



Pillsbury Winthrop Shaw Pittman LLP
1200 Seventeenth Street NW | Washington, DC 20036-3006 | tel 202.663.8000 | fax 202.663.8007

Joseph A. Cohen
tel: 202.663.8172
joseph.cohen@pillsburylaw.com

March 28, 2019

Via Upload to Public File

EEO Staff, Policy Division
Media Bureau
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554
Attn: Lewis Pulley

Re: **KASY-TV Licensee, LLC**
Response to February 2019 EEO Audit Letter
KWBQ(TV), Santa Fe, NM (Facility ID 76268)
KRWB-TV, Roswell, NM (Facility ID 84157)
KASY-TV, Albuquerque, NM (Facility ID 55049)

Dear Mr. Pulley,

The attached materials are submitted on behalf of KASY-TV Licensee, LLC, licensee of KWBQ(TV), Santa Fe, NM, in response to your EEO Audit Letter, dated February 14, 2019.

Please contact the undersigned if you have any questions concerning this matter.

Respectfully submitted,



Joseph A. Cohen

Attachments

Response of KASY-TV Licensee, LLC to February 14, 2019 Letter

KASY-TV Licensee, LLC, the licensee of KWBQ(TV), Santa Fe, NM (FAC ID 76268) hereby responds to the February 14, 2019 Letter (the “February 14 Letter”) from Lewis C. Pulley, Assistant Chief, Policy Division, Media Bureau, Federal Communications Commission. The February 14 Letter states that the station employment unit (“SEU”) for KWBQ(TV) has been selected for an audit of its EEO program. KWBQ(TV), KRWB-TV, Roswell, NM (FAC ID 84157), and KASY-TV, Albuquerque, NM (FAC ID 55049), constitute and SEU.¹

Question 3(a)

The KWBQ/KRWB/KASY website address is <https://www.krqe.com/new-mexico-cw-my50tv>. The SEU’s most recent public file report is properly linked to on its website. The SEU’s two most recent EEO Public File Reports are attached as Exhibit 1. The dates of each full-time hire listed in the EEO Public File Reports are as follows:

June 1, 2016 – May 31, 2017 Public File Report		
Position Number	Job Title	Hire Date
1	Account Manager	08/29/16
2	National Sales Manager	05/14/17

June 1, 2017 – May 31, 2018 Public File Report		
Position Number	Job Title	Hire Date
1	Account Executive	06/05/17
2	Account Executive	08/21/17
3	National Sales Manager	03/26/18

¹ The station employment unit operates under a shared services agreement with KRQE(TV), Albuquerque, NM (FAC ID 48575).

Question 3(b)

The responsive materials are attached as Exhibit 2. No entities requested that the SEU notify it of all job openings during the reporting period. Copies of all notices sent to all sources used have been retained pursuant to Section 73.2080(c)(5)(iii) of the Commission's Rules. The SEU did not air job announcements.

Question 3(c)

The number of interviewees for each vacancy and the referral source for each interviewee are listed in the two EEO Public File Reports attached as Exhibit 1.

Question 3(d)

The SEU employs 6 full-time employees and is located in a market with more than 250,000 people. Therefore, the SEU must perform two recruitment initiatives during each two-year period. The SEU's EEO recruitment initiatives are described in the attached EEO Public File Reports and supporting documentation is included as Exhibit 3.

Question 3(e)

There were no EEO complaints filed during the current license term.

Question 3(f)

Managers are expected to ensure that equal employment opportunity is afforded to all applicants for positions within the SEU and to all employees to ensure that the SEU will recruit, hire, train, promote, and compensate persons in all jobs without regard to race, color, religion, sex, sexual orientation, marital status, familial status, age, national origin, ancestry, physical or mental disability, military and/or protected veteran status, citizenship status, genetic information, or any other characteristic protected by federal, state, or local law.

The SEU informs prospective employees of the existence of its equal employment opportunity policy and makes available to them such elements of the policy as will enable them to know of and to avail themselves of its benefits. The equal employment opportunity policy is discussed in any new employee and supervisor orientation and is posted on bulletin boards.

Question 3(g)

The SEU keeps a list of all full-time vacancies each year, by job title, as well as a list of all organizations sent information on job vacancies. Dated copies of advertisements, letters, faxes, and e-mails announcing job vacancies are also maintained. Furthermore, each year a report is created for and placed into each station's public file and posted to each station's website on the anniversary date of the filing of the stations' license renewal application. The SEU also tracks how applicants hear of job openings.

Question 3(h)

It is the policy of the SEU to provide equal employment opportunity to all qualified persons, and to recruit, hire, train, promote, and compensate persons in all jobs without regard to race, color, religion, sex, sexual orientation, marital status, familial status, age, national origin, ancestry, physical or mental disability, military and/or protected veteran status, citizenship status, genetic information, or any other characteristic protected by federal, state, or local law. The SEU periodically reviews its processes to ensure that its practices are adequate and nondiscriminatory.

To ensure that there is equal opportunity within employment practices and no discriminatory effects, the SEU upgrades and promotes on the basis of abilities, skills, and experience. It also ensures that minority and women employees who are qualified are considered for promotion. In making promotion decisions, supervisors and other appropriate personnel

ensure that promotions are based on valid occupational qualifications. In addition, when vacancies occur, supervisors and other appropriate personnel make positive efforts to affect transfers of minority and women employees.

Question 3(i)

The Licensee is not a religious broadcaster.



John S. Viall
Manager, KASY-TV Licensee, LLC

EXHIBIT 1

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period of
June 1, 2016 – May 31, 2017

1) Employment Unit: KASY-TV LICENSEE, LLC Albuquerque, NM

2) Unit Members (Stations & Communities of License):

KWBQ, Santa Fe, NM
KASY, Albuquerque, NM
KRWB, Roswell, NM

3) EEO Contact Information for Unit Member:

Mailing Address: 13 Broadcast Plaza SW Albuquerque, NM 87104	Telephone Number: (505)243-2285
Contact Person: Marilyn Painter	E-mail: marilyn.painter@kwbq.com

4) List all Full-Time Job Vacancies **filled by** each station in the Employment Unit:

	Job Title	Station	Recruitment Source Referring Hiree
1	Account Manager	KWBQ	Employee Referral
2	National Sales Manager	KWBQ	Employee Referral

5) Recruitment Source List

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number	# of Interviewees Referred by this Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source was Utilized
KWBQ Job Bank (newmexicoscw.tv)	Erika Gonzales	13 Broadcast Plaza SW, Albuquerque, NM 87104, 505-764- 5289, www.krge.com	1	N	1, 2
KASY Job Bank (my50TV.com)	Erika Gonzales	13 Broadcast Plaza SW, Albuquerque, NM 87104, 505-764- 5289, www.krge.com	0	N	1, 2
TV and Radio Jobs	Michael Madden	27034 Helmond Drive, Calabasas, CA 91301, (818)879-0858, www.tvandradiojobs.com	0	N	1, 2
New Mexico Broadcasters Association	Paula Maes	Job Bank, 2333 Wisconsin NE, Albuquerque, NM 87110, 505-881- 4444, www.nmba.org	0	N	1, 2
University of New Mexico Communications & Journalism	Gregoria Cavazos	1 University of New Mexico, Albuquerque, NM 87131, cjavise@unm.edu, 505-277-1903 (via NMBA) 1	0	N	1, 2
Medialine	Mark Shilstone	PO Box 51909, Pacific Grove, CA 93950, 800-237-8073 (via NMBA) 1	0	N	1, 2
John Marshall Multi Service Center	Timo Alvidrez	1500 Walter SE, Albuquerque, NM 87102, 505-848-1345 (via NMBA) 1	0	N	1, 2
University of New Mexico Office of Career Services	Mary Montano	MSC063710, One University of New Mexico, Albuquerque, NM 87131, 505-277-2531, jobpost@unm.edu (via NMBA) 1	0	N	1, 2

1 When a recruitment source noted "via NMBA" was used, the source was notified of job opening(s) through a group service provided by the New Mexico Broadcasters Association.

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number	# of Interviewees Referred by this Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source was Utilized
Collins College	Elizabeth Bakken	1140 South Priest Drive, Tempe, AZ 85281, 480-446-1111, ebakken@collinscollege.edu (via NMBA) ¹	0	N	1, 2
Eastern New Mexico University Roswell Campus	Stephanie Herrera	PO Box 6000, Roswell, NM 88202, 575-624-7032, stephanie.herrera@roswell.enmu.edu (via NMBA) ¹	0	N	1, 2
San Juan College	Sandy Labato	4601 College Blvd., Farmington, NM 87402, 505-566-3579, lobatosa@sanjuancollege.edu (via NMBA) ¹	0	N	1, 2
National Association of Hispanic Journalists	Anna Lopez	PO Box 226722, 529 14 th Street, NW, Washington, DC 20045, 202-662-7145, jobbank@nahj.org (via NMBA) ¹	0	N	1, 2
Western New Mexico University Career Services	Vanessa Stromman	1000 W. College St., Silver City, NM 88062, 575-538-6277, vanessa.stroman@wnmu.edu (via NMBA) ¹	0	N	1, 2
Eastern New Mexico University	Margaret Kirby	1200 W. University, Portales, NM 88130, 505-562-1011, janet.roehl@enmu.edu (via NMBA) ¹	0	N	1, 2
Women's Housing Coalition	Angle Ludl	3005 San Pedro NE, Albuquerque, NM 87110, whcabq@att.net 505-884-8856 (via NMBA) ¹	0	N	1, 2
University of New Mexico	Leslye Ellison	Student Services Center, #220, Albuquerque, NM 87131, (505)277-2531, job12ost@unm.edu (via NMBA) ¹	0	N	1, 2
African American Cultural Association	Lovie McGee	PO Box 18043, Albuquerque, NM 87185, (505)299-7910, lovejll@aol.com (via NMBA) ¹	0	N	1, 2

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number	# of Interviewees Referred by this Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source was Utilized
Eastern New Mexico University	Sean Moore	KENW-TV Station 52, Portales, NM 88130, (505)562-2112, sean.moore@enmu.edu (via NMBA)	0	N	1, 2
University of New Mexico	Richard Schaefer	Communications & Journalism Building, #235W, Albuquerque, NM 87131, (505)277-9556, schaefer@unm.edu (via NMBA)	0	N	1, 2
San Juan Basin Technical College	Tony Corona	PO Box 970, Cortez, CO 81321, 970- 565-8457, tcorona@ajbtc.edu (via NMBA)	0	N	1, 2
UNM El Centro de la Raza	Veronica Mendez- Cruz	Mesa Vista Hall #1153, MSC 06 3830, 1 University of New Mexico, Albuquerque, NM, 87131, (505)277- 5020, elcentro@unm.edu (via NMBA) ¹	0	N	1, 2
Sacco & Associates	Stacy Sacco	1201 Cannonade Ct. SE, Albuquerque, NM 87123, 505-489- 2311, stacy@sasacco.com (via NMBA) ¹	0	N	1, 2
Community Cable Channel 27	John Ortiz	415 Tijeras NW, Albuquerque, NM 87102, 505-243-0027, john@quote- unquote.org (via NMBA)	0	N	1, 2
LULAC National Educational Service Centers, Inc.		2000 L. Street NW, Suite 610, Washington, DC 20036, 202-835- 9646, jmoya@lnesc.org (via NMBA) ¹	0	N	1, 2
National Alliance of State Broadcasters Associations	Suzan Strong	2333 Wisconsin NE, Albuquerque, NM 87110, 505-881-4444, www.careerpage.org	0	N	1, 2
Santa Fe Community College	Patty Armstrong	6401 Richards Ave., Santa Fe, NM 87508, patty.armstrong@sfcc.edu, 505- 428-1406	0	N	2

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number	# of Interviewees Referred by this Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source was Utilized
TVJobs	Mark Holloway	PO Box 4116, Oceanside, CA 92052, 800-374-0119, www.tvjobs.com	0	N	1, 2
Communications & Journalism, University of New Mexico	Gregoria Cavazos	Albuquerque, NM 87131, 50-277- 1903, cladvise@unm.edu (via NMBA) ¹	0	N	1, 2
Social Media (Face Book Post & Twitter)	Paulette Mastio	13 Broadcast Plaza, SW, Albuquerque, NM 87104, 505-998- 5539, paulette.mastio@krqe.com	0	N	1, 2
Albuquerque Publishing Company (The Journal)	LaVondria Mims	7777 Jefferson NE, Albuquerque, NM 87103, 505-823-7777, lmims@al:1q:1ubco.com	3	N	1
Employee Referral			3	N	1, 2

6) **Total # of Interviewees Referred:** for the period from June 1, 2016 through May 31, 2017, this Employment Unit interviewed [7] applicants for full-time job vacancies.

7) Supplemental Recruitment Initiatives:

DATE	TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY	No. of Station Participants	PARTICIPANT TITLE	POINTS
6/03/16	Establishment of training program for station personnel	2016 New Mexico Broadcaster's Association Summer Convention offered informative sales seminars such as Prospecting that Pays and Selling Sports Sponsorships. Participants received guidance on proactively preparing a sales strategy and how to successfully approach prospects, and keep them. Followed by helpful tips and techniques to be more productive and how to keep yourself organized as sales professional.	6	Account Executive Local Sales Manager	1.00
07/25/16	Participation in Job Banks, internet programs and other programs designed to promote outreach	A virtual job fair co-sponsored by the New Mexico Broadcasters Association and this employment unit every quarter. Applicants have the ability to post their resume & apply directly online.	2	Sales Manager Business Administrator	1.00
11/15/16	Participation in other activities designed by the station employment unit	Station Tours are offered to high school & college students throughout the year during business hours whereby an employee will take the students throughout the station and visit different departments from sales, commercial production, promotion & master control, and describe various job duties as it relates to careers in broadcasting, and internship opportunities.	1	Promotion Assistant	1.00
2/13/17	Participation in Job Banks, internet programs and other programs designed to promote outreach	A virtual job fair co-sponsored by the New Mexico Broadcasters Association and this employment unit every quarter. Applicants have the ability to post their resume & apply directly online.	2	Sales Manager Business Administrator	1.00
		TOTAL POINTS OVER REPORTING PERIOD			4

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period of June 1, 2017 – May 31, 2018

1) **Employment Unit:** KASY-TV LICENSEE, LLC

2) **Unit Members (Stations & Communities of License):**

KWBQ, Santa Fe, NM
KASY, Albuquerque, NM
KRWB, Roswell, NM

3) **EEO Contact Information for Unit Member:**

Mailing Address: 13 Broadcast Plaza SW Albuquerque, NM 87104	Telephone Number: (505)243-2285
Contact Person: Taunya Tourville-Bennett	E-mail: taunya.tourville@kwbq.com

4) **List all Full-Time Job Vacancies filled by each station in the Employment Unit:**

	Job Title	Station	Recruitment Source Referring Hiree
1	Account Executive	KASY	Employee Referral
2	Account Executive	KASY	Employee Referral
3	National Sales Manager	KASY	Employee Referral

5) Recruitment Source List:

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number	# of Interviewees Referred by this Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source was Utilized
KWBQ Job Bank (newmexicoscw.tv)	Erika Gonzales	13 Broadcast Plaza SW Albuquerque, NM 87104 505-764-5289 www.krge.com	3	N	1, 2, 3
602 Communications	Graeme Newell	1011 Lyndhurst Falls Lane Knightdale, NC 27545 602-954-8373, gnewell@tv602b.wpengine.com	0	N	1, 2
TV and Radio Jobs	Michael Madden	27034 Helmond Drive Calabasas, CA 91301 818-879-0858 www.tvandradijobs.com	0	N	1, 2, 3
New Mexico Broadcasters Association	Paula Maes	Job Bank 2333 Wisconsin NE Albuquerque, NM 87110 505-881-4444 www.nmba.org	0	N	1, 2, 3
University of New Mexico Communications & Journalism	Gregoria Cavazos	1 University of New Mexico Albuquerque, NM 87131 cjadvise@unm.edu 505-277-1903 (via NMBA) ¹	0	N	1, 2, 3
Medialine	Mark Shilstone	PO Box 51909 Pacific Grove, CA 93950 800-237-8073 medialine@medialine.com (via NMBA) ¹	0	N	1, 2, 3
John Marshall Multi Service Center	R. Sandler	1500 Walter SE Albuquerque, NM 87102 505-848-1345 rshandler@cabq.gov (via NMBA) ¹	0	N	1, 2, 3

¹ When a recruitment source noted "via NMBA" was used, the source was notified of job opening(s) through a group service provided by the New Mexico Broadcasters Association.

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number	# of Interviewe es Referred by this Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source was Utilized
Collins College	Elizabeth Bakken	1140 South Priest Drive Tempe, AZ 85281 480-446-1111 ebakken@collinscollege.edu (via NMBA) ¹	0	N	1, 2, 3
Albuquerque Indian Center	Antoinette Fontenelle	105 Texas SE Albuquerque, NM 87108 505-268-4418 toni_m629@hotmail.com (via NMBA) ¹	0	N	1, 2, 3
San Juan College	Sandy Labato	4601 College Blvd. Farmington, NM 87402 505-566-3579 lobatosa@sanjuancollege.edu (via NMBA) ¹	0	N	1, 2, 3
National Association of Hispanic Journalists	Anna Lopez	PO Box 226722 529 14 th Street, NW Washington, DC 20045 202-662- 7145 jobbank@nahj.org (via NMBA) ¹	0	N	1, 2, 3
Eastern New Mexico University	Margaret Kirby	1200 W. University Portales, NM 88130 505-562-1011 janet.roehl@enmu.edu (via NMBA) ¹	0	N	1, 2, 3
Women's Housing Coalition	Angie Ludi	3005 San Pedro NE Albuquerque, NM 87110 whcabq@att.net 505-884-8856 (via NMBA) ¹	0	N	1, 2, 3
University of New Mexico	Madeline Richards	Student Services Center #220 Albuquerque, NM 87131 505-277- 2531 jobpost@unm.edu (via NMBA) ¹	0	N	1, 2, 3

¹ When a recruitment source noted "via NMBA" was used, the source was notified of job opening(s) through a group service provided by the New Mexico Broadcasters Association.

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number	# of Interviewees Referred by this Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source was Utilized
Eastern New Mexico University	Sean Moore	KENW-TV Station 52 Portales, NM 88130 (505)562-2112 sean.moore@enmu.edu (via NMBA) ¹	0	N	1, 2, 3
African American Cultural Association	Lovie McGee	PO Box 18043 Albuquerque, NM 87185 (505)299-7910 lovejll@aol.com (via NMBA) ¹	0	N	1, 2, 3
University of New Mexico	Richard Schaefer	Communications & Journalism Building #235W Albuquerque, NM 87131 (505)277-9556 schaefer@unm.edu (via NMBA) ¹	0	N	1, 2, 3
San Juan Basin Technical College	Tony Corona	PO Box 970 Cortez, CO 81321 970-565-8457 tcorona@ajbtc.edu (via NMBA) ¹	0	N	1, 2, 3
UNM El Centro de la Raza	Veronica Mendez- Cruz	Mesa Vista Hall #1153 MSC 06 3830 1 University of New Mexico Albuquerque, NM, 87131 505-277-5020 elcentro@unm.edu (viaNMBA) ¹	0	N	1, 2, 3
Sacco & Associates	Stacy Sacco	1201 Cannonade Ct. SE Albuquerque, NM 87123 505-489-2311 stacy@sasacco.com (via NMBA) ¹	0	N	1, 2, 3
Community Cable Channel 27	John Ortiz	415 Tijeras NW Albuquerque, NM 87102 505-243-0027 john@quote-unquote.org (via NMBA) ¹	0	N	1, 2, 3

¹ When a recruitment source noted "via NMBA" was used, the source was notified of job opening(s) through a group service provided by the New Mexico Broadcasters Association.

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number	# of Interviewees Referred by this Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source was Utilized
TVJobs	Mark Holloway	PO Box 4116 Oceanside, CA 92052 800-374-0119 www.tvjobs.com	2	N	1, 2, 3
LULAC National Educational Service Centers, Inc.	J. Moya	2000 L. Street NW, Suite 610 Washington, DC 20036 202-835-9646 jmoya@lneasc.org (via NMBA)	0	N	1, 2, 3
National Alliance of State Broadcasters Associations	Suzan Strong	2333 Wisconsin NE Albuquerque, NM 87110 505-881-4444 www.careerpage.org	0	N	1, 2, 3
Social Media (Face Book Post & Twitter)	Paulette Mastio	13 Broadcast Plaza, SW Albuquerque, NM 87104 505-998-5539 paulette.mastio@krqe.com	1	N	1, 2, 3
Employee Referral			13	N	1, 2, 3

¹ When a recruitment source noted "via NMBA" was used, the source was notified of job opening(s) through a group service provided by the New Mexico Broadcasters Association.

- 5) **Total # of Interviewees Referred:** for the period from June 1, 2017 through May 31, 2018, this Employment Unit interviewed [19] applicants for full-time jobvacancies.

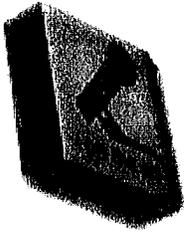
6) Supplemental Recruitment Initiatives:

DATE	TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY	No. of Station Participants	PARTICIPANT TITLE	POINTS
6/02/17	Establishment of training program for station personnel	SEU station personnel attended the 2017 New Mexico Broadcaster's Association Summer Convention on June 2. An informative sales seminar, "Simple Steps to Making Magic in your Sales Career for account executives & managers. Participants learned creative approaches in prospecting, new business development and building better relationships with clients.	1	Account Executive	1.00
6/02/17	Establishment of training program for station personnel	SEU station personnel attended the 2017 New Mexico Broadcaster's Association Summer Convention on June 2. An informative sales seminar, Auto Advertising & Broadcast Mobile Marketing for account executives & managers. The guest speaker broke the silence on why average car buyers make just two visits to dealerships, but one in four purchasers use mobile every day to research vehicles. A panel discussion lead to why ad dollars keep migrating to mobile.	3	Account Executive Account Executive Sales Manager	1.00
6/07/17	Participation in events or programs sponsored by educational institutions	The SEU spoke to Eldorado High School students of the D.E.C.A Program on June 7, about the media industry, specifically the TV aspects of selling commercial advertising and shared work experiences as a sales account executive.	1	Account Executive	0.25

6/19/17	Participation in Job Banks, internet programs and other programs designed to promote outreach	A virtual job fair scheduled the week of June 19 - 23, and co-sponsored by the New Mexico Broadcasters Association and the SEU. Applicants are driven to the NMBA website via station promotion venues such as social media or a mention during the SEU's news programs. Applicants may apply for television broadcast positions offered by the SEU.	2	Sales Manager Business Administrator	1.00
6/21/17	Establishment of training program for station personnel	SEU account executives participated in a webinar hosted by P1 Learning on June 21. Participants learned how to deal with day-to-day objections, such as "your proposal is too expensive", "I don't advertise, I only use word of mouth". Objections are a natural part of the sales process. AE's will learn how to deal with objections & focus on best practices.	2	Account Executive	1.00
11/08/17	Establishment of training program for station personnel	SEU account executive participated in a webinar, Promotion from Within hosted by P1 Learning on November 18. Participants were offered techniques in how to be recognized by bosses & colleagues, learn how to take it to the next level to impress the right folks & working hard to get that promotion in the future.	1	Account Executive	1.00
12/4/17	Participation in Job Banks, internet programs and other programs designed to promote outreach	A virtual job fair scheduled the week of December 4 - 8, and co-sponsored by the New Mexico Broadcasters Association and the SEU. Applicants are driven to the NMBA website via station promotion venues such as social media or a mention during the SEU's news programs. Applicants may apply for television broadcast positions offered by the SEU.	2	Sales Manager Business Administrator	1.00

1/19/18	Provision of training to personnel of unaffiliated non-profit organizations	On January 19, Central New Mexico Community College invited the SEU's GM to speak to college students enrolled in the School of Adult & General Education (SAGE) about innovative leadership & communication skills in an effort to promote professional growth & development. Other topics included careers in broadcasting along with a tour of the broadcast facility.	1	General Manager	1.00
2/26/18	Participation in Job Banks, internet programs and other programs designed to promote outreach	A virtual job fair scheduled the week of February 26 - March 2, and co-sponsored by the New Mexico Broadcasters Association and the SEU. Applicants are driven to the NMBA website via station promotion venues such as social media or a mention during the SEU's news programs. Applicants may apply for television broadcast positions offered by the SEU.	1	Sales Manager Business Administrator	1.00
4/17/18	Participation in other activities designed by the station employment unit	A broadcast station tour offered by the SEU to Hope Christian High School on April 17. Students visited various departments from sales, commercial production, master control, and news and gained a thorough description about job responsibilities & duties as it relates to careers in broadcasting, and internship opportunities.	1	Community Relations Manager	1.00
5/07/18	Participation in Job Banks, internet programs and other programs designed to promote outreach	A virtual job fair scheduled the week of May 7 - 11, and co-sponsored by the New Mexico Broadcasters Association and the SEU. Applicants are driven to the NMBA website via station promotion venues such as social media or a mention during the SEU's news programs. Applicants may apply for television broadcast positions offered by the SEU.	2	Sales Manager Business Administrator	1.00
TOTAL POINTS OVER REPORTING PERIOD					10.25

EXHIBIT 2



TVandRadioJobs.com

Google™

This is the ONLY broadcasting school
TVandRadioJobs recommends.

The Secret to
Becoming a
Radio
Broadcaster?

[Home](#) > [Main Menu](#) > [Television](#)

Preview of Your Ad

Your new ad will appear as displayed below. Your ad contains approximately 133 words and will appear in 1 categories. If you are satisfied with the appearance of your ad, please click on the "Post My Ad" button to place your ad. If you would like to make changes to your ad, please click on the "Go Back" button below or use your browser's "Back" function to go back to the Add form and make your desired changes.

Search
TVandRadioJobs.com

[Browse ALL Ads](#)

[Advanced Search](#)

Posting

[Post Ads](#)

[Modify Ads](#)

[Delete Ads](#)

Big Picture

[Forum](#)

[Main Menu](#)

Account Executive

Categories: Television	Date: 05/27/2016
Contact: KWBQ-TV Albuquerque, NM 87104	Posted: Telephone: E-Mail: erika.gonzales@krqe.com
Web Site: http://www.kwbq.com	

Description

New Mexico's CW and MY 50 Television stations are seeking dynamic, energetic and aggressive Account Managers to join our sales & marketing team in Albuquerque, NM.

In this position, you will be responsible for generating local television revenue, new media revenue, selling special projects and developing new business relationships for KASY-TV, LLC.

Ideal candidates must have strong presentation & communication skills, knowledge of computers and be able to prioritize and manage multiple tasks. Some sales experience is preferred. You must have a valid driver license, automobile insurance and an acceptable driving record.

If you are a team player with a "can do" attitude, submit your resume & letter of interest to erika.gonzales@krqe.com.

No phone calls, please!

The application deadline is open until the position is filled.

** EOE/Minorities/Females/Veterans/Disabled **

[Post My Ad](#)

[<< Go Back](#)

Sports Broadcasting School

"If you've never worked in sports broadcasting before, these guys will get you the necessary experience and training you'll need for your first job. Strongly recommended".

**Request Any Service or Product
You'd Like to See On This Site**



**"Need reliable, inexpensive hosting?
This site trusts Hostgator"**

Mike Patrick -webmaster

TVandRadioJobs.com

[Terms of Use](#) | [Privacy Statement](#)

Content copyright © 2000-2008 TVandRadioJobs.com. All rights reserved.

Please send your questions, comments, or bug reports to the [Webmaster](#).

Powered by e-Classifieds.net. Copyright © 1995-2000 Hagen Software Inc. All rights reserved.

Gonzales, Erika

From: suzanstrong@nmba.org
Sent: Monday, April 10, 2017 5:27 PM
To: Gonzales, Erika
Subject: CONFIRMATION: NMBA Job Posting: National Sales Manager

Your job for National Sales Manager has been posted to the NMBA Job Bank. The listing is below. If you need to further edit this listing, please log on to our NMBA Members section.

Job Offered by: KASY Licensee/Tamer
National Sales Manager
Posting Date: 2017-04-10
Closing Date: 2017-05-10

Job Description:

New Mexico's CW and My50 Television stations located in Albuquerque, NM are searching for a top notch National Sales Manager.

JOB SUMMARY: The National Sales Manager is part of a highly driven team, self-motivated individual who is and success oriented to facilitate revenue generating negotiations with clients, firms and national advertising agencies.

Principal Duties & Responsibilities:

- Develop client relationships, contact key accounts, handling clients at various stages in the sales cycle including account updates, weekly projections and forecast of future advertising.
- Development of all national account sales plans including the promotions, programs and training required to meet the annual growth objective. Monitor sales results and implement corrective actions as needed throughout the year.
- Establish and maintain good relationships with rep firms.
- Develop short and long range plans for revenue growth.
- Generate packages, negotiate advertising rates, and create oral and written presentations.
- Monitor accounts receivables.
- Establish effective relationships and collaborate with other departments to address key business opportunities.

Qualifications:

Specialized Knowledge/Skills/Abilities:

- Strong oral, problem solving, communication, writing, and presentation skills.
- Excellent communication and negotiation skills.
- Well organized, professional demeanor, high energy and attention to detail.
- Must be confident, flexible, multi-tasker, and be able to work independently.

Education/Experience: Minimum three (3) years broadcast television sales experience is required. Bachelor's degree in Sales/Marketing or equivalent is preferred.

Training/Equipment: Strong Microsoft Office skills including Word, Advanced Excel, and PowerPoint. Knowledge of Nielsen, Wide Orbit, and One Domain preferred.

Other Requirements:

Work Environment/Mental/Physical Requirements: High stress environment with deadline pressures. Travel and long work hours may be required. A valid driver's license, state mandated automobile insurance and an acceptable driving record are also required.

Send Resume to:

To express your interest forward your cover letter & resume to salesjob@krqe.com. In addition, you will need to apply through the Nexstar website before being considered for this position at https://nexstar.hua.hrsmart.com/ats/view_requisition.php?requisition_id=4685.

NOTE: This job description contains basic requirements for the position and is NOT intended to be a complete list of responsibilities other duties may be assigned.

Job posted by an EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

[Log in to Edit](#) | [View NMBA Job Bank](#) | [Log in for EEO Recruitment List](#)

Gonzales, Erika

From: jobs@tvjobs.com
Sent: Tuesday, May 30, 2017 12:51 PM
To: Gonzales, Erika
Subject: TVJobs.com - Account Executive position posted

JOB POSTING NOTIFICATION FROM TVJOBS

Erika Gonzales,

The "Account Executive" position for KASY was just posted in the Job Center and is now available on-line ...

Station : KASY
Position : Account Executive
Category : Sales - Account Executive
Database : Television
Job ID : TVJ#34310645
Posted : 5/30/2017
Expires : 6/30/2017
Status : Non-Registered Employer - New Job Listing
Ad Text :

Account Executive

New Mexico's CW & My 50 Television stations are seeking dynamic & aggressive Account Executives to join our sales & marketing team in Albuquerque, NM. In this position you will work within the established sales department guidelines to increase sales volume with assigned accounts, aggressively seeks new customers for both TV and Digital business, executes plans and strategies set forth by sales management, maintains awareness of the competition, and visibility in the community. Some sales experience is preferred.

Essential Duties & Responsibilities:

- Implements strategies to consistently grow revenue and exceed revenue goals.
- Establishes credible relationships with local business community.
- Makes sales calls on existing and prospective clients.
- Maintains assigned accounts and develops new accounts.
- Prepares and delivers sales presentations to clients.
- Explains to customers how specific types of advertising will help promote their products or services in the most effective way possible.
- Provides clients with information regarding rates for advertising placement on television and digital platforms.
- Works with clients and station personnel to develop advertisements.
- Performs other duties as assigned.

To view more information about the requisition, please click on the action link below:
https://nexstar.hua.hrsmart.com/ats/view_requisition.php?requisition_id=5167

The application deadline is open until the position has been filled.

Gonzales, Erika

From: suzanstrong@nmba.org
Sent: Wednesday, February 21, 2018 4:23 PM
To: Gonzales, Erika
Subject: CONFIRMATION: NMBA Job Posting: National Sales Manager

Your job for National Sales Manager has been posted to the NMBA Job Bank. The listing is below. If you need to further edit this listing, please log on to our NMBA Members section.

Job Offered by: KASY Licensee/Tamer
National Sales Manager
Posting Date: 2018-02-21
Closing Date: 2018-03-21

Job Description:

New Mexico's CW and My50 Television stations located in Albuquerque, NM are searching for a top notch National Sales Manager.

JOB SUMMARY: The National Sales Manager is part of a highly driven team, self-motivated individual who is and success oriented to facilitate revenue generating negotiations with clients, firms and national advertising agencies.

Principal Duties & Responsibilities:

- Develop client relationships, contact key accounts, handling clients at various stages in the sales cycle including account updates, weekly projections and forecast of future advertising.
- Development of all national account sales plans including the promotions, programs and training required to meet the annual growth objective. Monitor sales results and implement corrective actions as needed throughout the year.
- Establish and maintain good relationships with rep firms.
- Develop short and long range plans for revenue growth.
- Generate packages, negotiate advertising rates, and create oral and written presentations.
- Monitor accounts receivables.
- Establish effective relationships and collaborate with other departments to address key business opportunities.

Qualifications:

Specialized Knowledge/Skills/Abilities:

- Strong oral, problem solving, communication, writing, and presentation skills.
- Excellent communication and negotiation skills.
- Well organized, professional demeanor, high energy and attention to detail.
- Must be confident, flexible, multi-tasker, and be able to work independently.

Education/Experience: Minimum three (3) years broadcast television sales experience is required. Bachelor's degree in Sales/Marketing or equivalent is preferred.

Training/Equipment: Strong Microsoft Office skills including Word, Advance Excel, and PowerPoint. Knowledge of Nielsen, Wide Orbit, and One Domain preferred.

Work Environment/Mental/Physical Requirements: High stress environment with deadline pressures. Travel and long work hours may be required. A valid driver's license, state mandated automobile insurance and an acceptable driving record are also required.

Other Requirements:

NOTE: This job description contains basic requirements for the position and is NOT intended to be a complete list of responsibilities other duties may be assigned.

Send Resume to:

To Apply, submit your resume online at
<https://nexstar.hua.hrsmart.com/hr/ats/Posting/view/7164>.

The application deadline is open until the position has been filled.

Job posted by an EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

[Log in to Edit](#) | [View NMBA Job Bank](#) | [Log in for EEO Recruitment List](#)

EXHIBIT 3

Participation in Job Fairs



Bill Anderson
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: Job Fair Participation week of Jul 25, 2016

Aug 01, 2016

Dear Bill Anderson,

Thank you for participating in our Broadcasters Virtual Job Fair the week of Jul 25, 2016. The hiring agent of record was Bill Anderson and the stations that participated were: KASY/KWBQ .

Please keep this letter for your records.

Thank you again for participating in the Broadcasters Virtual Job Fair.

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110



KASY Licensee
13 Broadcast Plaza, SW
Albuquerque, NM

RE: New Mexico Job Fair Participation, Feb 13, 2017

Feb 20, 2017

Dear William Anderson,

Thank you for participating in the New Mexico's Broadcasters Virtual Job Fair the week of Feb 13, 2017. Your hiring agent of record was William Anderson and the stations that participated were: New Mexico's CW (KWBQ) and My50-TV (KASY).

Please keep this letter for your records.

Thank you again for participating in the Broadcasters Virtual Job Fair.

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110



KASY Licensee
13 Broadcast Plaza SW
Albuquerque, NM

RE: New Mexico Job Fair Participation, Jun 19, 2017

Jun 26, 2017

Dear Erika Gonzales,

Thank you for participating in the New Mexico's Broadcasters Virtual Job Fair the week of Jun 19, 2017. Your hiring agent of record was Erika Gonzales and the stations that participated were: New Mexico's CW (KWBQ) / My50-TV (KASY).

This job fair included the position of **Account Executive** posted on 2017-05-25.

Please keep this letter for your records.

Thank you again for participating in the Broadcasters Virtual Job Fair.

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110

Erika Gonzales
Business Administrator



Bill Anderson
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: Job Fair Participation week of Dec 04, 2017

Dec 11, 2017

Dear Bill Anderson,

Thank you for participating in our Broadcasters Virtual Job Fair the week of Dec 04, 2017. The hiring agent of record was Bill Anderson and the stations that participated were: KASY/KWBQ-TV.

Please keep this letter for your records.

Thank you again for participating in the Broadcasters Virtual Job Fair.

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110

Erika Gonzales
Business Administrator

A handwritten signature in black ink, appearing to read "Erika Gonzales", is written over the typed name and title of the Business Administrator.



Bill Anderson, GM
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: Job Fair Participation week of Feb 26, 2018

Mar 05, 2018

Dear Bill Anderson, GM,

Thank you for participating in our Broadcasters Virtual Job Fair the week of Feb 26, 2018. The hiring agent of record was Bill Anderson, GM and the stations that participated were: KASY-TV and KWBQ-TV.

This job fair included the position of **National Sales Manager** posted on 2018-02-21.

Please keep this letter for your records.

Thank you again for participating in the Broadcasters Virtual Job Fair.

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110



Taunya Tourville-Bennett
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: Job Fair Participation week of May 07, 2018

May 14, 2018

Dear Taunya Tourville-Bennett,

Thank you for participating in our Broadcasters Virtual Job Fair the week of May 07, 2018. The hiring agent of record was Taunya Tourville-Bennett and the stations that participated were: KASY/KWBQ.

Please keep this letter for your records.

Thank you again for participating in the Broadcasters Virtual Job Fair.

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110

Erika Gonzales
Business Administrator

Participation by Employees in Training Programs



Bob Clark
6 Lillian Dr, No. Reading, MA 01864
Albuquerque, NM 87199

RE: 2016 Convention

Jun 13, 2016

Dear Bob Clark,

Thank you for participating in **Prospecting that Pays** .

2pm

Bottom line: most salespeople detest, and therefore, avoid prospecting. This session will help even those that are uncomfortable with the process implement a methodology that not only creates sales opportunities, but is also enjoyable (really!). It will provide guidance on proactively preparing a sales strategy each month and determining your individual "magic prospecting number" to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those that sell, and those that lead sales teams.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the 2016 Convention .

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St, NE
Albuquerque, NM 87110



Pepper Poole
6 Lillian Dr, No. Reading, MA 01864
Albuquerque, NM 87199

RE: 2016 Convention

Jun 13, 2016

Dear Pepper Poole,

Thank you for participating in **Prospecting that Pays** .

2pm

Bottom line: most salespeople detest, and therefore, avoid prospecting. This session will help even those that are uncomfortable with the process implement a methodology that not only creates sales opportunities, but is also enjoyable (really!). It will provide guidance on proactively preparing a sales strategy each month and determining your individual "magic prospecting number" to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those that sell, and those that lead sales teams.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the 2016 Convention .

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St, NE
Albuquerque, NM 87110



Roberta Barajas
6 Lillian Dr, No. Reading, MA 01864
Albuquerque, NM 87199

RE: 2016 Convention

Jun 13, 2016

Dear Roberta Barajas,

Thank you for participating in **Prospecting that Pays** .

2pm

Bottom line: most salespeople detest, and therefore, avoid prospecting. This session will help even those that are uncomfortable with the process implement a methodology that not only creates sales opportunities, but is also enjoyable (really!). It will provide guidance on proactively preparing a sales strategy each month and determining your individual "magic prospecting number" to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those that sell, and those that lead sales teams.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the 2016 Convention .

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110



Dennis Martinez
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: 2016 Convention

Jun 13, 2016

Dear Dennis Martinez,

Thank you for participating in **Prospecting that Pays** .

2pm

Bottom line: most salespeople detest, and therefore, avoid prospecting. This session will help even those that are uncomfortable with the process implement a methodology that not only creates sales opportunities, but is also enjoyable (really!). It will provide guidance on proactively preparing a sales strategy each month and determining your individual "magic prospecting number" to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those that sell, and those that lead sales teams.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the 2016 Convention .

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110



Chrystal Metz
6 Lillian Dr, No. Reading, MA 01864
Albuquerque, NM 87199

RE: 2016 Convention

Jun 13, 2016

Dear Chrystal Metz,

Thank you for participating in **Selling Sports Sponsorships**.

9 am

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the 2016 Convention.

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St, NE
Albuquerque, NM 87110



Taunya Tourville-Bennet
6 Lillian Dr, No. Reading, MA 01864
Albuquerque, NM 87199

RE: 2016 Convention

Jun 13, 2016

Dear Taunya Tourville-Bennet,

Thank you for participating in **Prospecting that Pays** .

2pm

Bottom line: most salespeople detest, and therefore, avoid prospecting. This session will help even those that are uncomfortable with the process implement a methodology that not only creates sales opportunities, but is also enjoyable (really!). It will provide guidance on proactively preparing a sales strategy each month and determining your individual "magic prospecting number" to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those that sell, and those that lead sales teams.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the 2016 Convention .

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110



Pepper Poole
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: webinar on Jun 22, 2017

Jul 02, 2017

Dear Pepper Poole,

Thank you for participating in **Handling Objections**.

"Your proposal is too expensive", "I don't advertise, I only use word of mouth". Do these sound familiar? Objections are a natural part of the sales process. The client identifies a need, we offer a solution to that need and then the dance begins. Handling objections is an important skill you'll need to have as a salesperson, and this webinar will help you do just that.

This session will require a little participation on your part. We're looking for examples of objections that you hear on a regular basis. Our goal is to tackle your objections in the webinar and together craft an answer that you will be able to use on the street.

The process is simple. Email us here with your objection, and we'll do the rest. Mark your calendar for Wednesday, June 21st, as we attempt to get you meaningful answers to meaningful objections.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the webinar on Jun 22, 2017.

Best Regards,



Roberta Barajas
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: 2017 Convention

Jun 12, 2017

Dear Roberta Barajas,

Thank you for participating in **Simple Steps to Making Magic in Your Sales Career.**

The Surviving to Thriving in Sales session is a high energy, exciting way to make your commission checks bigger. Learn simple steps often skipped or forgotten that will help you make more magic in your sales career. Derron Steenberg, President of the Swagger Institute will motivate you to use creative approaches to prospecting, new business development and building better relationships. Derron is one of the very best sales trainers, motivators and relatable sales guys you will ever meet. Thousands have left this session with specific tips to make their business more successful, and more importantly, how to have more fun doing it. Oh, and you will learn the six most powerful words in sales and they are sure to change your career. Recommended for all sellers and managers.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the 2017 Convention .

Best Regards,



Taunya Tourville-Bennett
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: 2017 Convention

Jun 12, 2017

Dear Taunya Tourville-Bennett,

Thank you for participating in **Auto Advertising and Broadcast Mobile Marketing**.

The average car buyer makes just two visits to dealerships, but one in four purchasers use mobile every day to research vehicles. That explains why ad dollars keep migrating to mobile. In 2015, the auto sector spent \$3.43 billion on mobile ads in the U.S., representing 47% of the industry's total digital ad spending, according to eMarketer.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the 2017 Convention .

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110



Chrystal Metz
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: 2017 Convention

Jun 12, 2017

Dear Chrystal Metz,

Thank you for participating in **Auto Advertising and Broadcast Mobile Marketing**.

The average car buyer makes just two visits to dealerships, but one in four purchasers use mobile every day to research vehicles. That explains why ad dollars keep migrating to mobile. In 2015, the auto sector spent \$3.43 billion on mobile ads in the U.S., representing 47% of the industry's total digital ad spending, according to eMarketer.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the 2017 Convention .

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110



Pepper Poole
13 Broadcast Plaza, SW
Albuquerque, NM 87104

RE: 2017 Convention

Jun 12, 2017

Dear Pepper Poole,

Thank you for participating in **Auto Advertising and Broadcast Mobile Marketing**.

The average car buyer makes just two visits to dealerships, but one in four purchasers use mobile every day to research vehicles. That explains why ad dollars keep migrating to mobile. In 2015, the auto sector spent \$3.43 billion on mobile ads in the U.S., representing 47% of the industry's total digital ad spending, according to eMarketer.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the 2017 Convention .

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association
2333 Wisconsin St., NE
Albuquerque, NM 87110



Kyle Biederwolf
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: webinar on Jun 22, 2017

Jul 02, 2017

Dear Kyle Biederwolf,

Thank you for participating in **Handling Objections**.

"Your proposal is too expensive", "I don't advertise, I only use word of mouth". Do these sound familiar? Objections are a natural part of the sales process. The client identifies a need, we offer a solution to that need and then the dance begins. Handling objections is an important skill you'll need to have as a salesperson, and this webinar will help you do just that.

This session will require a little participation on your part. We're looking for examples of objections that you hear on a regular basis. Our goal is to tackle your objections in the webinar and together craft an answer that you will be able to use on the street.

The process is simple. Email us here with your objection, and we'll do the rest. Mark your calendar for Wednesday, June 21st, as we attempt to get you meaningful answers to meaningful objections.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the webinar on Jun 22, 2017.

Best Regards,



Roberta Barajas
6 Lillian Dr., No. Reading, MA 01864
Albuquerque, NM 87199

RE: webinar on Nov 08, 2017

Nov 18, 2017

Dear Roberta Barajas,

Thank you for participating in **Promotion from Within**.

We work hard to get ahead and there is no bigger honor to be recognized by both your bosses and peers... to be asked to move up in the ranks. And you deserve it, you've done everything right. You've impressed the right folks, you've fulfilled their needs and because of that they are taking you to the next level. If you have been promoted from within in the past two years, one year, on the way to the coffee machine this morning, or you are working hard to get that promotion in the near future, this program is for you.

The NMBA Board of Directors and staff hope you found this continuing education opportunity important and helpful.

Please keep this letter for your records.

Thank you again for participating in the webinar on Nov 08, 2017.

Best Regards,

Suzan Strong
Member Services
New Mexico Broadcasters Association



Participation in Other Activities to Promote Opportunities in Broadcasting

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the station employment unit as part of each Supplemental Outreach Initiative (Page 13) elected.

Date(s) of Initiative Event(s): June 7, 2017

Describe Nature of Initiative: Speaking to a DECA Class at El Dorado High School - Alb. NM

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

One of three Speakers - 20 minutes talking about the Media Industry, specifically the TV aspects and working as an AE selling advertising.

Names of Station Personnel Involved in Initiative: KWBO/KASY employee Robert B Clark

Form Prepared By: [Signature] Date: 6/14/17

Attach copies of documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, e-mails, faxes). Use these worksheets to compile the annual Summary Description of Supplemental Outreach Initiatives (page 20).



DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the station employment unit as part of each Supplemental Outreach Initiative (Page 13) elected.

Date(s) of Initiative Event(s): January 19, 2018

Describe Nature of Initiative: The GM spoke to students of S.A.G.E* of Central NM Community College about innovative leadership & communication skills in an effort to promote professional growth & development. Other topics included careers in broadcasting along with a tour of the broadcast facility.

*School of Adult & General Education (SAGE)

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Sally Adams, S.A.G.E Director, Central NM Community College extended an invitation to KRQE's General Manager as a guest speaker.

Names of Station Personnel Involved in Initiative: Bill Anderson, GM/VP

Form Prepared By: Erika Gonzales Business Administrator Date: 1/19/18

Attach copies of documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, e-mails, faxes). Use these worksheets to compile the annual Summary Description of Supplemental Outreach Initiatives (page 20).

Erika Gonzales Business Administrator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the station employment unit as part of each Supplemental Outreach Initiative (Page 13) elected.

Date(s) of Initiative Event(s): April 17, 2018

Describe Nature of Initiative: Hope Christian School Broadcasting class tour

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Four of station including on set during live morning show, tour of operations, and time w/ Kristen Currie, our Morning Meteorologist on the WX wall.

Names of Station Personnel Involved in Initiative: Carolyn Rush, tour guide

Form Prepared By: [Signature] Date: 5/10/18

Attach copies of documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, e-mails, faxes) . Use these worksheets to compile the annual Summary Description of Supplemental Outreach Initiatives (page 20).

Erika Gonzales Business Administrator [Signature]