

Rooney Moon Broadcasting 2018 Annual EEO Public File Report

This report covers KSMX-FM, KSEL-AM, KSEL-FM, and KRMQ-FM for the period June 1, 2017 through May 31, 2018. ***These stations are entitled to the small market exemption.***

Rooney Moon Broadcasting filled two 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 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 eleventh year of our scholarship program for graduating high school seniors in our listening area. The scholarship is based on the applicants overall involvement in and positive impact on the community. Rooney Moon Broadcasting aired announcements in April and May, 2018, on KSMX-FM encouraging students to visit our website to apply for the scholarship. During our application period, 34 applications were submitted, and were judged by an in-house panel. In May 2018, Rooney Moon Broadcasting presented the \$1200 scholarship check to a graduating Senior from Clovis 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 eleven employees to attend career enrichment seminars in June of 2017 at the New Mexico Broadcasters annual convention. 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 who attended two radio sales seminars, 5 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 its traffic manager to attend an online career enrichment seminar in July 2017, hosted by the Radio Advertising Bureau. The seminar was designed to train the traffic manager on co-op advertising and integration. This seminar allowed the attendee to acquire new skills that qualified her for advancement within the company.

Rooney Moon Broadcasting paid for four of its employees to attend an ongoing series of online career enrichment seminars, 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 Sales Manager and 3 sales employees. All seminars are designed to continue the education of broadcast professionals and increase their opportunity at advancement. The seminars were hosted on the following dates in 2017 and 2018:

- Sales continuing education webinar on July 12th, 2017: “working with auto dealers.”
- Sales continuing education webinar on Aug 2nd, 2017: “building relationships with clients.”
- Sales continuing education webinar on August 24th, 2017: “learning and utilizing coop.”
- Sales continuing education webinar on Sept 13th, 2017: “building the perfect sales person.”
- Sales continuing education webinar on Oct 24th, 2017: “service and renewal strategies for long term relationships.”
- Sales continuing education webinar on Feb 4th, 2018: “Better time management.”
- Sales continuing education webinar on April 9th, 2018: “confidence in closing.”
- Sales continuing education webinar on May 9th, 2018: “prospecting and proposals.”

Rooney Moon Broadcasting paid for its general manager to attend two online career enrichment seminars in October 2017, hosted by the New Mexico Broadcasters Association. The seminars were designed to train the general manager on the new, online public file system and to help her better understand EEO requirements for the radio group.

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.

Job Fair Participation:

Rooney Moon Broadcasting participated in a job fair hosted by Eastern New Mexico University on Wednesday, January 17th, 2018. 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 12th, 2018. 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 July 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
- Online listing at www.nmba.org
- Online listing at www.allaccess.com

No recruitment sources requested notification of our job openings.

9 applications were received and 3 interviews were conducted. Two interviewees were referred by advertisements on <http://www.nmba.org>. The third interviewee was referred by an on-air announcement on KSMX-FM. The successful candidate was referred by the on-air announcements on KSMX-FM.

Recruitment for Job Opening:

In August 2017, Rooney Moon Broadcasting had an opening for a full-time programming and promotions assistant. We used the following sources for recruitment:

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

No recruitment sources requested notification of our job openings.

11 applications were received and 3 interviews were conducted. All interviewees were referred by the on-air announcements. The successful candidate was referred by an on-air announcement on KSEL-FM.

Duffy Moon
President
Rooney Moon Broadcasting

