

Rooney Moon Broadcasting 2017 Annual EEO Public File Report

This report covers KSMX-FM, KSEL-AM, KSEL-FM, and KRMQ-FM for the period June 1, 2016 through May 31, 2017. ***These stations are entitled to the small market exemption.***

Rooney Moon Broadcasting filled 3 full-time positions during the reporting period.

Notice: Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request Rooney Moon Broadcasting to provide them with information about full-time openings at the stations. Such requests must include the organization's name, mailing address, e-mail address if applicable, telephone number and contact person, and identify the category or categories of job openings for which it requests notices. Requests should be directed to Lisa Schmidt, General Manager, Rooney Moon Broadcasting, 42437 US 70, Portales NM 88130. Rooney Moon Broadcasting is an Equal Opportunity Employer.

Supplemental EEO Outreach Activities:

Rooney Moon Broadcasting continued with our tenth year of our scholarship program for graduating high school seniors in our listening area. The scholarship is based on the applicant's overall involvement in and positive impact on the community as a whole. Rooney Moon Broadcasting aired announcements in March 2017 and April 2017 on KSMX-FM and KSEL-FM encouraging students to visit our website to apply for the scholarship. During our application period, 96 applications were submitted, and were judged by an in-house panel. In May 2017, Rooney Moon Broadcasting presented the \$1200 scholarship check to a graduating Senior from House High School. This program was implemented and judged entirely by Rooney Moon Broadcasting. The \$1200 was provided by the New Mexico State Broadcasters Association due to the stations' involvement in various association activities.

Rooney Moon Broadcasting in association with Eastern New Mexico University has maintained an internship program for interested parties. This program is designed to assist members of the community in learning the skills needed for employment in the broadcast industry. During this period, two ENMU students participated in the program. One student interned with the stations' Sports Director. The second student interned with the KSMX-FM Morning Show through the summer months. The interns spent approximately 5 to 10 hours per week on internship activities.

Rooney Moon Broadcasting paid for eight employees to attend career enrichment seminars in June of 2016 at the New Mexico Broadcasters annual convention. Attendees acquire additional skills that could qualify them for higher level positions. Those employees who attended included: the group's Sales Manager and 3 sales employees who attended two radio sales seminars, 3 programming employees who attended a programming/production seminar, and the news director who attended a news reporting seminar. The company's general manager attended an industry issue seminar and a legal



briefing/FCC update. All seminars were designed to continue the education of broadcast professionals, and increase their opportunity for advancement.

Rooney Moon Broadcasting paid for four of its employees to attend an online career enrichment seminar series periodically throughout the reporting period of June 1, 2016 through May 31, 2017. The enrichment series is hosted by the Radio Advertising Bureau. These seminars permit the attendees to acquire skills that could qualify them for higher level positions. Those employees who attended included: the group's sales manager and 3 sales employees. All seminars are designed to continue the education of broadcast professionals, and increase their opportunity for advancement.

Job Fair Participation:

Rooney Moon Broadcasting participated in a job fair hosted by Eastern New Mexico University on Thursday, March 30th, 2017. At this event, we staffed a booth and answered questions about careers in broadcasting. Company staff with substantial input to the hiring of employees for Rooney Moon Broadcasting were on site and conducted several informal interviews.

Rooney Moon Broadcasting participated in a job fair hosted by the Eastern Plains Council of Governments (EPCOG), in partnership with the P4 initiative on Thursday, April 13th, 2017. At this event, we staffed a booth and answered questions about careers in broadcasting. Company staff with substantial input to the hiring of employees for Rooney Moon Broadcasting were on site and conducted several informal interviews. This job fair was open to the public, but had a specific focus on military members and their families.

Recruitment for Job Opening:

In January 2017, Rooney Moon Broadcasting had an opening for a full-time Traffic Director. We used the following sources for recruitment:

- On air recruitment schedule on KSEL AM/FM, KSMX-FM, KRMQ-FM
- New Mexico Broadcasters Association: paulamaes@nmba.org
- Online listing at www.allaccess.com

No recruitment sources requested notification of our job openings.

No applications for the available position were received. A current employee of Rooney Moon Broadcasting was offered and subsequently accepted the position.

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Recruitment for Job Opening:

In January 2017, Rooney Moon Broadcasting had an opening for a full-time Account Executive. We used the following sources for recruitment:

- On air recruitment schedule on KSEL AM/FM, KSMX-FM, KRMQ-FM
- New Mexico Broadcasters Association: paulamaes@nmba.org
- Online listing at www.allaccess.com

No recruitment sources requested notification of our job openings.

6 applications were received and 3 interviews were conducted. Two interviewees were referred by advertisements on allaccess.com. The third interviewee was referred by an on-air announcement on KRMQ-FM. The successful candidate was referred by the on-air announcements on KRMQ-FM.

Recruitment for Job Opening:

In March 2017, Rooney Moon Broadcasting had an opening for a full time Outside Sales Executive to operate full time in Lubbock, Texas. We used the following sources for recruitment:

- On air recruitment schedule on KSEL AM/FM, KSMX-FM, KRMQ-FM
- Online listing at www.indeed.com
- Online listing at www.allaccess.com

No recruitment sources requested notification of our job openings.

9 applications were received and 6 interviews were conducted. Four interviewees were referred by the job posting on allaccess.com. Two interviewees were referred by the job posting on indeed.com. The successful candidate was referred by allaccess.com.

Duffy Moon
President
Rooney Moon Broadcasting

