

Rooney Moon Broadcasting 2021 Annual EEO Public File Report

This report covers KSMX-FM, KSEL-AM, KSEL-FM, and KRMQ-FM for the period June 1, 2020 through May 21, 2021. ***These stations are entitled to the small market exemption.***

Rooney Moon Broadcasting filled five 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 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 fourteenth 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, 2021, on KSMX-FM encouraging students to visit the station's website to apply for the scholarship. During our application period, 11 applications were submitted, and were judged by an in-house panel. In May 2021, 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, no ENMU students participated in the program, due to restrictions on operations outlined by the New Mexico Department of Health and in response to the Covid 19 pandemic.

Rooney Moon Broadcasting paid for six employees to attend a continuing education virtual seminar in March of 2021, facilitated by the New Mexico Broadcasters Association. 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, the group's Digital Services Director, and the company's general manager. The virtual seminar was designed to continue the education of broadcast professionals and increase their opportunity for advancement.



Rooney Moon Broadcasting 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 virtual job fair, hosted by the New Mexico Broadcasters Association, in July of 2020. The virtual event was ongoing for one week in July and was monitored by company staff with substantial input to the hiring of employees for Rooney Moon Broadcasting.

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Rooney Moon Broadcasting participated in a job fair hosted by the Eastern Plains Council of Governments, in conjunction with the City of Clovis, Curry County, the Clovis/Curry County Chamber of Commerce, and the New Mexico Workforce Connection, on Wednesday, May 12th, 2021. 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 and was marketed heavily on our group of stations.

Recruitment for Job Opening: MORNING SHOW AIR TALENT (TEAM)

In August 2020, Rooney Moon Broadcasting had an opening for a full-time morning show team on KSMX-FM. We used the following sources for recruitment:

- Online listing at www.nmba.org
- Online listing at www.allaccess.com

The following advertising copy was used for online recruitment sources:

Are you ready to finally settle down and stop moving from town to town every year or so? You know...the radio shuffle? Are you ready to plant roots in a SMALL town and just focus on doing really FUN radio for a fun radio company? Man...we sure hope so! We are looking for a full-time morning show team for our Hot AC station in a SMALL town. We aren't ranked, but our station group dominates the radio landscape here. We want someone who is more passionate about "doing radio" and less passionate about "putting in their time to build their resume". We want someone who is ready to move to a town that is slower paced and full of AWESOME people. We want someone who has experience with Cool Edit/Audition. Someone who knows production and LOVES the creative process. Someone who is willing to churn out effective, creative, memorable content, while working alongside a stellar

team. We want someone who is interactive on the air and loves talking to and WITH P1s. Above all else, we want someone who will come here, live here, and stay here. WE are tired of the radio shuffle...are you? If you meet this description, get us your materials quick. Send all of the following to Duffy Moon at



openings@rooneymoon.com: resume, production demo, on-air demo (under 5 megs please), and salary expectations. Only applicants who send ALL of this info will be considered. No phone calls please.

Rooney Moon Broadcasting is an Equal Opportunity Employer. openings@rooneymoon.com

No recruitment sources requested notification of our job openings.

13 applications were received and 3 teams were interviewed. 2 teams were referred by the All Access ad. 1 team consisted of a husband and wife who were former employees of the company. They had been notified by a current employee of the open position. The successful candidate was the husband and wife team who were former employees of the company.

Recruitment for Job Opening: TRAFFIC MANAGER

In September 2020, Rooney Moon Broadcasting had an opening for a full-time Traffic Manager. We used the following sources for recruitment:

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

The following advertising copy was used for both on-air announcements and online recruitment sources:

Are you “all about the details”? Do you thrive on putting the puzzle together and “getting it right”? Do you have experience with radio traffic and data entry? Or, do you have clerical experience in a business setting? If so, WE NEED TO TALK. Right now!

Rooney Moon Broadcasting has an immediate opening for a traffic manager and administrative assistant. We’re looking for a confident, energetic, and detail-oriented person for this full time, career position. Our next traffic manager will work directly with the public and directly with our sales team to schedule programming on our four radio stations and digital streams. You’ll also be responsible for basic bookkeeping work. Rooney Moon Broadcasting is a family-first business, hyper-focused on our local community and we would LOVE to have you on board.

To learn more about this rewarding, full time position, in a super fun, super creative environment, visit www.rooneymoon.com and click on careers.

Rooney Moon Broadcasting is an equal opportunity employer and a drug and alcohol-free workplace.

No recruitment sources requested notification of our job openings.

4 applications were received and 2 interviews were conducted. All interviewees were referred by the on-air ad campaign. The successful candidate was referred by the on-air ad campaign.



Recruitment for Job Opening: NEWS DIRECTOR

In October 2020, Rooney Moon Broadcasting had an opening for a full-time New Director. We used the following sources for recruitment:

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

The following advertising copy was used for both on-air announcements and online recruitment sources:

Are you a news hound? Do you have a passion for local news and a desire to report the news accurately in an effort to keep the community informed on events and stories that matter to the High Plains? If that describes you...let's talk! Rooney Moon Broadcasting is looking for our next News Director to research, write, and deliver news across our four-station radio group, digital streams, and websites. This is a full time, career opportunity offering a competitive salary in a family-focused work environment. If you have previous experience in a news room setting, or previous broadcast experience, that's a big plus. To apply for this position, please send a resume and news writing sample to openings@rooneymoon.com. We're looking to fill this position right away, so please don't wait to apply.

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No recruitment sources requested notification of our job openings.

11 applications were received and 3 interviews were conducted. Two interviewees were referred by the on-air ad campaign. One interviewee was referred by the rooneymoon.com posting. The successful candidate was referred by the on-air ad campaign.

Recruitment for Job Opening: DIGITAL SERVICES DIRECTOR

In November 2020, Rooney Moon Broadcasting had an opening for a full-time Digital Services Director. We used the following sources for recruitment:

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

The following advertising copy was used for both on-air announcements and online recruitment sources:

Are you a digital marketing guru? Do you have a passion for integrating the power of radio to build Top of Mind Awareness with the power of digital to build in-hand response with consumers? If that describes you...let's talk! Rooney Moon Broadcasting is looking for a Digital Marketing Director to work with our seasoned account executives to provide clients across the High Plains a well-rounded marketing plan to



promote their business. This is a full time, career opportunity offering a competitive salary in a family-focused work environment. If you have previous experience in digital marketing sales and implementation, that's a big plus. To apply for this position, please send a resume and full list of digital marketing proficiencies to openings@rooneymoon.com. We're looking to fill this position right away, so please don't wait to apply.

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No recruitment sources requested notification of our job openings.

3 applications were received and 3 interviews were conducted. All three interviewees were referred by the on-air ad campaign. The successful candidate was referred by the on-air ad campaign.

Duffy Moon
President
Rooney Moon Broadcasting

