

Mountain Home Radio Station, Inc.

Narrative Statement 2006

(AKA., TWIN LAKES RADIO, KPFM, KKTZ, KOMT)

The stations of KPFM, KKTZ, KOMT aggressively recruit for all open positions. We provide yearly opportunities through the Charles W. Dowdy Journalism Scholarship and participated in the 2006 Business Expo (sponsored by the Mountain Home area Chamber of Commerce), by providing applications and station profiles to anyone seeking employment. Our most successful means of recruiting is advertising on our three radio stations. This advertising goes on the air when the decision is made to hire a new employee. The ads run at least 5 times a day on all three radio stations.

In addition to the above recruitment resources, we place job openings in our local newspaper (the Baxter Bulletin), Arkansas State University Mountain Home, Arkansas Work Force and the ABA and 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.