

M & M Media, LLC

EEO Public File Report 2025

KXXMX FM / KFSW AM / KAGE AM / KFPW AM

Prepared by
Melinda Martin

M & M Media, LLC
EEO Public File Report

KXXM – KFSW – KAGE - KFPW EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080c(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station(s) comprised of the following stations: KXXM-FM, KFSW-AM, KAGE-AM and KFPW-AM and is required to be placed in the public inspection files of these stations.

The information contained in the Report covers the time period beginning January 1, 2025 to and including December 31, 2025.

The FCC’s 2002 EEO rules requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the station(s) comprising the stations employment during the applicable period;
2. For each vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.208c(1)(II) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the applicant for each vacancy during the applicable period;
4. Data reflecting the total number of interviewees referred by each recruitment source utilized in connection with such vacancies, and
5. A list of brief descriptions of the initiatives undertaken pursuant to Section 73.2080c(2) of the FCC rules

M & M Media, LLC

Annual EEO Public File Report

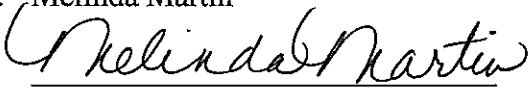
For the period beginning 01/01/2025 and ending 12/31/2025.

This report is not required if employer has fewer than five full-time employees.

This report consists of:

- Part 1 Station information
- Part 2 Recruitment sources/interviewees for each full-time vacancy
- Part 3 Recruitment initiatives
- Part 4 Outreach/standard recruitment activity

Prepared by: Melinda Martin

Signature: 

Title: General Manager, Managing Member

Telephone: 918-790-4444

Part 1

Station Information

This report covers the following stations:

| <u>Call Sign</u> | <u>AM/FM</u> | <u>Facility ID#</u> | <u>Community of License</u> | <u>State</u> | <u>LMA</u> |
|-------------------------|---------------------|----------------------------|------------------------------------|---------------------|-------------------|
| KFSW | AM | 87114 | Fort Smith | AR | No |
| KAGE | AM | 52427 | Van Buren | AR | No |
| KXMX | FM | 189538 | Muldrow | OK | No |
| KFPW | AM | 23868 | Fort Smith | AR | No |

All current employees have been advised of our stations' EEO policies and have reviewed all postings, if any. Future employees will also be advised of our EEO policy during the interview process and again upon the hiring date, if any. Employees have been encouraged to advise their immediate supervisor of any complaints they may have or prejudice or discrimination in the workplace.

For the period covered in this report the station had six (6) FTE equivalents. And therefore is required to complete the Annual EEO Public File Report of the above noted year.

Vacancies Information:

A total of zero (0) vacancies were filled by the employer during the above mentioned year.

Part 2

Annual EEO Public File Report

The report covers full time vacancies for the period of January 1, 2025 to December 31, 2025:

1. Employer Unit: M & M Media, LLC

2. Unit Members:

- a. KXXM-FM Muldrow, OK
- b. KFSW-AM Fort Smith, AR
- c. KAGE-AM Van Buren, AR
- d. KFPW-AM Fort Smith, AR

3. EEO Contact Information Officer:

M & M Media, LLC
KXXM/KFSW/KAGE/KFPW
333 South Kerr Blvd.
Sallisaw OK 74955
(918)790-4444
Email: melinda@kxxm.com
Contact Person: Melinda Martin

4. List of all full-time job vacancies filled from employment unit during period:

| <u>Job Title</u> | <u>Recruitment Source</u> | <u>Hire Date</u> |
|------------------|---------------------------|------------------|
| NONE | | |

Part 3

Supplemental Recruitment Initiatives

Supplemental Recruitment Initiatives for job vacancies: None. No job vacancies during the period.

Part 4

Outreach

The following is a listing of outreach opportunities the employment unit participated in for the mentioned period:

Activity: Station Tours

Date: Perpetual

Host: Staff Employees

Employees Involved: General Manager, Program Director and Sales Manager

The station(s) staff members conducted numerous station tours. The tours are designed to inform groups, school students and staff, and local organization members a general overview of the radio industry.

Activity: High School Student Career Fair

Date: March 19, 2025

Host: High School and Chamber of Commerce

Employees Involved: Sales Manager, Sales Associate, On-air Talent

Station staff participated in an exciting event bringing local employers together with high school seniors looking to enter the workforce. Students had the opportunity to engage directly with representative, learn about career pathways and fill out applications on site.

Activity: 2025 Business Expo and Career Fair

Date: May 2, 2025

Host: Chamber of Commerce

Employees Involved: General Manager, Sales Manager, On-Air Talent, Sales Associate,

Station staff participated in a local Business Expo and Career Fair sponsored by the local Area Chamber of Commerce. The Expo and Career Fair functioned to educate community members of job openings at local business.

Activity: Education Career Day

Date: September 19, 2025

Host: Hand to Hand Foundation and Patriot Park

Employees Involved: On-Air Talent (2), Sales Associate, Sales Manager

The Career Day offered students and community members the opportunity to explore a wide range of careers.

Activity: River Valley Workforce Development Summit

Date: October 10, 2025

Host: Carl Albert State College and the City of Sallisaw

Employees Involved: General Manager, Sales Associate, Sales Manager

The Summit helped in connecting educators, employers and community leadership to help create a workforce that will sustain our area's future growth and prosperity.

Part 5

List of Recruitment Sources Used if needed:

Oklahoma Association of Broadcasters
6520 North Western
Oklahoma City OK 73116
Contact Person: Nancy Struby

Arkansas Association of Broadcasters
2024 Arkansas Valley Drive, Suite 403
Little Rock AR 72212

Van Buren Chamber of Commerce
111 North 12th Street
Van Buren AR 72956
Contact Person: Phyllis Thompson

Ft Smith Chamber of Commerce
612 Garrison Avenue
Ft Smith AR 72901
Contact Person: Tonya Sarlls

Southwest Times Record
PO Box 1359
Ft Smith AR 72902
Contact Person: Pam White

Cherokee Nation Career Services
1502 West Chickasaw
Sallisaw OK 74955
Contact Person: Lavonne Tubbs

Walk-In/Self Referral

The station consistently takes applications on a “walk-in” basis regardless of openings or the lack thereof. Each application is placed in a file for future reference.