

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

ANNUAL EEO PUBLIC FILE REPORT

June 1, 2020 – May 31, 2021

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, 2021

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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: 7-1-2020

Date vacancy filled: 7-20-2020

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>
Employee Referral	1

Management made the decision to hire individual under exigent circumstances.

Vacancy Job Title: Account Executives (2)

Date vacancy opened: September 28, 2020

Date vacancy filled: Jan 4th and 25th, 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 Recruitment Ads	4
NMBA Job Fair	11
Las Cruces Chamber of Commerce	0

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NMBA Website	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 2 individuals from the On Air Recruitment Ads source.

Vacancy Job Title: Business Manager

Date vacancy opened: August 15, 2020

Date vacancy filled: 9-21-2020

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>
Indeed	4

We hired 1 individual from the ad that was placed on Indeed.

Vacancy Job Title: Promotions Director/Street Team Leader

Date vacancy opened: January 15, 2021

Date vacancy filled: February 15, 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>
All Access	0

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On Air	1
Website	0
Chamber of Commerce	0
Posting from within	2

3 people applied for the position. Hiree came from within organization.

Vacancy Job Title: Program Director

Date vacancy opened: January 15, 2021

Date vacancy filled: February 16, 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
All Access	3
Website	0
Lac Cruces Chamber of Commerce	0
Promotion from within organization	1

A total of 4 people were interviewed for this vacancy. The actual hiree was promoted from within the organization.

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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

Normally, we enjoy hosting 2 to 3 interns. Due to COVID, we were not able to host.

OUTREACH

Due to Covid, we were unable to visit schools or any community organizations.

JOB FAIR

The week of November 9, 2020, Lensi Shakra, General Manager, participated in the New Mexico Broadcasters Association hosted virtual job fair. We received 11 resumes from interested parties for potential sales positions.

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
- 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.

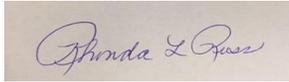
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Name of Respondent: Rhonda Russ

Signed:

A rectangular box containing a handwritten signature in cursive script that reads "Rhonda L. Russ".

Title: Business Manager

Date: May 28, 2021

Telephone: 219-246-2665