

Rooney Moon Broadcasting 2022 Annual EEO Public File Report

This report covers KSMX-FM, KSEL-AM, KSEL-FM, and KRMQ-FM for the period June 1, 2021 through May 31, 2022. ***These stations are entitled to the small market exemption.***

Rooney Moon Broadcasting filled five full-time openings during the reporting period.

Notice: Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request that Rooney Moon Broadcasting 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 the fifteenth 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. Rooney Moon Broadcasting aired announcements in April and May, 2022, on KSMX-FM, KSEL-FM, KSEL-AM, and KRMQ-FM encouraging students to visit station websites to apply for the scholarship. During our application period, 11 applications were submitted, and were judged by an in-house panel. In May 2022, Rooney Moon Broadcasting presented the \$1200 scholarship check to a graduating Senior from San Jon 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, no ENMU students applied for the program.

Rooney Moon Broadcasting participated in an intern program facilitated by the Curry County Administrative Offices, during June and July, 2022. This program is designed to assist members of the community in learning the skills needed for employment in various fields, including the broadcast industry. During this period, a High School student at Clovis High School participated in daily activities within the radio group.

Rooney Moon Broadcasting paid for twelve employees to attend a continuing education virtual seminar in September of 2022, facilitated by the New Mexico Broadcasters Association. Attendees acquired additional skills that could qualify them for higher level positions. Those employees who attended included: the group's Sales Manager and 3 sales employees, our News Director, five members of our on-air team, the group's Traffic

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Director, and the company's general manager. The virtual seminar was designed to continue the education of broadcast professionals and increase their opportunity for advancement.

Rooney Moon Broadcasting 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.

Job Fair Participation:

Rooney Moon Broadcasting participated in a job fair hosted by the Roosevelt County Community Development Corporation, Roosevelt County Chamber of Commerce, and New Mexico Workforce Connections, on Wednesday, June 16th, 2021. At this event, we 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 and was marketed heavily on our group of stations.

Rooney Moon Broadcasting participated in a virtual job fair, hosted by the New Mexico Broadcasters Association, in November of 2021. The virtual event was ongoing for one week in July and was monitored by company staff with substantial input to the hiring of employees for Rooney Moon Broadcasting.

Rooney Moon Broadcasting participated in a job fair hosted by the City of Clovis and the New Mexico Workforce Connection, on Wednesday, December 15th, 2021. At this event, we 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 and was marketed heavily on our group of stations.

Recruitment for Job Opening: ACCOUNT EXECUTIVE

In June 2021, Rooney Moon Broadcasting had an opening for a full-time account executive. We used the following sources for recruitment:

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

The following advertising copy was used for online recruitment sources:

Do you like to make money? Are you a competitive type, who loves to learn, grow, and WIN? Rooney Moon Broadcasting has an immediate opening for a highly-motivated, super-confident, success-driven person to join our sales team. Our local media company is, by far, the largest and most successful group on the High Plains and our sales team is expanding to keep up with demand. That means we have room for a local account executive to join our team...right now. You'll work in a fun, family-first, creative atmosphere with a broadcast team that has been kickin' butt on the High Plains for two plus decades.

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The best part, you'll be overseeing an established client list that is already generating revenue for YOU. If you have sales experience, that's a big plus. If you have experience in media sales...even better, but not absolutely necessary. To apply, visit rooneymoon.com and click careers. We're looking to fill this position right away, so please don't wait. Visit rooneymoon.com and click "careers". Rooney Moon Broadcasting is an equal opportunity employer and a drug and alcohol-free workplace.

No recruitment sources requested notification of our job openings.

9 applications were received and 4 applicants were interviewed. 1 interviewee was referred by the NMBA job posting. 1 interviewee were referred by the rooneymoon.com job posting. 2 interviewees were referred by the on-air ad campaign. The successful candidate was referred by the on-air ad campaign.

Recruitment for Job Opening: BOARD OPERATOR

In September 2021, Rooney Moon Broadcasting had an opening for a part-time board operator. We used the following sources for recruitment:

- Online listing at www.nmba.org
- Online listing at www.rooneymoon.com
- On air recruitment schedule on KSEL AM/FM, KSMX-FM, KRMQ-FM

The following advertising copy was used for online recruitment sources:

Are you interested in working in a radio studio? Rooney Moon Broadcasting has an immediate opening for a part-time board operator. This is a studio position that requires flexible hours, including nights and weekends. Our local media company is, by far, the largest and most successful group on the High Plains and we're looking for a motivated candidate to fill this entry-level position. To apply, visit rooneymoon.com and click careers. We're looking to fill this position right away, so please don't wait. Visit rooneymoon.com and click "careers". Rooney Moon Broadcasting is an equal opportunity employer and a drug and alcohol-free workplace.

No recruitment sources requested notification of our job openings.

6 applications were received and 2 applicants were interviewed. Both interviewees were referred by the on-air ad campaign. The successful candidate was referred by the on-air ad campaign.

Recruitment for Job Opening: ACCOUNT EXECUTIVE

In February 2022, Rooney Moon Broadcasting had an opening for a full-time account executive. We used the following sources for recruitment:

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

The following advertising copy was used for online recruitment sources:

Do you like to make money? Are you a competitive type, who loves to learn, grow, and WIN? Rooney Moon Broadcasting has an immediate opening for a highly-motivated, super-confident, success-driven person to join our sales team. Our local media company is, by far, the largest and most successful group on the High Plains and our sales team is expanding to keep up with demand. That means we have room for a local account executive to join our team...right now. You'll work in a fun, family-first, creative atmosphere with a broadcast team that has been kickin' butt on the High Plains for two plus decades. The best part, you'll be overseeing an established client list that is already generating revenue for YOU. If you have sales experience, that's a big plus. If you have experience in media sales...even better, but not absolutely necessary. To apply, visit rooneymoon.com and click careers. We're looking to fill this position right away, so please don't wait. Visit rooneymoon.com and click "careers". Rooney Moon Broadcasting is an equal opportunity employer and a drug and alcohol-free workplace.

No recruitment sources requested notification of our job openings.

5 applications were received and 3 applicants were interviewed. 1 interviewee was referred by the All Access job posting. 2 interviewees were referred by the on-air ad campaign. The successful candidate was referred by the on-air ad campaign.

Duffy Moon
President
Rooney Moon Broadcasting

