

Pecos Valley Broadcasting Company
Stations KTZA (FM) and KSVP (AM)
Artesia, New Mexico
KPZE (FM)
Carlsbad, New Mexico
KEND (FM)
Roswell, New Mexico

EEO PUBLIC FILE REPORT
June 1, 2012 – May 31, 2013

Pecos Valley Broadcasting Company Is An Equal Opportunity Employer

Full Time Job Vacancies/Interviewee Data:

Position	Job Title	Date Filled	Total # of People Interviewed	Source(s) Which Referred Interviewees	Hiree Referral Source
1 & 2*	Sales Representative	02/15/2013 and 03/01/2013	1	Carlsbad Current-Argus	Carlsbad Current-Argus Artesia Daily Press
			2	Artesia Daily Press	
			3	Radio Ads	
			1	CareerBuilder.com web site	
			1	NMBA.org Web Site	
			1	Roswell Hispano Chamber of Commerce	
			1	NMBA Virtual Job Fair 1/21/13 – 1/25/13	

Total number of interviewees for all full-time positions: 10

* Two Sales Representatives were hired from the same interviewee pool. The referral source for the 2/15/2013 hiree was the Carlsbad Current-Argus and the referral source for the 3/01/2013 hiree was the Artesia Daily Press.

There is attached hereto a list of the recruitment sources utilized by Pecos Valley Broadcasting Company and the total number of interviewees referred by each recruitment source (Attachment A).

Notice: Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request Pecos Valley Broadcasting Company 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 Gene Dow, General Manager, Pecos Valley Broadcasting Company, 317 W. Quay Avenue, Artesia, New Mexico 88210. Pecos Valley Broadcasting Company is an Equal Opportunity Employer.

Attachment A

List of Recruitment Sources and Total Number Interviewees Referred By Each Recruitment Source

No.	Source	Contact	Address	Telephone	Total No. of Interviewees Referred
1	Artesia Daily Press	Diana Miranda	P.O. Box 190, Artesia, NM 88210	575-746-3524	2
2	Carlsbad Current-Argus	Regina A. Gines	500 W Overland, Ste. 150, El Paso, TX 79901	915-546-6214	1
3	CareerBuilder.com	Flexads@careerbuilder.com	www.careerbuilder.com	866-725-1501	1
3	NM Center Workforce Connection – Artesia (Labor Department) *		www.jobs.state.nm.us		0
4	Roswell Hispano Chamber of Commerce	Sofia Gottlieb	327 N. Main Street, Roswell, NM 88210	575-624-0889	1
5	Altrusa Club of Artesia	Brianna Goodloe	PO Box 652, Artesia, NM 88210	575-746-2744	0
6	Desk & Derrick Club of Artesia	Nancy Elrod	P.O. Box 1602, Artesia, NM 88211-1602	575-746-4261	0
7	Artesia Chamber of Commerce Web Site	Carla Miner	107 N 1 st Street, Artesia, NM 88210	575-746-2744	0
8	NMBA.org web site **	Suzan Strong	2333 Wisconsin, NE, Albuquerque, NM 87110	505-881-4444	1
9	Artesia Hispanic Heritage Club	Santiago Calderon	P.O. Box 1593, Artesia, NM 88210	575-748-6282	0
10	Women of the Moose	Wanda Long	PO Box 301, Artesia, NM 88210	575-746-4473	0
11	Radio Ads	Tana Steinback	317 W. Quay, Artesia, NM 88210	575-746-2751	3
12	Pecos Valley Broadcasting Web Site	Gene Dow	317 W. Quay, Artesia, NM 88210	(575)-746-2751	0
13	NMBA Virtual Job Fair	Gene Dow	317 W. Quay, Artesia, NM 88210	(575) 746-2751	1

* In addition to the job opening being posted in the local office in Artesia, the job opening was also posted in other local offices throughout the state.

** Once the job opening was posted with the New Mexico Broadcasters Association (NMBA.org), 24 additional recruitment sources identified on the attached list were notified of the job opening at Pecos Valley Broadcasting Company.

NOTE: Recruitment sources which requested job notification announcements: None

New Mexico Broadcast Association EEO Recruitment ListServ

Gregoria Cavazos	Communication & Journalism, Univ. of New Mexico MSC03 2240, 1 University of New Mexico Albuquerque, NM 87131 277-1903 cjadvice@unm.edu
Waldy Salazar	ITT Technical Institute 5100 Masthead NE Albuquerque, NM 87109 505-828-1114 wsalazar@itt-tech.edu
Mark Shilstone	Medialine PO Box 51909 Pacific grove, CA 93950 800-237-8073 medialine@medialine.com
Timo Alvidrez	John Marshall Multi-Service Center 1500 Walter, SE Albuquerque, NM 87102 505-848-1345 TAlvidrez@Cabq.gov
Mary Montano	University of New Mexico Office of Career Services MSC 06 3710, 1 University of New Mexico Albuquerque, NM 87131 505-277-2531 jobpost@unm.edu
Elizabeth Bakken	Collins College 1140 South Priest Drive Tempe , AZ 85281 480 446 1111 ebakken@collinscollege.edu
Stephanie Herrera	Eastern New Mexico University-Roswell PO Box 6000 Roswell, NM 88202 505-624-7032 stephanie.herrera@roswell.enmu.edu
Sandy Lobato	San Juan College 4601 College Blvd. Farmington, NM 87402 (505) 566-3579 lobatosa@sanjuancollege.edu
Antoinette Fontenelle	Albuquerque Indian Center 105 Texas SE Albuquerque, NM 87108 (505) 268-4418 toni_m629@hotmail.com

Anna Lopez	<p>National Association of Hispanic Journalists PO Box 226722 Washington, DC 20045 (202) 662-7145 jobbank@nahj.org</p> <p>Career Services at Western New Mexico University 1000 W. College St. Silver City,, NM 88062 505-538-6336 careerserv@wnmu.edu</p>
R. Sandler	<p>John Marshall Multi-Service Center 1500 Walter SE Albuquerque, NM 87102 (505) 848-1345 rsandler@cabq.gov</p>
Margaret Kirby	<p>Eastern New Mexico University 1200 W. University Portales, NM 88130 margaret.kirby@enmu.edu</p>
Angie Ludi	<p>Women's Housing Coalition 3005 San Pedro NE Albuquerque, NM 87110 (505) 884-8856 whcabq@att.net</p>
Leslye Ellison	<p>University of New Mexico Student Services Center #220 Albuquerque, NM 87131 (505) 277-2531 jobpost@unm.edu</p>
Lovie McGee	<p>African American Cultural Association PO Box 18043 Albuquerque, NM 87185-8043 (505) 299-7910 lovejll@aol.com</p>
Orlando Ortega	<p>Eastern New Mexico University-KENW KENW-TV Station 52 Portales, NM 88130 (505) 562-2112 orlando.ortega@enmu.edu</p>
Richard Schaefer	<p>University of New Mexico C-J Building #235W Albuquerque, NM 87131 (505) 277-9556 schaefer@unm.edu</p>
Tony Corona	<p>San Juan Basin Technical College P.O. Box 970 Cortez, CO 81321 970-565-8457 Tcorona@sjbtc.edu</p>

Veronica Mendez-Cruz

UNM El Centro de la Raza
Mesa Vista Hall #1153, MSC 06 3830
1 University of New Mexico
Albuquerque, NM
(505) 277-5020 elcentro@unm.edu

Stacy Sacco

SASacco & Associates
1201 Cannonade Ct SE
Albuquerque, NM 87123
(505) 489-2311 stacy@sasacco.com

John Ortiz

Community Cable Channel 27
415 Tijeras NW
Albuquerque, NM 87102
505243-0027 John@quote-unquote.org

LULAC National Educational Service Centers, Inc
2000 L Street, NW; Suite 610
Washington, DC , 20036
202-835-9646 jmoya@lnesc.org

Karen Hemsing

ITT Technical Institute
5100 Masthead St., NE
Albuquerque, NM 87109
505.828.1114 khemsing@itt-tech.edu

Supplemental EEO Outreach Activities:

Pecos Valley Broadcasting Company conducts an Intern Broadcast Tech Program in conjunction with Artesia High School. Pecos Valley Broadcasting has developed a pool of 12 to 15 high school students during the reporting period. During this paid internship, each student was trained on various aspects of broadcasting including operation of video and audio equipment used for high school sports broadcasts, board operation during special events and sports broadcasts, remote events and local news coverage. This is a standard program at Pecos Valley Broadcasting Company.

Pecos Valley Broadcasting Company participated in a Baby Boomer Business Expo Saturday, February 16, 2013. As a Major Sponsor, Pecos Valley Broadcasting Company aired commercials for the event, interviewed event originators and broadcast live from the event. Pecos Valley Broadcasting Company provided space on the station web site to list sponsor and vendor information. General Manager Gene Dow and Sales Manager Thomas Beard were in attendance at the event to accept applications and conduct interviews. A banner was posted in the booth announcing that we are looking for applicants.

General Manager Gene Dow attended the New Mexico Broadcasters Association Annual Convention in June 2012. At the convention, Mr. Dow attended the NMBA Scholarship Breakfast, key note speaker luncheon and the Excellence in Broadcasting Awards Dinner. Mr. Dow attended the seminar "Coffee, Tea or the FCC" with a communications attorney and a NAB representative to learn about issues regarding the FCC. Other workshops attended by Mr. Dow focused on effectively communicating with employees and treating employees fairly and nondiscrimination as well as assistance available from the NMBA for recruitment and for scholarships for potential employees.

Pecos Valley Broadcasting Company participated in a Virtual Job Fair August 13 through the 17, 2012 in conjunction with the New Mexico Broadcasters Association. The Virtual Job Fair was promoted through a series of radio commercials that aired on all of the Pecos Valley Broadcasting stations as well as a web site banner ad that linked to the NMBA Virtual Job Fair web site. During the Job Fair, a listing of open positions was listed with the site www.broadcastersvirtualjobfair.com. Any applications for the positions listed were immediately e-mailed to General Manager Gene Dow, who was able to respond to the employment inquiry within 24 hours.

Pecos Valley Broadcasting Company participated in a Virtual Job Fair January 21 through the 25, 2013 in conjunction with the New Mexico Broadcasters Association. The Virtual Job Fair was promoted through a series of radio commercials that aired on all of the Pecos Valley Broadcasting stations as well as a web site banner ad that linked to the NMBA Virtual Job Fair web site. During the Job Fair, a listing of open positions was listed with the site www.broadcastersvirtualjobfair.com. Any applications for the positions listed were immediately e-mailed to General Manager Gene Dow, who was able to respond to the employment inquiry within 24 hours.

Pecos Valley Broadcasting Company participated in a Job Fair sponsored by the New Mexico Workforce Connection and US Congressman Steve Pearce. The Job Fair was held Tuesday, April 9, 2013 at the Roswell Convention and Civic Center. The Job Fair was promoted through a series of radio commercials that aired on all of the Pecos Valley Broadcasting stations. In attendance were General Manager Gene Dow and General Sales Manager Thomas Beard, who met with and discussed potential and future job opportunities at Pecos Valley Broadcasting.

Pecos Valley Broadcasting Company participated in a Job Fair sponsored by New Mexico State University-Carlsbad and The Carlsbad Rotary Clubs. The Job Fair was held Thursday, April 18, 2013 at New Mexico State University in Carlsbad. The Job Fair was promoted through a series of radio commercials that aired on all of the Pecos Valley Broadcasting stations. In attendance was Carlsbad Sales Manager Pam Therrell, who met with and discussed potential and future job opportunities at Pecos Valley Broadcasting.

Pecos Valley Broadcasting Company participated in a Virtual Job Fair April 22 through the 26, 2013 in conjunction with the New Mexico Broadcasters Association. The Virtual Job Fair was promoted through a series of radio commercials that aired on all of the Pecos Valley Broadcasting stations as well as a web site banner ad that linked to the NMBA Virtual Job Fair web site. During the Job Fair, a listing of open positions was listed with the site www.broadcastersvirtualjobfair.com. Any applications for the positions listed were immediately e-mailed to General Manager Gene Dow, who was able to respond to the employment inquiry within 24 hours.

On Tuesday, April 30th, 2013, Pecos Valley's Vice President/General Manager (who also serves as the station's EEO Officer) conducted an refresher EEO education and training workshop for station personnel. The attendees included the station's Office Manager, Operations Manager, News Director, Public Affairs Director and Sales Manager. A wide range of EEO topics were covered at the session including recruitment and hiring, methods of ensuring non-discrimination in the workplace, EEO outreach initiatives, recordkeeping, monitoring of the EEO practices for compliance, the effectiveness of the station's EEO practices, review of recent FCC EEO audit and other EEO-related issues. The goal of the session was to provide continuing education and training to station personnel on EEO-related matters.