



Rooney Moon Broadcasting 2015 Annual EEO Public File Report

This report covers KSMX(FM), KSEL(AM), KSEL-FM, and KRMQ-FM for the period June 1, 2014 through May 31, 2015. These stations are entitled to the small market exemption.

Rooney Moon Broadcasting filled one full time position 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 Steve Rooney, 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 eighth year of our scholarship program for graduating high school seniors in our listening area. The scholarship is based on the pillars of the "character counts" program, which are: trustworthiness, respect, responsibility, fairness, caring, and citizenship. Rooney Moon Broadcasting aired announcements in March 2015 and April 2015 on KSMX encouraging students to go to our website to apply for the scholarship. During our application period, 19 applications were submitted, and were judged by an in-house panel. In May 2015, Rooney Moon Broadcasting presented the \$1500 scholarship check to a graduating Senior at Clovis High School. This program was implemented and judged entirely by Rooney Moon Broadcasting. Of the \$1500 awarded, \$1200 was provided by the New Mexico State Broadcasters Association due to the stations' involvement in various association activities, and \$300 was provided by Rooney Moon Broadcasting.

Rooney Moon Broadcasting in association with Eastern New Mexico University has established an internship program for interested parties. This program is designed to assist members of the community learn the skills needed for employment in the broadcast industry. During this period, two students at Eastern New Mexico University interned with the stations' Sports Director. The interns spent approximately 5 hours per week on internship activities.

Rooney Moon Broadcasting paid for five of its employees to attend career enrichment seminars in June 2014 at the New Mexico Broadcasters annual convention. These seminars permit the attendees to acquire skills that could qualify them for higher level positions. Those employees who attended included: the Sports Director who attended the Radio Sports broadcasting seminar, Sales Manager and 3 sales employees who attended the Radio Sales seminar. All seminars are designed to continue the education of broadcast professionals, and increase their opportunity at advancement.

Rooney Moon posts the availability of upper level positions at the stations with the New Mexico Broadcasters Association, an organization that includes substantial participation by women and minorities.

Recruitment for Job Openings:

In October 2014, Rooney Moon Broadcasting had an opening for a full time Air Talent. We used the following sources for recruitment:

Classified ad in the Roswell Daily Record newspaper

On air recruitment schedule on KSEL AM/FM, KSMX-FM, KRMQ-FM

New Mexico Broadcasters Association: paulamaes@nmba.org

Online listing at www.tvradiojobs.com

Online listing at www.allaccess.com

No recruitment sources requested notification of our job openings.

4 interviews were conducted. All interviewees were referred by advertisements on allaccess.com. The successful candidate was referred by the posting at www.allaccess.com.

Steve Rooney
President/General Manager
Rooney Moon Broadcasting