

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

ANNUAL EEO PUBLIC FILE REPORT

June 1, 2019 – May 31, 2020

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, 2020

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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: November 10, 2019 Date vacancy filled: January 2, 2020

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
Internal Advancement from within	1
All Access	1
New Mexico Broadcasters Assoc	0

A total of 5 people was interviewed for this vacancy. The best candidate was a promotion from an employee from within.

Vacancy Job Title: Account Executive

Date vacancy opened: June 1, 2019 Date vacancy filled: July 17, 2019

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

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<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Indeed	3
Employee Referral	0
Website	0

A total of 2 people was interviewed for this vacancy. Two people were offered positions but one failed to report to work on their scheduled start date.

Vacancy Job Title: Digital Media Executive

Date vacancy opened: August 1, 2018

Date vacancy filled: 3/23/20

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>
Corporate Website	1

This vacancy has been ongoing search. A fully qualified candidate interviewed and was hired.

Vacancy Job Title: General Manager

Date vacancy opened: August 1, 2019

Date vacancy filled: October 1, 2019

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

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<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
All Access	1
Corporate Website	0
Promotion from within	1
NM Broadcasters Assoc	0

Resumes came in from assorted candidates however, none were qualified to take the position. Management made the decision it was best to promote from within.

Vacancy Job Title: Account Executive andrea

Date vacancy opened: continuous 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	2
Employee Referral	1
Client Referral	1
Mini job Fair	2
Walk In	1

Stations are short staffed with regards to Account Executive positions. We are continuously looking for qualified candidates to fill these positions. We hired from 2 candidates from a mini job fair we held which was advertised on the air for a meet and greet at a coffee shop. We had advised employees that we were looking for account executives and we received an employee

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referral in which we hired. In December we had a walk in which we interviewed and hired. Then we had a client referred interviewed in which we hired the candidate. Stations are continuously advertised on our corporate website listing the available Account Executive open positions until we are fully staffed.

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 from NMSU

OUTREACH

November 19, 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.

June 19, 2019 Ernesto Garcia – Operations Manager, visited over 30 media students from Lynn Middle School. The event was sponsored by Americorp and Families Youth Incorporated. Garcia spoke with students regarding a career in radio.

JOB FAIR one was scheduled however, it was cancelled due to the Covid-19 Pandemic.

TRAINING PROGRAMS

During the month of January 2020, 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.

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During the month of January 2020, Adams Radio employees were required to watch a training video on Harassment Prevention training. All employees were required to pass a quiz to indicate their participation and understanding.

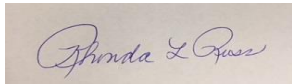
Throughout the period the SEU has established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions,

- 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 1, 2020

Telephone: 219-246-2665