

EEO PUBLIC FILE REPORT 2011 NARRATIVE STATEMENT  
KPFM, KKTZ, KOMT

Reporting Period 2/1/2011 Through 2/1/2012

THE STATIONS OF TWIN LAKES RADIO, KPFM, KKTZ, KOMT ACTIVELY RECRUIT FOR ALL OPEN POSITIONS.

JOB OPENING NOTIFICATIONS ARE ACCESSIBLE TO ARKANSAS STATE UNIVERSITY, MOUNTAIN HOME. WE ATTEND THE UNIVERSITY'S ANNUAL JOB FAIR TO FIND APPLICANTS FROM DIVERSE BACKGROUNDS AND THE FOUR CORNERS OF OUR COMMUNITY. ALSO OFFERED IS THE ANNUAL CHARLES W. DOWDY BUSINESS SCHOLARSHIP, WHICH IS ADVERTISED HEAVILY DURING APPLICATION PERIOD BY RADIO ADS THAT OVER 400 SPOTS BETWEEN APRIL 20, 2010 AND MAY, 14, 2010 ON ALL THREE OF OUR RADIO STATIONS. .

EXPLANATIONS ARE ATTACHED. A REPRESENTATIVE OF OUR COMPANY MENTORS AN INTERN EACH YEAR FROM THE MOUNTAIN HOME HIGH SCHOOL.. TWIN LAKES RADIO OFFERS AN INTERN POSITION WITH INFORMATION AND INSTRUCTION ON ALL JOB POSITIONS WITHIN THE COMPANY. THIS INTERN POSITION IS OPEN TO ALL STUDENTS WITHIN THE SCHOOL'S GUIDELINES.. WE RECRUIT NATIONWIDE BY ADVERTISING JOB OPENINGS ON CAREER BUILDER.COM AND THE ABA WEBSITE. DOING THIS HELPS US RECRUIT POTENTIAL APPLICANTS FROM A VERY DIVERSE CROSS SECTION OF ARKANSAS, MISSOURI AND BEYOND. THE RECRUITING OF MINORITIES AND WOMEN CONTINUES TO BE VERY IMPORTANT TO OUR COMPANY

**INITIATIVE 1:** ON THURSDAY, APRIL 7, 2011 MARY VASILOFF, PUBLIC SERVICE DIRECTOR ATTENDED THE ARKANSAS STATE UNIVERSITY CAREER FAIR, HELD ON THE ASU CAMPUS MOUNTAIN HOME. DURING THE EVENT, MARY SPOKE WITH MANY STUDENTS OF DIVERSE BACKGROUNDS, BOTH MALE AND FEMALE ABOUT A CAREER IN THE BROADCAST INDUSTRY, AND IN PARTICULAR THE RADIO STATIONS KPFM, KKTZ, KOMT. MARY SPOKE WITH OVER 50 STUDENTS AS THEY TOURED OUR BOOTH AND 7 STUDENTS EXPRESSED INTEREST BY SUBMITTING THEIR RESUME OR COMPLETING RADIO STATION APPLICATIONS.

**INITIATIVE 2:** THE RADIO STATIONS OF KPFM,KKTZ,KOMT OFFER THE ANNUAL CHARLES W. DOWDY BUSINESS SCHOLARSHIP. THIS IS ACCESSIBLE NATIONWIDE THROUGH INFORMATION PROVIDED ON OUR WEBSITE, TWINLAKESRADIO.COM , ALSO ASU MOUNTAIN HOME WEBSITE AND THE MOUNTAIN HOME CHAMBER OF COMMERCE WEBSITE. INFORMATION AND INSTRUCTIONS ON OBTAINING AN APPLICATION IS HEAVILY ADVERTISED ON OUR THREE RADIO STATIONS 24 HOURS A DAY BETWEEN APRIL AND THE APPLICATION DEADLINE OF MAY 14<sup>TH</sup>. APPLICATIONS SUBMITTED TO DONNA HOPKINS P.O. BOX 1019, MOUNTAIN HOME, ARKANSAS, 72654, PHONE 870-656-6331.

**INITIATIVE 3. INTERN PROGRAM PARTICIPATION WITH MOUNTAIN HOME HIGH SCHOOL - TWIN LAKES RADIO OFFERS AN INTERNSHIP EACH SEMESTER TO ANY STUDENT THAT QUALIFIES WITHIN SCHOOL GUIDELINES. THIS INTERN IS INTRODUCED AND INSTRUCTED IN ALL ASPECTS OF JOB RESPONSIBILITIES WITHIN THE RADIO STATIONS. STUDENT SPENDS NO LESS THAN 6 HOURS PER WEEK PERFORMING JOB RELATED DUTIES AND LEARNING ABOUT JOB OPPORTUNITIES WITHIN THE COMPANY AND RADIO INDUSTRY.**

**NEW HIRE EEO SUMMARY REPORT**

1. CHERYL MYERS, FULL-TIME, HIRED 05-18-2011 AS MARKETING SPECIALIST FOR TWIN LAKES RADIO, KPFM, KKTZ, KOMT. ALL LISTED SOURCES WERE CONTACTED AND CHERYL MYERS WAS HIRED AFTER REVIEWING 21 APPLICATION/RESUMES INCLUDING 4 INTERVIEWS WITH OTHER APPLICANTS. MS MYERS HAD SOME SALES EXPERIENCE AND WAS RELOCATING TO THIS AREA AND FELT SHE WOULD BE AN ASSET TO THE COMPANY.

2. TABITHA FOX, FULL-TIME, HIRED 10-03-2011 AS MARKETING SPECIALIST FOR TWIN LAKES RADIO, KPFM, KKTZ, KOMT. A FORMER EMPLOYEE UNEXPECTEDLY RESIGNED AND MR BRUNNER, GM HAD PREVIOUS KNOWLEDGE OF TABITHA FOX AND SHE WAS HIRED AS AN EMERGENCY HIRE AFTER BEING CONTACTED BY MANAGEMENT WHO HAD LEARNED SHE HAD EXTENSIVE EXPERIENCE IN RADIO SALES AND WAS FAMILIAR WITH MANY OF THIS COMPANY'S PROCESSES, PROGRAMS AND PAPERWORK. SHE WAS NOT WORKING FOR A RADIO STATION AT THE TIME OF CONTACT BUT VERY MUCH WANTED TO GET BACK INTO RADIO SALES.