

## Rooney Moon Broadcasting 2020 Annual EEO Public File Report

This report covers KSMX-FM, KSEL-AM, KSEL-FM, and KRMQ-FM for the period June 1, 2019 through May 31, 2020. ***These stations are entitled to the small market exemption.***

Rooney Moon Broadcasting filled one full-time opening 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 our thirteenth 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, 2019, on KSMX-FM encouraging students to visit 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 2019, 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, one ENMU student participated in the program. The student interned with the stations' Sports Director. The intern spent approximately 5 to 10 hours per week on internship activities.

Rooney Moon Broadcasting paid for twelve employees to attend career enrichment seminars in June of 2019 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, 6 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 sales staff (3 employees) to attend a continuing education seminar, hosted by the New Mexico Broadcasters Association, in Ruidoso, NM, in November of 2019. It was a full day seminar designed to help account executives with sales and communications skills.

Rooney Moon Broadcasting paid for three of its employees to attend an ongoing series of online career enrichment seminars, hosted by the Swagger Institute in cooperation with the New Mexico Broadcasters Association. 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 2 sales employees. 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.

**Job Fair Participation:**

Rooney Moon Broadcasting participated in a job fair hosted by Eastern New Mexico University on Thursday, September 19<sup>th</sup>, 2019. 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 was scheduled to participate in a job fair hosted by Eastern New Mexico University on Friday, March 27<sup>th</sup>, 2020. The event was cancelled due to the statewide Health Order related to the Covid-19 pandemic.

Rooney Moon Broadcasting participated in several virtual job fairs hosted by the New Mexico Broadcasters Association. These virtual events are ongoing and were monitored by company staff with substantial input to the hiring of employees for Rooney Moon Broadcasting.

**Recruitment for Job Opening:**

In November 2019, 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](http://www.nmba.org)
- Online listing at [www.allaccess.com](http://www.allaccess.com)

The following advertising copy was used for online recruitment sources:

Are you an experienced sales executive? Our little 'ol radio station group is looking for our next big 'ol



salesperson to join what we believe to be the most successful media sales team on the High Plains (yeah, we're braggin'). We don't have jobs like this come available very often. This is a unique CAREER opportunity. It's full time and it can offer you a very good living. However, we're hoping to recruit you IF you have sales experience. It doesn't matter to us if you've sold radio, just that you have experience in working directly with decision makers. If you're confident, willing to learn, like working with people (you better be nice...grin), and excited to make a career move...apply today. Rooney Moon Broadcasting is an Equal Opportunity Employer. [openings@rooneymoon.com](mailto:openings@rooneymoon.com)

No recruitment sources requested notification of our job openings.

3 applications were received and 3 interviews were conducted. 2 interviewees were referred by the on-air announcements. 1 interviewee was a current employee of the company. The successful candidate was referred by the on-air announcements.

Duffy Moon  
President  
Rooney Moon Broadcasting

