 East 11th Street Suite 200 Austin, Texas 78701	512.322.9944	4	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	0	No

9 Interviews for this position

5.1) Job Title: Account Executive

Referral Source(s) of Hire: Eldoark.com

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	0	No
Eldoark.com Community Guide	Heather Canterbury	202 West 19 th El Dorado, Arkansas 71730	870.862.0202	4	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	James York	2525 North West Ave El Dorado, AR 71730	870.863.6126	1	No
Texas Association of Broadcasters	Craig Bean	502 East 11 th Street Suite 200 Austin, Texas 78701	512.322.9944	0	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	0	No

5 Interviews for this position

5.1) Job Title: Media Editor

Referral Source(s) of Hiree: S. Ark. Comm. College

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	2	No
Arkansas Broadcasters Association	Jim McCall	2024 Arkansas Valley Drive Little Rock, Arkansas 72212	800.844.3216	2	No
Eldoark.com Community Guide	Heather Canterbury	202 West 19 th El Dorado, Arkansas 71730	870.862.0202	11	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	James York	2525 North West Ave El Dorado, AR 71730	870.863.6126	5	No
Texas Association of Broadcasters	Craig Bean	502 East 11 th Street Suite 200 Austin, Texas 78701	512.322.9944	0	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	4	No
Thespacity.com	Heather A Canterbury	202 West 19th El Dorado, AR 71730	870.862.0202	1	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	0	No

25 Interviews for this position

6) Total # of interviewees referred: For the period from February 1, 2011 through January 31, 2012, this Employment Unit interviewed 39 interviewees for 3 full time positions.

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 November 11th, 2011; Noalmark Broadcasting Corporation Vice President and 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 Dean of Arts / 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.

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 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 female and minority fifty percent (50%) of the six Interns for this reporting period are female and/or minorities. The six interns are as follows:

1) A male student of Louisiana Tech University. He is currently pursuing degree options at the same.

2) A female high school student at El Dorado High School. She has worked in both our on air and traffic departments. Upon graduation from high school she plans to pursue a career in Mass Communications / Public Relations

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.

4) A Hispanic male who has previous broadcast experience. While he does not currently work full time in the broadcast industry, he is retaining and improving his skills through our internship program in the event he chooses to one day return to the industry full time.

5) A female college student who works in our On-Air and Production departments. She is pursuing degree options at South Arkansas Community College

6) A male intern, part time musician and recording artist who works in our On-Air and Production departments. He is exploring opportunities in broadcasting.

Station Personnel Involved in this program are:

B.A. "Sandy" Sanford – General Manager
Sharon Peterson – Office Manager
Patrick T. Fleming – Operations Manager

EEO and Discrimination Training for Upper Level Management

INITIATIVE C

On Sunday, October 23, 2011 an EEO and anti-discrimination training session was held at Mountain Harbor, Arkansas during the annual budget and planning meeting of Noalmark's upper level management. The Rules and Regulations of the FCC relating to EEO and anti-discrimination in hiring and employment were the primary purposes of the session. William Nolan, President of Noalmark and a practicing attorney for over thirty-five years including employment law and communications law, was the instructor, assisted by his partner in the law firm of Nolan & Alderson, Edwin Alderson, Jr.

Those present for Noalmark were Harry Harlan, General Manager of Noalmark's Hobbs stations, Aaron Forrester, Sales Manager of the stations, and Al Lobeck, General Manager of the Hobbs Bender Street Group of the stations; Sandy Sanford, Noalmark Vice President and General Manager of Noalmark's El Dorado, Arkansas stations; Ken Sibley, General Manager of Noalmark's Magnolia, Arkansas stations; Rob Pratt, General Manager of Noalmark's Hot Springs, Arkansas stations; and Kevin Bonner, General Manager of Noalmark's Roswell, New Mexico stations and Daryl Burkfield, Sales Manager of the stations.

Mr. Nolan and Mr. Alderson reviewed in detail the FCC's rules regarding EEO including the prohibition on discrimination, the record keeping requirements, the preparation and content of the EEO Annual Report that each station must file, the prong three initiatives and requirements, as well as the self-assessment requirements. The Commission's EEO audit process was also discussed, highlighting the need to keep adequate records so that a timely and accurate response may be made to an audit request. In his presentation Mr. Nolan noted that all licensees shall afford equal opportunity in employment and that licensees must establish, maintain and carry out a continuing program of specific practices designed to ensure equal opportunity and non-discrimination at their stations. There next ensued a lengthy discussion among the participants about the various requirements with numerous questions being asked. Instruction was given on how to practically apply the FCC requirements on an everyday basis.

Mr. Nolan then reviewed with the participants Noalmark's corporate EEO Policy Statement, which goes beyond current FCC rules. He emphasized that they are expected to be familiar with it and to implement its principles in operating their stations. (A copy of the Policy is attached.)

The attorneys next reviewed with the participants Noalmark's Sexual Harassment Policy as well as the current state of the law in this area. This has become a high profile issue in the work place. Examples of what might, and what might not, constitute harassment were presented and discussed in order to help each manager identify what type of actions and behavior constitute harassment. It was stressed that every allegation should be taken seriously and investigated in accordance with the Policy. We should follow our Policy in each instance, no matter how trivial it might seem. We want to make certain that the outcome of any charge is fair to all involved, and that if harassment is present, that it is rectified immediately.

Mr. Nolan then reviewed, and there was discussion of, the other important policies of the Company that the managers are expected to be familiar with and to comply with. The meeting adjourned approximately three hours after it started.

**El Dorado, Arkansas
EEO Narrative Statement
2012 Public File Report**

South Arkansas continued in the grip of the recession throughout the year 2011. Some advertisers who had "held on" early in the recession finally have cut back or stopped advertising, and 2011 was an off year politically so there were no political dollars as was the case in 2010. Accordingly, we had to watch our expenses very closely for another year, and have only hired out of necessity. During the reporting year we only hired three persons. We hired a sports director to replace one who left for another position, and we filled vacancies on the sales and office staff. A female was hired to fill the latter position.

We are cognizant of the Commission's Rules regarding the recruitment of full time employees, and we have attempted to fully comply with them. We sent letters to or otherwise contacted 26 organizations. One of the major issues in broadcasting is finding and retaining qualified employees, and it is no different in El Dorado. We generally do not receive applicants from the female and minority groups that we send letters to in our area and that is a source of frustration. It may be because they do not think prospective referrals are qualified technically to work in radio. As indicated in the Prong Three activities, we have developed an extensive Internship Program to hopefully address this issue. We currently have three full time female employees, one of whom is our Office Manager and is the highest paid administrative employee. We have a total of two minority employees, down one from last year's report. We lost a minority employee, who was our General Sales Manager and who was doing a very good job, when he decided to leave this area. We have decided to not fill that position at this time due to the current weak economy.

We continue to develop and emphasize our internship Program. During the reporting year we utilized six interns, two of whom were female and another was a minority. We are pleased that fifty percent of our interns were either minority or female. We hope that they will be a source of trained employees for us or for others in the industry.

Our Company adopted its own EEO Policy, a copy of which is attached to this Report, many years ago that fully complies with FCC Rules and requires that we hire female or minority persons when qualifications are equal, and we have tried to live by it each day. Our Self Assessment, which is not required to be filed with this Report but which has been completed and is in our station files, indicates the lengths to which we have gone to inform, train, and educate our employees, current and prospective, about our EEO policy and obligations. It is our goal to find and employ as many female and minority employees as possible and we will continue to do so as we move forward into the New Year and our new reporting period.

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.