

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, 2014 – January 31, 2015.

1) Employment Unit: Noalmark Broadcasting Corporation, Hot Springs, Arkansas

2) Unit Members (Stations and Communities of License): KLAZ – Hot Springs, AR
KHRK – Malvern, AR
KBHS – Hot Springs, AR
KYRC – Bismarck, AR

3) EEO Contact Information for Unit Member:

Mailing Address: P. O. Box 22265 Hot Springs, AR 71903	Telephone Number: 501.525.4600
	Contact Person: Paul Meacham
	E-mail Address: paul.meacham@noalmark.com

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

<u>Job Title</u>	<u>Recruitment Source Referring Hire</u>
1. Account Executive #1	On air radio ads
2. Account Executive #2	On air radio sds
3. On Air Announcer #1	Website Ad
4. On Air Announcer #2	Website Ad
5. Sales Manager	Walk in
6. Account Executive #3	Newspaper Website Ad

Stations KLAZ, KHRK, KBHS and KYRC is an Equal Opportunity Employer

Job Title: Account Executive #1
Source: Radio Ad

Hire Date: April 14, 2014
Interviews: 7

<u>NAME OF ORGANIZATION NOTIFIED OF JOB VACANCY</u>	<u>CONTACT PERSON</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>	<u># OF INTERVIEWS REFERRED</u>	<u>DID RECRUITMENT SOURCE REQUEST NOTIFICATION</u>
American Broadcast School	Michelle McConnell	712 N. Watson Arlington, TX 76011			
Arkansas Chapter of LULAC	Carlos Cervantes	P.O. Box 55103 Little Rock, AR 72215			
Arkansas Minority Health Commission	Dr. Wynonna Bryant-Williams	523 Louisiana St. Suite 425 Little Rock, AR 72201-5704			
Arkansas Work Force Center	Janet Edgar	2254 Albert Pike Hot Springs, AR 71913	501.525.3450		
Circle of Friends	Leona Lawson	1880 Shady Grove Lane Hot Springs, AR 71901	501.262.4703		
Drew County Branch NAACP	President Brenda Binns	P.O Box 512 Monticello, AR 71655			
Grambling State University	Monica Bradley	403 Main Street Grambling, LA 71245	318.274.6118		
RADIO AD	Paul Meacham	208 Buena Vista Hot Springs, AR 71913	501.525.4600	6	
Little Rock Chapter NAACP	Dale Charles	P.O. Box 1933 Little Rock, AR 72203	501.525.4600		
Louisiana Association of Broadcasters	Candace Armstrong	660 Florida St. Baton Rouge, LA 70801			
New Mexico Broadcasters Association	Suzanne Strong	2333 Wisconsin NE Albuquerque, NM 87110			
Oklahoma Association of Broadcasters	Nancy Strub	6520 North Western, Suite 104 Oklahoma City, OK 73116			
Pine Bluff Chapter NAACP	Ernest Brown Jr.	P.O. Box 9064 Pine Bluff, AR 71611			
Quapaw Community Center		500 Quapaw St. Hot Springs, AR 71901			
Rosettes Club	Valda Jackson	111 Palmetto Hot Spring, AR 71901	501.623.6815		
South Ark Community College	Andrea Turtillo	306 South West Ave. El Dorado AR, 71730	870.862.5131		
Tennessee Association of Broadcasters		Two International Plaza Drive Suite 507 Nashville, TN 37217	615.365.1840		
UAPB Placement Director	Mary Jones	P.O. Box 4975 Pine Bluff, AR 71611	870.543.8000		
United Women Clubs of The City	Nina Webb	413 Cedar Wood Hot Springs, AR 71901	501.262.3007		
Arkansas Broadcasters Association Web Post	Doug Krile	www.arkbroadcasters.org			
Eldoark.com Web Post	Heather Canterbury	www.eldoark.com			
Hobbsamerica.com Web Post	Heather Canterbury	www.hobbsamerica.com			
TheSpaCity.com Web Post	Heather Canterbury	www.thespacity.com	870.862.0202		
Allaccess.com Web Post		www.allaccess.com	310.457.6616	1	

Job Title: Account Executive #2
Source: Radio Ad

Hire Date: June 9, 2014
Interviews: 14

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Circle of Friends	Leona Lawson	1880 Shady Grove Lane Hot Springs, AR 71901	501.262.4703		
Drew County Branch NAACP	President Brenda Binns	P.O. Box 512 Monticello, AR 71655			
Grambling State University	Monica Bradley	403 Main Street Grambling, LA 71245	318.274.6118		
RADIO AD	Paul Meacham	208 Buena Vista Hot Springs, AR 71913	501.525.4600	8	
Little Rock Chapter NAACP	Dale Charles	P.O. Box 1933 Little Rock, AR 72203	501.525.4600		
Louisiana Association of Broadcasters	Candace Armstrong	660 Florida St. Baton Rouge, LA 70801			
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Arkansas Broadcasters Association Web Post	Doug Krile	www.arkbroadcasters.org			
Eldoark.com Web Post	Heather Canterbury	www.eldoark.com		2	
Hobbsamerica.com Web Post	Heather Canterbury	www.hobbsamerica.com			
TheSpaCity.com Web Post	Heather Canterbury	www.thespacity.com	870.862.0202		
Allaccess.com Web Post		www.allaccess.com	310.457.6616	4	

Job Title: On-Air Announcer #1
Source: thespacity.com website

Hire Date: June 23, 2014
Interviews: 9

<u>NAME OF ORGANIZATION NOTIFIED OF JOB VACANCY</u>	<u>CONTACT PERSON</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>	<u># OF INTERVIEWS REFERRED</u>	<u>DID RECRUITMENT SOURCE REQUEST NOTIFICATION</u>
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Eldoark.com Web Post	Heather Canterbury	www.eldoark.com			
Hobbsamerica.com Web Post	Heather Canterbury	www.hobbsamerica.com			
TheSpaCity.com Web Post	Heather Canterbury	www.thespacity.com	870.862.0202	1	
Allaccess.com Web Post		www.allaccess.com	310.457.6616	6	

Job Title: On-air announcer #2
Source: allaccess.com website

Hire date: September 2, 2014
Interviews: 9

<u>NAME OF ORGANIZATION NOTIFIED OF JOB VACANCY</u>	<u>CONTACT PERSON</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>	<u># OF INTERVIEWS REFERRED</u>	<u>DID RECRUITMENT SOURCE REQUEST NOTIFICATION (YES OR NO)</u>
American Broadcast School	Michelle McConnell	712 N. Watson Arlington, TX 76011			
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Arkansas Minority Health Commission	Dr. Wynonna Bryant-Williams	523 Louisiana St. Suite 425 Little Rock, AR 72201-5704			
Arkansas Work Force Center	Janet Edgar	2254 Albert Pike Hot Springs, AR 71913	501.525.3450		
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Oklahoma Association of Broadcasters	Nancy Strub	6520 North Western, Ste 104 Oklahoma City, OK 73116			
Pine Bluff Chapter NAACP	Ernest Brown Jr.	P.O. Box 9064 Pine Bluff, AR 71611			
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Rosettes Club	Valda Jackson	111 Palmetto Hot Spring, AR 71901	501.623.6815		
South Ark Community College	Andrea Turtillo	306 South West Ave. El Dorado AR, 71730	870.862.5131		
Tennessee Association of Broadcasters		Two International Plaza Drive Suite 507 Nashville, TN 37217	615.365.1840		
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Hobbsamerica.com Web Post	Heather Canterbury	www.hobbsamerica.com			
TheSpaCity.com Web Post	Heather Canterbury	www.thespacity.com	870.862.0202	1	
Allaccess.com Web Post		www.allaccess.com	310.457.6616	6	

Job Title: Sales Manager
Source: Walk-in applicant

Hire Date: December 1, 2014
Interviews: 14

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Circle of Friends	Leona Lawson	1880 Shady Grove Lane Hot Springs, AR 71901	501.262.4703		
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Hobbsamerica.com Web Post	Heather Canterbury	www.hobbsamerica.com			
Insideradio.com		ads@insideradio.com	800.248.4242 X711	12	
TheSpaCity.com Web Post	Heather Canterbury	www.thespacity.com	870.862.0202		
Allaccess.com Web Post		www.allaccess.com	310.457.6616	1	
Walk-in applicant	Paul Meacham	208 Buena Vista Hot Springs, AR 71913	501-525-4600	1	

Job Title: Account Executive #3
Source: Arkansasonline.com

Hire Date: December 22, 2014
Interviews: 9

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Arkansas Work Force Center	Janet Edgar	2254 Albert Pike Hot Springs, AR 71913	501.525.3450		
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Drew County Branch NAACP	President Brenda Binns	P.O Box 512 Monticello, AR 71655			
Grambling State University	Monica Bradley	403 Main Street Grambling, LA 71245	318.274.6118		
RADIO AD	Paul Meacham	208 Buena Vista Hot Springs, AR 71913	501.525.4600	7	
Little Rock Chapter NAACP	Dale Charles	P.O. Box 1933 Little Rock, AR 72203	501.525.4600		
Louisiana Association of Broadcasters	Candace Armstrong	660 Florida St. Baton Rouge, LA 70801			
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Oklahoma Association of Broadcasters	Nancy Strub	6520 North Western, Ste 104 Oklahoma City, OK 73116			
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Arkansas Broadcasters Association Web Post	Doug Krile	www.arkbroadcasters.org			
Arkansas Democrat Gazette on line		jobs.arkansasonline.com		1	
Eldoark.com Web Post	Heather Canterbury	www.eldoark.com			
Hobbsamerica.com Web Post	Heather Canterbury	www.hobbsamerica.com			
National Alliance of State Broadcasters Associations	Susan Strong	CareerPage.org			
TheSpaCity.com Web Post	Heather Canterbury	www.thespacity.com	870.862.0202		
Allaccess.com Web Post		www.allaccess.com	310.457.6616	1	

6) Total # of interviewees referred: For the period from February 1, 2014 through January 31, 2015, this Employment Unit interviewed 62 interviewees for 6 full time positions.

7) Supplemental Recruitment Initiatives: List and briefly describe the Supplemental Recruitment Initiatives undertaken during the preceding twelve (12) months.

(A) Initiative: Participation in general outreach efforts through jobs banks, internet programs and similar programs.

Jobs are posted on the following websites; eldoark.com, thespacity.com, hobbsamerican.com and all-access.com. These websites get many hits each month therefore getting the word out about the job openings to many individuals. They are also listed on the Arkansas Broadcasters Association website.

(B) Initiative: Wide Dissemination of Openings

Upper Level jobs were sent to: Arkansas Broadcasters Association; Louisiana Broadcasters Association, Tennessee Broadcasters Association, Tennessee Broadcasters Association, Oklahoma Broadcasters Association; Insideradio.com and allaccess.com all of which have substantial female and minority participation.

(C) Initiative: Management EEO Training

See Attached

(D) Initiative: Scholarship Program

See Attached

**EQUAL EMPLOYMENT OPPORTUNITY AND
DISCRIMINATION PREVENTION TRAINING
UPPER LEVEL MANAGEMENT
November 7, 8 & 9th, 2014**

A training session was held for all upper level management of Noalmark Broadcasting Corporation on November 7, 8, and 9, 2014 in Santa Fe, New Mexico in conjunction with the Company's strategic planning and professional education annual meeting. This session was designed specifically to train management personnel on methods of ensuring sound equal employment opportunity (EEO) practices and preventing discrimination.

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; Jay Helm, General Manager of Noalmark's El Dorado, AR stations; Paul Meacham, General Manager of Noalmark's Hot Springs, AR area stations; Kevin Bonner, General Manager of Noalmark's Roswell, NM stations; and Darryl Burkfield, Sales Manager of the Roswell 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. Prong Three Initiatives were discussed in detail, and each Manager presented examples of such initiatives taken so far this year. 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 ensued 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.

The participants discussed how each manager could be more effective in complying with FCC requirements and the Company's own EEO Policy.

Mr. Nolan and Mrs. Canterbury then reviewed 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. For additional training, a DVD titled "Harassment and Discrimination in the Workplace" was viewed.

After a discussion of several other Company policies, to include the dress code and the computer policy, the meeting was adjourned.

**Noalmark Broadcasting Corporation – Hot Springs, Arkansas
Scholarship Program**

The Noalmark Broadcasting Corporation Scholarship program offered students the opportunity to study the careers available in the radio broadcasting industry at the college of their choice. The Scholarship program chooses from applicants who express an interest in the radio industry.

Noalmark funded two \$250 Scholarships in Hot Springs to a male and female who were interested in pursuing broadcasting as a career. It is our goal that the scholarships offered by Noalmark Broadcasting Corporation will encourage students to explore the opportunities available in the radio broadcast industry.

**Noalmark Hot Springs
EEO Narrative Statement
2014 Public File Report**

2014 saw very little change in the economy from 2013 it was still flat to down. No new industries moved into the City. Oaklawn Race track and Casino did spend over \$65,000,000.00 in upgrades but this did not increase the permanent job base.

We again experienced some unexpected turnover as we continue to try to find qualified people to help us move the stations forward. We now have 9 full time employees, consisting of 4 males and 5 females. Three of the females hold prominent positions at our stations: Traffic Director, Office Manager, and Marketing and Promotions Director. Our General Manager is a male minority. We hired a female minority in our sales department as advertising and creative person. When we seek applicants for our openings we continued to use local newspapers, local female and minority groups, and local web sites in addition to airing announcements on all our stations. In all of our employment advertising we also always state that we are an equal opportunity employer. We get very few to no applicants from the minority groups. In 2014 we participated in 2 local job fairs. Our General Manager was on the sites and explained our policies and discussed our openings. We will continue to review our contact groups as we do annually to try and become more effective.

Our Annual Self Assessment has been completed and is in the station files. It shows that we have done a great deal to inform, train and educate both our current and prospective employees about our EEO Policy and Commission Rules. As this report indicates, we take our EEO obligations very seriously. We have held training sessions for our upper level managers annually, as well as holding an annual meeting with all employees to review and familiarize them with FCC Rules and our own EEO commitments and obligations. The last meeting was held on December 29, 2014. A copy of our EEO Policy is attached to this Report. We run our stations in a manner that serves our communities.

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.