

Rooney Moon Broadcasting 2019 Annual EEO Public File Report

This report covers KSMX-FM, KSEL-AM, KSEL-FM, and KRMQ-FM for the period June 1, 2018 through May 31, 2019. ***These stations are entitled to the small market exemption.***

Rooney Moon Broadcasting filled three 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 Rooney Moon Broadcasting 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 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 twelfth year of our scholarship program for graduating high school seniors in our listening area. The scholarship is based on the applicants overall involvement in and positive impact on the community. Rooney Moon Broadcasting aired announcements in April and May, 2019, on KSMX-FM encouraging students to visit our website to apply for the scholarship. During our application period, 27 applications were submitted, and were judged by an in-house panel. In May 2019, Rooney Moon Broadcasting presented the \$1200 scholarship check to a graduating Senior from San Jon 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, two ENMU students participated in the program. One student interned with the stations' Sports Director. The second student interned with the KSMX-FM Morning Show through the summer months. The interns spent approximately 5 to 10 hours per week on internship activities.

Rooney Moon Broadcasting paid for twelve employees to attend career enrichment seminars in June of 2018 at the New Mexico Broadcasters annual convention. Attendees acquired additional skills that could qualify them for higher level positions. Those employees who attended included: the group's Sales Manager and 3 sales employees who attended two radio sales seminars, 6 programming employees who attended a programming/production seminar, and the news director who attended a news reporting seminar. The company's general manager attended an industry issue seminar and a legal



briefing/FCC update. All seminars were designed to continue the education of broadcast professionals and increase their opportunity for advancement.

Rooney Moon Broadcasting paid for its news director to attend an online career enrichment seminar in January 2019, hosted by a CMS provider used for content management of the company's news website. The seminar was designed to train the program director on Wordpress development and implementation. This seminar allowed the attendee to acquire new skills that qualified her for advancement within the company.

Rooney Moon Broadcasting paid for four of its employees to attend an ongoing series of online career enrichment seminars, hosted by the Swagger Institute in cooperation with the New Mexico Broadcasters Association. These seminars permit the attendees to acquire skills that could qualify them for higher level positions. Those employees who attended included: the Sales Manager and 3 sales employees. All seminars are designed to continue the education of broadcast professionals and increase their opportunity at advancement. The seminars were hosted on the following dates in 2018 and 2019:

- Sales continuing education webinar on June 20th, 2018: "The Six Most Powerful Words in Sales"
- Sales continuing education webinar on July 12th, 2018: "Delivering Effective Proposals"
- Sales continuing education webinar on August 9th, 2018: "Effective Use of E-Mail"
- Sales continuing education webinar on September 20th, 2018: "The Power of the Thank You"
- Sales continuing education webinar on October 7th, 2018: "A 4th Quarter Reset"
- Sales continuing education webinar on November 21st, 2018: "Millennials - Why It Works and When It Doesn't"
- Sales continuing education webinar on December 12th, 2018: "Self Evaluation, Hypocrisy and Holiday Bad Habits"
- Sales continuing education webinar on January 9th, 2019: "19 little things to make your '19 BIG"
- Sales continuing education webinar on March 13th, 2019: "Your Client's Perception is Your Reality"
- Sales continuing education webinar on April 7th, 2019: "Digital...It's Not Just Selling More of It"
- Sales continuing education webinar on May 15th, 2019: "The New ROI...and It's Not What You Think"

Rooney Moon Broadcasting paid for its general manager to attend a music programming conference in February 2019, hosted by the Country Radio Broadcasters organization. This was a three-day conference with seminars designed to enhance the general manager's programming knowledge.

Rooney Moon posts the availability of upper level positions at the stations with the New Mexico Broadcasters Association, an organization that includes substantial participation by women and minorities.



Job Fair Participation:

Rooney Moon Broadcasting participated in a job fair hosted by Eastern New Mexico University on Thursday, January 17th, 2019. At this event, we staffed a booth and answered questions about careers in broadcasting. Company staff with substantial input to the hiring of employees for Rooney Moon Broadcasting were on site and conducted several informal interviews.

Rooney Moon Broadcasting participated in a job fair hosted by Eastern New Mexico University on Friday, March 29th, 2019. At this event, we staffed a booth and answered questions about careers in broadcasting. Company staff with substantial input to the hiring of employees for Rooney Moon Broadcasting were on site and conducted several informal interviews.

Rooney Moon Broadcasting participated in a job fair hosted by New Mexico Workforce Connection, in partnership with the P4 initiative on Wednesday, April 17th, 2019. At this event, we staffed a booth and answered questions about careers in broadcasting. Company staff with substantial input to the hiring of employees for Rooney Moon Broadcasting were on site and conducted several informal interviews. This job fair was open to the public but had a specific focus on military members and their families.

Recruitment for Job Opening:

In February 2019, Rooney Moon Broadcasting had an opening for a full-time promotions director. We used the following sources for recruitment:

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

No recruitment sources requested notification of our job openings.

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

Recruitment for Job Opening:

In April 2019, Rooney Moon Broadcasting had an opening for a full-time Account Executive. We used the following sources for recruitment:

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



No recruitment sources requested notification of our job openings.

9 applications were received and 4 interviews were conducted. Two interviewees were referred by advertisements on <http://www.nmba.org>. Two interviewees were referred by an on-air announcement on KSMX-FM. The successful candidate was referred by the on-air announcements on KSMX-FM.

Recruitment for Job Opening:

In April 2019, Rooney Moon Broadcasting had an opening for a full-time news director. We used the following sources for recruitment:

- On air recruitment schedule on KSEL AM/FM, KSMX-FM, KRMQ-FM
- Online listing at www.nmba.org
- Online listing at www.allaccess.com
- New Mexico Workforce Connection job fair

No recruitment sources requested notification of our job openings.

5 applications were received and 3 interviews were conducted. 2 interviewees were referred by the on-air announcements. 1 interviewee was referred through the New Mexico Workforce Connection job fair. The successful candidate was referred by the New Mexico Workforce Connection job fair.

Duffy Moon
President
Rooney Moon Broadcasting

