

**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, 2014 – May 31, 2015**

**Pecos Valley Broadcasting Company Is An Equal Opportunity Employer**

**Full Time Job Vacancies/Interviewee Data:**

<b>Position</b>	<b>Job Title</b>	<b>Date Filled</b>	<b>Total # of People Interviewed</b>	<b>Source(s) Which Referred Interviewees</b>	<b>Hiree Referral Source</b>
1, 2 & 3 *	Sales Representative	03/15/2015 and 04/01/2015	3	Artesia Daily Press	Roswell Daily Record, Artesia Daily Press,
			5	Roswell Daily Record	
			1	Radio Ads	
			2	NMBA.org Web Site	
			1	Artesia Chamber of Commerce	
			2	NM Workforce Connections	
			1	Employee referral	
			1	Facebook.com	

Total number of interviewees for all full-time positions: 16

\* Three Sales Representatives were hired from the same interviewee pool. The referral source for the 3/15/2015 hiree #1 was the Artesia Daily Press, the referral source for the 3/15/2015 hiree #2 was the Roswell Daily Record and the referral source for the 4/01/2015 hiree was the Roswell Daily Record.

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	Celia Perches	P.O. Box 190, Artesia, NM 88210	575-746-3524	3
2	Carlsbad Current-Argus	Debra Vasquez	500 W Overland, Ste. 150, El Paso, TX 79901	915-546-6210	0
3	CareerBuilder.com	Flexads@careerbuilder.com	www.careerbuilder.com	866-725-1501	0
3	NM Center Workforce Connection – Artesia (Labor Department) *		www.jobs.state.nm.us		2
4	Roswell Chamber of Commerce Web Site	Marysa Cordova	327 N. Main Street, Roswell, NM 88210	575-624-0889	0
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	Vickie Grousneck	107 N 1 <sup>st</sup> Street, Artesia, NM 88210	575-746-2744	1
8	NMBA.org web site **	Suzan Strong	2333 Wisconsin, NE, Albuquerque, NM 87110	505-881-4444	2
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	1
12	Pecos Valley Broadcasting Web Site	Gene Dow	317 W. Quay, Artesia, NM 88210	(575)-746-2751	0
13	Pecos Valley Broadcasting Employee Referral	Gene Dow	317 W. Quay, Artesia, NM 88210	(575) 746-2751	1
14	Roswell Daily Record Newspaper & Web Site	Andrea Marquez	2301 North Main Street, Roswell, NM 88201	(575) 622-7710	5
15	Facebook.com		Facebook.com	Facebook.com	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), 25 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

## NMBA Additional Job Recruitment Sources:

Gregoria Cavazos	Communication & Journalism, Univ. of New Mexico Albuquerque, NM 87131 277-1903 cjadvice@unm.edu
Marvina Sanchez	ITT Tech Albuquerque, NM 505-828-1114 msanchez2@itt-tech.edu
Mark Shilstone	Medialine Pacific Grove, CA 93950 800-237-8073 medialine@medialine.com
Timo Alvidrez	John Marshall Multi-Service Center Albuquerque, NM 87102 505-848-1345 TAlvidrez@Cabq.gov
Mary Montano	University of New Mexico Office of Career Services Albuquerque, NM 87131 505-277-2531 jobpost@unm.edu
Elizabeth Bakken	Collins College Tempe , AZ 85281 480 446 1111 ebakken@collinscollege.edu
Stephanie Herrera	Eastern New Mexico University-Roswell  Roswell, NM 88202 505-624-7032 stephanie.herrera@roswell.enmu.edu
Sandy Lobato	San Juan College Farmington, NM 87402 (505) 566-3579 lobatosa@sanjuancollege.edu
Antoinette Fontenelle	Albuquerque Indian Center Albuquerque, NM 87108 (505) 268-4418 toni_m629@hotmail.com

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

	Tcorona@sjbtc.edu
Veronica Mendez-Cruz	UNM El Centro de la Raza 1 University of New Mexico Albuquerque, NM (505) 277-5020 elcentro@unm.edu
Stacy Sacco	SASacco & Associates Albuquerque, NM 87123 (505) 489-2311 stacy@sasacco.com
John Ortiz	Community Cable Channel 27 Albuquerque, NM 87102 505243-0027 John@quote-unquote.org
	LULAC National Educational Service Centers, Inc  Washington, DC , 20036 202-835-9646 jmoya@lnesc.org
Karen Hemsing	ITT Technical Institute  Albuquerque, NM 87109 505.828.1114 khemsing@itt-tech.edu
	National Alliance of State Broadcasters Associations  www.careerpage.org,



### **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 Virtual Job Fair October 6, 2014 through the 12th, 2014 in conjunction with the New Mexico Broadcasters Association ([www.broadcastersvirtualjobfair.com](http://www.broadcastersvirtualjobfair.com)). 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, we encouraged persons to submit resumes in the event positions open in the future. Any resumes received were immediately e-mailed to General Manager Gene Dow, who was able to respond to the employment inquiry.

Pecos Valley Broadcasting Company participated in a Virtual Job Fair January 26, 2015 through February 1st, 2015 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, we encouraged persons to submit resumes in the event positions open in the future. Any resumes received were immediately e-mailed to General Manager Gene Dow, who was able to respond to the employment inquiry.

Pecos Valley Broadcasting Company participated in a Baby Boomer Business Expo Saturday, February 21, 2015. 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.

Pecos Valley Broadcasting Company participated in a Virtual Job Fair April 6, 2015 through the 12th, 2015 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, we encouraged persons to submit resumes in the event positions open in the future. Any resumes received were immediately e-mailed to General Manager Gene Dow, who was able to respond to the employment inquiry.

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 Thursday, April 16, 2015 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.

On Tuesday, May 12th, 2015, 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 and other EEO-related issues. The goal of the session was to provide continuing education and training to station personnel on EEO-related matters.