

EEO PUBLIC FILE REPORT 2010

EEO VACANCY INFORMATION FOR 2010

MOUNTAIN HOME RADIO STATION/JOHN M DOWDY/MAC PARTNERS
KPFM/KKTZ/KOMT
AKA TWIN LAKES RADIO, MOUNTAIN HOME ARKANSAS
VACANCY INFORMATION FOR APPLICABLE TIME

Position	Hire Source	Responses	Interviews	Recruitment Sources
Marketing Specialist 12-09	#3	37	4	#1,#2,#3,#4,#5,#6,#7,#8,#9,#10,#11,#12
Production Assistant	#9	N/A	N/A	N/A

NEW HIRE EEO REPORT SUMMARY

1. JENNIFER PORTER FULL TIME - MARKETING SPECIALIST 12-23-09
2. MARY VASILOFF FULL TIME - PRODUCTION ASSISTANT 12-29-09

Note: Mary Vasiloff was already employed by Mountain Home Radio Stations, Inc. Her position was changed to Full Time status due to the amount of responsibility she had.

EEO PUBLIC FILE REPORT 2010 NARRATIVE STATEMENT

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 20, 2010, 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 14TH. 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 RESPONSIBILITES 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

RECRUITMENT SOURCES UTILIZED:

1. THE BAXER BULLETIN NEWSPAPER
16 WEST 6TH STREET
MOUNTAIN HOME, AR 72653
CONTACT: CLASSIFIED ADS PHONE: 870-508-8080

2. DEPARTMENT OF AR WORK FORCE SERVICES
POST OFFICE BOX 1945
MOUNTAIN HOME, AR 72653
CONTACT: WANDA COTTER PHONE: 870-425-2386

3. KKTZ - KOMT - KPFM
MOUNTAIN HOME RADIO STATIONS, INC.
(TWIN LAKES RADIO)
2352 HIGHWAY 62B
MOUNTAIN HOME, AR 72653
RADIO AD AND WEB LISTING
CONTACT: STEWART BRUNNER PHONE: 870-492-6022
WEB SITE: WWW.TWINLAKESRADIO.COM

4. ARKANSAS BROADCASTERS ASSOCIATION
2024 ARKANSAS VALLEY DRIVE
LITTLE ROCK, AR 72653
CONTACT: ANGIE ROBINSON PHONE: 501-227-7564
WEBSITE: WWW.ARKBROADCASTERS.ORG/INDEX.HTM

5. CHARLES W. DOWDY JOURNALISM SCHOLARSHIP
ARKANSAS STATE UNIVERSITY MOUNTAIN HOME PHONE: 870-508-6100
1600 SOUTH COLLEGE STREET
MOUNTAIN HOME, AR 72653
RADIO AD/ WEBSITE/CHAMBER OF COMMERCE WEB SITE

6. BUSINESS EXPO
MOUNTAIN HOME CHAMBER OF COMMERCE
1023 HIGHWAY 62 EAST
MOUNTAIN HOME, AR 72653 PHONE: 870-425-5111

7. CAREER BUILDER.COM
CONTACT REFERENCE ID: 20051228
WEB SITE: WWW.CAREERBUILDER.COM

8. OUTDOOR ROAD SIGN READER BOARD
TAKING APPLICATIONS FOR MARKETING SPECIALIST

9. WORD-OF-MOUTH REFERRAL

10. PERSONAL KNOWLEDGE OF MANAGEMENT

11. ARKANSAS STATE UNIVERSITY COMMUNITY WIDE JOB FAIR

12. MOUNTAIN HOME PUBLIC SCHOOL SYSTEM INTERN PROGRAM

