



## Rooney Moon Broadcasting 2011 Annual EEO Public File Report

This report covers KSMX(FM), KSEL(AM), KSEL-FM, and KRMQ-FM for the period June 1, 2010 through May 31, 2011. These stations are entitled to the small market exemption.

Rooney Moon Broadcasting filled 1 full time position in the programming/production department 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 Steve Rooney, 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 participates in a scholarship program for university students as a member of the New Mexico Broadcasters Association. The foundation funds an internship that sends a New Mexico College student to Washington D.C. to participate in a hands-on news internship in association with Talk Radio Network. The student lives in D.C. for a semester, and does actual news reporting under supervision. KSEL AM&FM and KRMQ aired public service announcements encouraging students to submit applications to the NMBA. A student from our listening area successfully participated in the internship program in Spring 2011 as a result of hearing the announcements on our stations.

Rooney Moon Broadcasting continued with our fourth year of our scholarship program for graduating high school seniors in our listening area. The scholarship is based on the pillars of the "character counts" program, which are: trustworthiness, respect, responsibility, fairness, caring, and citizenship. Rooney Moon Broadcasting aired PSA's in March 2010 and April 2010 KSMX encouraging students to go to our website to apply for the scholarship. During our application period, 16 applications were submitted, and were judged by an in-house panel. In May 2011, Rooney Moon Broadcasting presented the \$1500 scholarship check to a graduating Senior at Texico High School. This program was implemented and judged entirely by Rooney Moon Broadcasting. Of the \$1500 awarded, \$750 was provided by the New Mexico State Broadcasters Association due to the stations' involvement in various association activities, and \$750 was provided by Rooney Moon Broadcasting.

Rooney Moon Broadcasting in association with Eastern New Mexico University has established an internship program for interested parties. This program is designed to assist members of the community learn the skills needed for employment in the broadcast industry. During this period, there were no internship applications received.

Rooney Moon Broadcasting paid for two of its employees to attend career enrichment seminars in June 2011 at the New Mexico Broadcasters annual convention. These seminars permit the attendees to acquire skills that could qualify them for higher level positions. Those employees who attended included: News Director and news reporter attending the Radio news writing seminar, Sales Manager and 2 sales employees attending the Radio Sales seminar, and several on air talent attending the radio programming

seminar. 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.

Recruitment for Job Opening:

In May 2011, Rooney Moon Broadcasting had an opening for a full time sales employee. We used the following sources for recruitment:

On air recruitment schedule on KSEL AM/FM, KSMX-FM, KRMQ-FM.

Eastern New Mexico University Broadcast Center; 52 Broadcast Center, ENMU, Portales NM 88130. Contact: John Kirby; [John.kirby@enmu.edu](mailto:John.kirby@enmu.edu); 575-562-4045

New Mexico Broadcasters Association; 2333 Wisconsin NE, Albuquerque, NM 88130; Contact: Paula Maes; [paulamaes@nmba.org](mailto:paulamaes@nmba.org); 505-881-4444

[www.allaccess.com](http://www.allaccess.com) (trade website.); 28955 Pacific Coast Highway, Malibu, CA 90265; 310-457-6616.

Roswell Daily Record newspaper; 2301 North Main, Roswell, NM 88202; 575-622-7710.

No recruitment sources requested notification of our job openings.

Three in person interviews were conducted. All interviewed applicants were referred by advertisements on air on our stations. The successful candidate was referred by advertisements on air on our stations.

Steve Rooney  
President/General Manager  
Rooney Moon Broadcasting