

Narrative Statement

Max Media of Arkansas is fully committed to broad and inclusive outreach for recruitment of ethnic-minority candidates. We have crafted our recruitment strategies to meet this goal, and make our candidates aware of our commitment to equal opportunity employment.

We regularly include notifications that we are an equal opportunity employer when running vacancy announcements, and state the same on our applications. Furthermore, we state the same in our policy information that is given to new hires. We also run an announcement once daily on all six of our stations describing our policy.

In our outreach efforts, we have ongoing arrangements with Arkansas Tech University, The University of Arkansas Community College at Morrilton, the University of Central Arkansas, the Arkansas Employment Security Division and the Arkansas Broadcasters Association to advertise our vacancies. Each of these institutions has a substantial minority enrollment or client base.

EEO Report

List of All Full Time Jobs Filled

For the 12 Month Period from January 23, 2009 to January 22, 2010.

Job Title: Announcer/Music Director

Date Filled: 12/1/09

**Yearly Total Number of Candidates
and
Total Number of Candidates Referred by Each Recruiting Source**

For the 12 Month Period from January 23, 2009 to January 22, 2010.

Total Number of Persons Interviewed for Full Time Vacancies: 6

Total Number of Candidates Referred by Each Recruiting Source: 15

Recruiting Source	Number of Referrals
Max Radio Stations KCJC/KWKK/KVLD/KCAB/KVOM-AM/KVOM-FM	5
University of Arkansas Community College at Morrilton	0
Arkansas Tech University	0
University of Central Arkansas	0
Arkansas Broadcasters Association	7
River Valley Radio Web Site	2
UACCM Job Fair	0
Word of Mouth	1

Support documentation regarding this hire can be found in the public files at the Russellville, Arkansas studios of radio stations KCJC, KWKK, KVLD and KCAB, as well as the Morrilton, Arkansas studios of radio stations KVOM-AM and KVOM-FM.

Recruiting Sources

Schools:

Arkansas Tech University
Crabaugh 106
Russellville, AR 72801
479-964-3282
Anthony Caton

University of Arkansas Community College at Morrilton
1537 University Blvd.
Morrilton, Arkansas 72110,
501-977-2012
Lily Kersh

University of Central Arkansas
201 Donaghey Ave
Stanley Russ Hall 216
Conway, AR 72035
501-450-3162
Monte Rowell

Government:

Arkansas Employment Security Division
104 South Rochester Avenue
P.O. Box 727
Russellville, AR 72811-0727

Trade Organizations:

Arkansas Broadcasters Association (copy of job posting attached)
2024 Arkansas Valley Drive Suite 403
Little Rock, AR 72212
Jim McCall

Radio:

KCJC-KWKK-KVLD-KCAB-KVOM AM-FM (order confirmation attached)
PO Box 10310
Russellville, AR 72812
Rich Moellers, General Manager

Internet:

River Valley Radio Website (job posting attached)
www.rivervalleyradio.com
Rich Moellers

Radio Info Arkansas Page (job posting attached)
www.radioinfo.com

Supplemental Outreach Initiatives

Summary

Our stations are active in participating in and sponsoring Job Fairs at local Universities and High Schools. During the period from January 23, 2009 to January 22, 2010, we participated at the following:

UACCM Job Fair

BIG Fair at Arkansas Tech University

Sponsored a scholarship at Arkansas Tech University

Sponsored two scholarships at Russellville High School

Sponsored two scholarships at Atkins High School

Sponsored two scholarships at Pottsville High School

Sponsored two scholarships at Morrilton High School

Radio-TV students at Arkansas Tech University toured the radio stations

Cub Scout groups toured the radio stations in Russellville and Morrilton

Dover Junior High 8th Grade Career Orientation class toured the radio stations

General Manager Rich Moellers, Director of Sales Rhonda Dilbeck and Operations Manager Aaron Elmore, along with our announcers, participated in each of these events.

All of our stations also aired announcements daily detailing our commitment to EEO and inviting listeners to come by or contact us for more details on our EEO policies.



RE: JOB FAIR PARTICIPATION:

Station representatives manned a booth at the University of Arkansas Community College at Morrilton Career Fair, held on March 31, 2009. Several students stopped by and picked up an information form (attached), and we received several resumes. Although we had no openings at the time, we were recruiting just in case we needed to fill an opening in the future.

Station representatives also manned a booth at the Arkansas Tech University BIG (Business, Industry, Government) Fair, held on October 28, 2009. Several students stopped by and picked up an information form (attached), and we received several resumes. Although we had no openings at the time, we were recruiting just in case we needed to fill an opening in the future.

River Valley Radio - A Max Media Property



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