

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

ANNUAL EEO PUBLIC FILE REPORT

June 1, 2021 – May 31, 2022

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, 2022

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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: 4-1-2022

Date vacancy filled: 4-16-22

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	1
Posting from within	1
Las Cruces Chamber of Commerce	0
Station Website	0

A total of 3 people were interviewed for this vacancy. The actual hire was promoted from within the organization.

Vacancy Job Title: Account Executives

Date vacancy opened: September 1, 2021

Date vacancy filled: 9/13/21

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>
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On Air Recruitment Ads	1
Las Cruces Chamber of Commerce	0
Employee Referral	1
Website	0

Stations are short staffed with regards to Account Executive positions. We are continuously looking for qualified candidates to fill these positions. We hired from an on-air ad that the hire heard.

Vacancy Job Title: Chief Engineer

Date vacancy opened: 1/1/22 Date vacancy filled: 4/16/22

Recruitment Source Total Number of Interviewees Referred

Job was filled via exigent circumstances. We trained a position from within.

Vacancy Job Title: Operations Manager

Date vacancy opened: April 1 2022 Date vacancy filled: April 16, 2022

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

Recruitment Source Total Number of Interviewees Referred

On Air 0

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Posting from within 1

1 people applied for the position. Hire came from within organization

Vacancy Job Title: Account Executive

Date vacancy opened: 7/1/2021 Date vacancy filled: July/12/2021

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
Website	0
Employee Referral	1

A total of 1 people were interviewed for this vacancy. An current AE referred hire to position.

Vacancy Job Title: Account Executive

Date vacancy opened: 2/1/22 Date vacancy filled: 4/6/22

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

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Website	0
Lac Cruces Chamber of Commerce (Stir Event)	1

A total of 1 people were interviewed for this vacancy. The hire was recruited from a Las Cruces Chamber Event.

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

OUTREACH

August 16, 2021, Adams Radio employee participated in a virtual job fair hosted by New Mexico Broadcasters Association. Participant was Ernest Garcia – Operations Manager. Participants informed public of opportunities in radio broadcasting. We received resumes from 6 individuals.

November 8-12, 2021 Ernesto Garcia – Operations Manager, participated in a virtual job fair hosted by New Mexico Broadcasters Association.

KHQT-FM Spoke at Hermosa Heights Elementary on April 29th .

Joey and Jackie attended a career day event as well as their annual "Get Active" event along with the City of Las Cruces Parks and recreation department. During that time, Joey and Jackie talked about working in broadcasting as well as show them some of the fun activities they do at live broadcast around town.

TRAINING PROGRAMS

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

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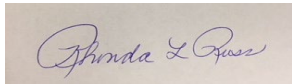
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- Sales Training – All Sales, New Mexico Broadcasters Association Seminars. Ongoing training to aid sales staff, with new tools to better be prepared to aid their clients.
- Diversity Training – All Employees of Adams Radio were required to complete training on Diversity in the workplace. Every employee had to watch a training video and complete the course by taking a quiz and obtaining a certificate.
- Harassment Training - Employees of Adams Radio were required to complete training on preventing Harassment in the workplace. Every employee had to watch a training video and complete the course by taking a quiz and obtaining a certificate.

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, 2022

Telephone: 219-246-2665