

## 2012 ANNUAL EEO PUBLIC FILE REPORT

### MMA Licenses LLC Max Media of Arkansas

Stations: KCAB(AM), Dardanelle, AR  
KCJC(FM), Dardanelle, AR  
KVLD(FM), Atkins, AR  
KVOM(AM), Morrilton, AR  
KVOM-FM, Morrilton, AR  
KWKK(FM), Russellville, AR

Reporting Period: January 23, 2011 – January 21, 2012

No. of Full-time Employees: More than 10  
Small Market Exemption: Yes

During the Reporting Period, one full time position was filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

#### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.* 3/1/11 – UACCM Job Fair  
10/26/11 – BIG Fair at Arkansas Tech University

The General Manager, Director of Sales, Operations Manager and some of our announcers attended each job fair.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).* KCAB, KCJC, KVOM-FM, and KWKK actively engage the audience through interaction in social media on FaceBook.

The licensee sponsors website [www.rivervalleyhelpwanted.com](http://www.rivervalleyhelpwanted.com).

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.* Sponsored two scholarships at Morrilton High School - The Max Media of Arkansas/Harold Nichols Memorial scholarships are presented at a large student assembly in memory of Harold Nichols, a radio station employee for 53 years who died in 2008. The scholarships are presented to a boy and a girl. They presented each year by the licensee's General

Manager and a grandson of Harold Nichols. The memorial scholarship is funded entirely by Max Media. News coverage of the winners follows on the radio stations.

Sponsored two scholarships at Russellville High School - Each year we present two scholarships, one to a boy and one to a girl. The scholarships are presented by the licensee's Operations Manager, who is a 1997 graduate of RHS, before a student assembly. The stations provide news coverage about winners.

The employment unit also funds the following additional scholarships:

- Two scholarships at Atkins High School
- Two scholarships at Pottsville High School
- One scholarship at Arkansas Tech University

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

3/9/11 – A Russellville High School senior spent the day at licensee's studios as a "shadow" for one of our announcers and our operations manager.

6/15/11 - Students at Arkansas Tech University in their Summer Media Club toured the radio stations and met with General Manager, Director of Sales, Operations Manager and some of our announcers. They also reviewed morning broadcast procedures.

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

We post such openings with the Arkansas Broadcasters Association's job bank.

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

3/29/11 – Cub Scout group toured the radio stations in Russellville and met with some of our announcers.

5/9/11 – Cub Scout group toured the radio stations in Morrilton and met licensee's General Manager and some announcers.

9/26/11 – Girl Scout Troop toured station and appeared on air with an announcer.

Daily – The stations aired announcements daily detailing our commitment to EEO and inviting listeners to come by or contact us for more details on our EEO policies.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/1/11	Account Executive	Radio Ads

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 3

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Arkansas Employment Security Division	1
Max Media of Arkansas Radio Ads	2

## RECRUITING SOURCES USED

Job Title of Position: Account Executive    Date of Hire: 11/1/10

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Arkansas Tech University	Y	Crabaugh 106 Russellville, AR 72801	Anthony Caton	479-964-3282
University of Arkansas Community College at Morrilton	Y	1537 University Blvd. Morrilton, AR 72110	Lily Kersh	501-977-2012
University of Central Arkansas	Y	201 Donaghey Ave Stanley Russ Hall 216 Conway, AR 72035	Monte Rowell	501-450-3162
Arkansas Employment Security Division	N	P.O. Box 727 Russellville, AR 72811	Office Manager	
Arkansas Broadcaster's Association	Y	2024 Arkansas Valley Dr. Suite 403 Little Rock, AR 72212	Angie Robinson	501-227-7564
Max Media of Arkansas Radio Ads	Y	2705 E. Parkway Russellville, AR 72802	Rich Moellers	479-968-6816
Arkansas State University	Y	P.O. Box 2160 State University, AR 72467	Mary Jackson Pitts	870-972-3361

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.