

EEO PUBLIC FILE REPORT

This EEO Public File report is filed in Stations KLAQ FM, KMKT FM, KMAD FM public inspection file pursuant to Section 73.2080©(6) of the Federal Communications Commission's ("FCC") rules.

During the twelve month period beginning February 1, 2011 and ending on January 31, 2012, the station filled the following full-time vacancies:

Receptionist/Admin Assistant
Interactive Specialist
Sales Asst/Appointment Setter
6 Account Executives

The station interviewed a total of 52 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Walk-Ins/Word of Mouth	1
Professional referral	3
Austin College Job Fair	0
TexomaHelpwanted.com	1
975klak.com	2
931kmkt.com	1
Madrock1025.com	1
KLAQ/KMKT/KMAD on air commercial	10
Sales Job Network job fair	12
Craigslist	7
Monster.com	6
Allen Chamber of Commerce	2
McKinney Chamber of Commerce	4
Frisco Chamber of Commerce	1
Plano Chamber of Commerce	1
Texoma Regional Job Fair	0

Attachment A contains the following information for each full-time vacancy:

- The recruitment source used to fill each vacancy, identified by name, address, contact person and telephone number.
- The recruitment source that referred the hiree for each full-time vacancy
- The total number of persons interviewed for each full-time vacancy
- The total number of interviewees referred by each recruitment source used in connection with each vacancy

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

ATTACHMENT A

1. RECEPTIONIST/ADMIN ASST

4 persons were interviewed for this position; 25 applications received

Recruitment Source of Hire:
Allen Chamber of Commerce

Position was posted with the following recruitment sources:

<u>Recruitment Source</u>	<u>Address/Contact/Tele.</u>	<u>Total of Interviewees</u>
Walk-Ins/Word of Mouth		0
Professional referral		0
TexomaHelpwanted.com		0
975klak.com		0
931kmkt.com		0
Madrock1025.com		0
KLAK/KMKT/KMAD on air commercial		1
Craigslist		0
Monster.com		0
Allen Chamber of Commerce	210 West McDermott Dr. Allen Texas 75013 972.727.9000 www.allenchamber.com	2
McKinney Chamber of Commerce	1650 West Virginia St #110 McKinney Texas 75069 972.542.0163	1
Frisco Chamber of Commerce	6843 Main Street Frisco Texas 75034 972.335.9522	0
Plano Chamber of Commerce	1200 E 15 th Street Plano Texas 75074 972.424.7547	0

2. INTERACTIVE SPECIALIST:

10 persons were interviewed for this position; 40 applications received

Recruitment Source of Hiree:

Walk-Ins/Word of Mouth

Position was posted with the following recruitment sources:

<u>Recruitment Source</u>	<u>Address/Contact/Tele.</u>	<u>Total of Interviewees</u>
Walk-Ins/Word of Mouth		1
Professional referral		1
TexomaHelpwanted.com		0
975klak.com		0
931kmkt.com		0
Madrock1025.com		0
KLAK/KMKT/KMAD on air commercial		0
Craigslist		3
Monster.com		3
Allen Chamber of Commerce	210 West McDermott Dr. Allen Texas 75013 972.727.9000 www.allenchamber.com	0
McKinney Chamber of Commerce	1650 West Virginia St #110 McKinney Texas 75069 972.542.0163	1
Frisco Chamber of Commerce	6843 Main Street Frisco Texas 75034 972.335.9522	0
Plano Chamber of Commerce	1200 E 15 th Street Plano Texas 75074 972.424.7547	1

3.SALES ASST/APPOINTMENT SETTER

3 Persons were interviewed for this position; 20 applications received

Recruitment Source of Hiree:

Part-time employee hired into position

Position was posted with the following recruitment sources:

<u>Recruitment Source</u>	<u>Address/Contact/Tele.</u>	<u>Total of Interviewees</u>
Walk-Ins/Word of Mouth		0
Professional referral		0
TexomaHelpwanted.com		0
975klak.com		0
931kmkt.com		0
Madrock1025.com		0
KLAK/KMKT/KMAD on air commercial		3

4. ACCOUNT EXECUTIVE: Posting for positions maintained year round.

6 Account Executives were hired during 2011 posting period:

35 persons were interviewed for these positions; 80 applications/resumes received

Recruitment Source of hiree #1

Frisco Chamber of Commerce

Recruitment Source of hiree #2

Monster.com

Recruitment Source of hiree #3

Madrock1025.com

Recruitment Source of hiree #4

Craigslist

Recruitment Source of hiree #5

97.5 KLAK On air commercial

Recruitment Source of hiree #6

Sales Job Network job fair

Position was posted with the following recruitment sources:

Recruitment Source	Address/Contact/Tele.	Total of Interviewees
Walk-Ins/Word of Mouth		0
Professional referral		2
Austin College Job Fair		0
TexomaHelpwanted.com		1
975klak.com		2
931kmkt.com		1
Madrock1025.com		1
KLAK/KMKT/KMAD on air commercial		6
Sales Job Network job fair	Kent Johnson Sales Jobs Network 913.312.5614 kjohnson@salesjobsnetwork.com	12
Craigslist		4
Monster.com		3
Allen Chamber of Commerce	210 West McDermott Dr. Allen Texas 75013 972.727.9000 www.allenchamber.com	0
McKinney Chamber of Commerce	1650 West Virginia St #110 McKinney Texas 75069 972.542.0163	2
Frisco Chamber of Commerce	6843 Main Street Frisco Texas 75034 972.335.9522	1
Plano Chamber of Commerce	1200 E 15 th Street Plano Texas 75074 972.424.7547	0
Texoma Regional Job Fair	Big Five Community Services Southern Workforce Board PO Box 1577 1502 N 1 st Durant OK 74702 Attn: Ginger Crawford 580.924.5331	0

ATTACHMENT B

MENU OPTION ACTIVITIES:

1. KLAQ/KMKT/KMAD participates in an internship program with several local Colleges.

In the fall of 2011, contact was made via telephone and email, with Southeastern Oklahoma State University, Grayson County College, Austin College and Texas A&M University at Commerce, TX, Collin County Community College, University of North Texas, and Workforce Solutions expressing Next Media's desire to utilize interns from the schools should the need present itself.

A. Miles Mathewson- Collin County Community College Internship Program. Miles interned with us from June 13, 2011 through October 7, 2011. Miles learned all aspects of on air, promotions, production and administrative duties. After his internship, Miles was hired as a part-time promotions assistant.

B. Jackie Wellheuser, retired, volunteer her time with us from April 18, 2011 through December 2011. Jackie was retired and had an interest in learning how a radio station works and serves the community. Jackie learned all aspects of administrative radio.

1. KLAQ/KMKT/KMAD participated in Austin College Career Fair 2011. It was held March 1, 2011. Operations Manager, Jason Taylor was on hand to answer any questions about broadcasting employment, as well as taking applications and resume's from those who brought them to the event.

2. KLAQ/KMKT/KMAD participated in Sales Job Network job fair held November 9th, 2011 in Dallas Texas. General Manager, Hank McMonigle attended to answer any questions about broadcasting opportunities, handout/receive applications and accept resume's from perspective applicants as well as provide on-site interviews.

3. KLAQ/KMKT/KMAD participated in 1st Annual Texoma Regional Job Fair. The job fair was held November 3, 2011 at the Bryan County Oklahoma fairgrounds in the Clay Jones Community Center in Durant Oklahoma. Local Sales Manager, Leslee Hunter was in attendance to answer questions, promote a career in Broadcasting and accept resume's/applications from interested applicants.