

KGRT-FM, KHQT-FM, KSNM-FM, KWML-FM

ANNUAL EEO PUBLIC FILE REPORT

June 1, 2018 – May 31, 2019

EEO PUBLIC FILE REPORT

FOR

ADAMS RADIO GROUP LAS CRUCES

Radio Stations

KGRT-FM LAS CRUCES, NM	FACILITY ID #63951
KHQT-FM LAS CRUCES, NM	FACILITY ID #33457
KSNM-FM TRUTH OR CONSEQUENCES, NM	FACILITY ID #60322
KWML-AM LAS CRUCES, NM	FACILITY ID #63950

This EEO Public File Report

Covers the 12-month Period Ending May 31, 2019

KGRT-FM, KHQT-FM, KSNM-FM, KWML-FM

ANNUAL EEO PUBLIC FILE REPORT  
June 1, 2018 – May 31, 2019

The following is a list of all vacancies for full time positions during the previous 12 months:

Vacancy Job Title: Full Time On-Air Talent

Date vacancy opened: August 1, 2018

Date vacancy filled: No-Hire (position closed)

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
On Air Recruitment	3
Employee Referral	1

A total of 4 people was interviewed for this vacancy. It was decided by Management to close the position.

Vacancy Job Title: Account Executive

Date vacancy opened: June 1, 2018

Date vacancy filled: July 2, 2018

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Indeed	0

KGRT-FM, KHQT-FM, KSNM-FM, KWML-FM

ANNUAL EEO PUBLIC FILE REPORT

June 1, 2018 – May 31, 2019

Employee Referral	1
Website	0

A total of 1 people was interviewed for this vacancy.

Vacancy Job Title: Digital Media Executive

Date vacancy opened: August 1, 2018      Date vacancy filled: unfilled

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
On Air Ads	0
Indeed	0
All Access	0
Corp Website	0

We ran a series of on-air ads and no qualified applicants responded

Vacancy Job Title: Promotions Director

Date vacancy opened: January 1, 2019      Date vacancy filled: unfilled

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

KGRT-FM, KHQT-FM, KSNM-FM, KWML-FM

ANNUAL EEO PUBLIC FILE REPORT

June 1, 2018 – May 31, 2019

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
All Access	
Indeed	1

Hiree interviewed and accepted job initially. On start date, she decided not to take the position. We closed the position and have decided not to pursue position.

Vacancy Job Title: Account Executive

Date vacancy opened: December 15, 2018      Date vacancy filled: Continuous

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
On Air Ads	1
Indeed	4
All Access	1
Employee Referral	4
Client Referral	1

Stations are short staffed with regards to Account Executive positions. We are continuously looking for qualified candidates to fill these positions.

A total of 11 people were interviewed for this vacancy. The actual hires were recruited through Indeed and Employee Referral.

## KGRT-FM, KHQT-FM, KSNM-FM, KWML-FM

### ANNUAL EEO PUBLIC FILE REPORT

June 1, 2018 – May 31, 2019

### STATION INITIATIVES

The following is a list and description of initiatives undertaken pursuant to the FCC's EEO rules during the time covered by this report

#### **INTERNSHIP PROGRAM – COMBINED PROMOTIONS/PROGRAMMING/BUSINESS**

Throughout the reporting period, Adams Radio created an internship program exposing local students to the different facets of promotions, programming and business office of the stations. The interns participated in greeting guests, learning how to operate remote sound equipment, learned how to banner and set-up. Interns also learned tracking and notifying prize winners. Interns also learned how to voice on air breaks, observed how to run the audio boards and how to edit content and audio.

We hosted 3 interns during the reporting period as follows:

College Interns Journalism Department

Fall & Spring Raini

Spring: Jazmin

Summer: Taylor

High School interns Excel Programs

Fall & Spring Interns – Jayleen

#### **OUTREACH**

April 7<sup>th</sup>, 2018, Adams Radio employees participated in a job fair at the Mesilla Valley Mall hosted by the Las Cruces Chamber of Commerce. Participants included Joey Hernandez – KHQT Morning Co-Host and Ernest Garcia – Operations Manager. Participants informed public of opportunities in radio broadcasting.

April 29<sup>th</sup>, 2019 Ernesto Garcia – Operations Manager, hosted a studio visit with the New Mexico State University College radio station and its workers from KRUX-FM. The students toured our facilities and participated in a questions and answers segment.

May 3<sup>rd</sup>, 2019 Joey Hernandez – Program Director, participated in a shadow day program with an 8<sup>th</sup> Grade student from Lynn Middle School named Sebastian Garcia. The purpose of the visit is to allow the student from the Las Cruces Public Schools to get credit by participating in day to day functions at the radio station.

KGRT-FM, KHQT-FM, KSNM-FM, KWML-FM

ANNUAL EEO PUBLIC FILE REPORT

June 1, 2018 – May 31, 2019

**JOB FAIR**

Monday April 22 and running through Friday, April 26, New Mexico Broadcasters Association hosted a virtual job fair where Ernesto Garcia, Operations manager participated. We received 10 resumes from interested parties for potential on air positions.

**TRAINING PROGRAMS**

During the month of July 2018, Adams Radio employees were required to watch a training video on diversity training. All employees were required to pass a quiz to indicate their participation and understanding.

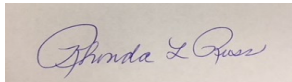
Throughout the period the SEU has established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions,

- Sales Training – New Marketing Consultants, CSS Training, was done through a Webinars and weekly meetings. This was to aid them with selling tools, to better learn our audience, and the needs of their clients
- Sales Training – All Sales, New Mexico Broadcasters Association Seminars. Ongoing training to aid sales staff, with new tools to better be prepared to aid their clients.

Adams Radio Group remains committed to expanding its recruitment sources to allow for greater input from local and viable community, minority and female sources.

Name of Respondent: Rhonda Russ

Signed:



Title: Business Manager

Date: June 3, 2019

Telephone: 219-246-2665