

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, 2016 to May 31, 2017.

1. **Employment Unit:** Roswell, NM 88201
2. **Unit Members (Station & Communities of License):** KBIM-FM, Roswell NM
KKBE-AM, Roswell NM
3. **EEO Contact Information for Unit Member:** Darryl Burkfield

Mailing Address:

PO Box 1953
Roswell, NM 88202

E-mail Address for Contact:

darryl.burkfield@noalmark.com

4. **List all full-time Job Vacancies filled by each station in the employment unit:**

Job Title

Recruitment Source Referring Hiree

1. ON-AIR MORNING SHOW HOST

ALL ACCESS

Stations KKBE-AM and KBIM-FM are Equal Opportunity Employers

1) Job Title: Morning Show Host**Referral Source(s) of Hire: All Access**

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	# of Interviews Referred	Did Recruitment Source Request notification?
Lulac of Hobbs	Robert Brijalba	508 Taos Hobbs, NM 88240	575 527 2416	0	no
African American Cultural	Lovie McGee	P.O. Box 18043 Albuquerque, NM 87185	505 299 7910	0	no
NM Dept. of Workforce Connections	Marcellia Mirando	2110 S Main Street Roswell, Nm 88203	575 623 8543	0	no
Chaves Co Community Action	Sam Parker	PO Box 2246 Roswell, NM		0	no
LULAC of New Mexico Dist. II	Richard Garcia	P.O. Box 3792 Roswell, NM 88202	575 765 7710	0	no
Univ. of New Mexico	Mary Bibeau	1 University of New Mexico Albuquerque, NM 87131	505 273 1903	0	no
National Hispanic Media	Antoinette	1201 W 5 th St Suite 205 Albuquerque, NM 87108	213 534 3026	0	no
NAACP	Ella Turner	1117 W. Taos Hobbs, NM 88240	575 334 3532	0	no
Chaves County NAACP	Florence Hamilton	P.O. Box 194 Roswell, NM 88202	575 706 1934	0	no
Mescalero Tribal Office	Naomi Sanze	P.O. Box 227 Mescalero, NM 88340	575 464 4494	0	no
Texas Assn Broadcasters(WEB)	Ann Arnold	Website	512 623 0014	2	no
NM Broadcasters Assn(WEB)	Paula Maes	Website	505 881 4440	5	No
Allaccess.com(WEB)	Joel Denver	Website	310 457 6616	36	No
Radiotvjobs.com (WEB)	n/a	Website	n/a	0	No
Radio Online(WEB)	n/a	Radio online.com	n/a	17	No
KBIM/KKBE Radio	Darryl Burkfield	1301 N Main Roswell NM	575 623 9100	0	n/a

Total # of Interviewees Referred: For the period from June 1, 2016 to May 31, 2017, this Employment Unit interviewed 60 interviewees for full-time job vacancy.

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

a. **Initiative:** Participation in 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 A

b. **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 B

c. **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

d. **Initiative:** EEO & Sexual Harassment Staff Seminar.

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

Attachment A

Job Fairs/Community Outreach

7/25/16-7/29/16

KBIM/KKBE participated in the Virtual Job Fair sponsored through the New Mexico Broadcasters Association. Applicants sent resumes to out stations email. A total of 31 resumes were received. Followed up with 10 applicants which resulted in zero formal interviews.

Attachment B

Job Bank

NMBA Job Bank

As a member of the New Mexico Broadcasters Association, KBIM/KKBE supports and participates in the NMBA Job Bank which is maintained on the association's web site, member stations submit all job openings as they occur and provide email addresses for responses, the job bank encourages minorities and women from around the country to submit their resumes for consideration by New Mexico radio and TV stations.

TAB Job Bank

As a member of the Texas Broadcasters Association, KBIM/KKBE supports and participates in the TAB Job Bank which is maintained on the association's web site, member stations submit all job openings as they occur and provide email addresses for responses, the job bank encourages minorities and women from around the country to submit their resumes for consideration by Texas radio and TV stations.

ATTACHMENT C

EQUAL EMPLOYMENT OPPORTUNITY AND DISCRIMINATION PREVENTION TRAINING UPPER LEVEL MANAGEMENT September 20, 21, & 22, 2016

A training session was held for all upper level management of Noalmark Broadcasting Corporation on September 20, 21 and 22, 2016 in Nashville, Tennessee in conjunction with the Company's strategic planning and professional education annual meeting. This training was incorporated with the RAB and NAB Radio Show.

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; Kevin Bonner, General Manager of Noalmark's El Dorado, AR stations; and Darryl Burkfield, General Manager of Noalmark's Roswell, NM 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. 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 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.

Mr. Nolan and Mrs. Canterbury then reminded them of 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. After a discussion of several other Company policies, to include the dress code and computer and IT policy, the meeting was adjourned.

ATTACHMENT D

EEO AND SEXUAL HARASSMENT STAFF SEMINAR

On June 27, 2016 General Manager, Darryl Burkfield, conducted a staff seminar. During the meeting the entire EEO policy statement was read, followed by a discussion of the policy. Pointed out in the discussion is the further need for referrals from staff members for perspective minority and female employees.

On May 3, 2017 General Manager, Darryl Burkfield, conducted a seminar with the full-time employees. During the meeting the entire EEO policy statement was read, followed by a discussion of the policy. Part-time employees met with management on an individual basis between 5/4/17-5/8/17. Pointed out in the discussions is the further need for referrals from staff members for perspective minority and female employees.

Also, included in each meeting was discussion of what constitutes a hostile work environment because of sexual harassment. Which may include unwelcomed and unwanted sexual advances, request for sexual favors, any conduct of a sexual nature or disparaging comments that are sufficiently severe, persistent or pervasive which could have the effect of unreasonably interfering with an individual's work or creating an intimidating, hostile, abusive or offensive work or learning environment.

Procedures were outlined as to how to reports sexual harassment to management in Roswell and to the corporate offices in El Dorado, Arkansas.

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.

NARRATIVE STATEMENT

Unemployment in Chaves County increased about 1% over the last year to 7%. This compares to the overall State of New Mexico's unemployment rate of 6.7% (as of March 2017). Eddy County's rate, which includes Artesia and Carlsbad, is also at 7%. For Lea County, which includes Hobbs and Lovington is slightly higher at 8.1%. This is due to the cutbacks in the oil industry.

The price of oil is still a driving factor for the area's economy. The price per barrel has ranged from \$43-\$52 over the last 12-18 months and has failed to show a consistent growth pattern which keeps the economy sluggish. There are positive signs from the oil sector. Several companies have begun recruitment advertising for various positions in the oil field. Even though some of the higher waged management workers have been moved or jobs have been eliminated, there are still employment opportunities in the area.

Real Estate is consistent with the economy as the number of homes for sale rose from 380 in 2016 to 413 at present. Eddy County has 447 homes for sale up from 406 last year. It is believed with stability in oil prices an overall stability in the housing markets will follow. KBIM/KKBE has moved one full time employee to part time status and added one full time employee. Bringing the total to 6 full time employees. The staff has one female on full time status and she is our Office Manager.

We continue to reach out in the community and nationwide when positions become available to find the best qualified candidate and stay in compliance to all FCC EEO rules and regulations. Job Fair participation, job postings on national trade web sites and other Prong 3 Outreach efforts will increase the recruitment of females, minorities, and others to allow us to build the most productive and diverse team as possible. With the new FCC Policy on Internet Job posting we will add the website, NM Workforce Connection. We will continue to look for other internet recruitment sources for on-line job postings. We have performed a thorough and detailed self-assessment with all managers and community leaders to make sure that there is no discrimination in practice at the stations and no such discrimination in the hiring or employment processes. Our staff will grow as the economy grows, which we believe should be during the summer or the beginning of fall. The hiring process will meet our obligations to the FCC's policies and the policies of our company's EEO rules.