

**Pecos Valley Broadcasting Company**  
**Stations KTZA (FM) and KSVP (AM)**  
**Artesia, New Mexico**  
**KPZE (FM)**  
**Carlsbad, New Mexico**  
**KEND (FM)**  
**Roswell, New Mexico**

**EEO PUBLIC FILE REPORT**  
**June 1, 2009 – May 31, 2010**

**Pecos Valley Broadcasting Company Is An Equal Opportunity Employer**

**Full Time Job Vacancies/Interviewee Data:**

<b>Position</b>	<b>Job Title</b>	<b>Date Filled</b>	<b>Total # of People Interviewed</b>	<b>Source Which Referred Interviewees</b>	<b>Hiree Referral Source</b>
1.	Sales Representative	10/1/2009	1 1 1	NM Department of Labor Client Referral Radio Ads	Client Referral
2.	Sales Representative	11/16/2009	1 2	NM Department of Labor Radio Ads	NM Department of Labor
3.	Sales Representative	2/1/2010	3 2	Carlsbad Department of Development Radio Ads	Carlsbad Department of Development

Total number of interviewees for all full-time positions: 11

**Notice:** Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request Pecos Valley Broadcasting Company 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 Gene Dow, General Manager, Pecos Valley Broadcasting Company, 317 W. Quay Avenue, Artesia, New Mexico 88210. Pecos Valley Broadcasting Company is an Equal Opportunity Employer.

### **Supplemental EEO Outreach Activities:**

Pecos Valley Broadcasting Company conducts an Intern Program. Pecos Valley Broadcasting has employed 2 high school students during the reporting period. During this paid internship, each student was trained on various aspects of broadcasting including board operation during special events and sports broadcasts, remote events and local news coverage. This is a standard program at Pecos Valley Broadcasting Company.

Pecos Valley Broadcasting Company participated in a Job Fair and Business Showcase sponsored by the Carlsbad Chamber of Commerce on Saturday, November 7, 2009. Radio ads were broadcast announcing that the station GM would be available to accept applications and conduct job interviews. A banner was posted in the booth and on our remote trailer announcing that we are looking for applicants. General Manager Gene Dow attended this event.

Pecos Valley Broadcasting Company participated in a Job Fair sponsored by U.S. Congressman Harry Teague held Wednesday, February 17, 2010 at the Eastern new Mexico University – Roswell campus. Pecos Valley Broadcasting air commercial announcements for the event and conducted interviews with Congressman Teague for the event. A banner was posted in the booth announcing that we are looking for applicants. General Manager Gene Dow attended this event.

Pecos Valley Broadcasting Company participated in a Baby Boomer Business Expo Friday, February 19, 2010. As a Major Sponsor, Pecos Valley Broadcasting Company aired commercials for the event, interviewed event originators and broadcast live from the event. Pecos Valley Broadcasting Company provided space on the station web site to list sponsor and vendor information. General Manager Gene Dow and Sales Manager Thomas Beard was in attendance at the event to accept applications and conduct interviews. A banner was posted in the booth announcing that we are looking for applicants.

Pecos Valley Broadcasting Company participated in a Career Day discussion with all of the children in the Artesia Public Schools elementary school system during the month of April, 2010. Station Manager Gene Dow visited 4 of the 5 Elementary Schools in the district over 3 days to demonstrate some of the equipment used to broadcast sports events as well as discuss jobs in broadcasting and some of the high school and college courses students should consider if interested in a career in broadcasting.

In order to recruit potential qualified applicants for a Sales Position in the Roswell, NM market, Pecos Valley Broadcasting Company hosted a Job Fair at the Candlewood Suites on Thursday, May 27, 2010. Station Manager Gene Dow and Sales Manager Thomas Beard met with potential candidates to discuss the radio stations, radio sales and accept applications and interview potential candidates to sales positions in all of our markets.

Pecos Valley Broadcasting Company participated in a Virtual Job Fair May 24 through the 28, 2010 in conjunction with the New Mexico Broadcasters Association. During the Job Fair, a listing of open positions was listed with the site [www.broadcastersvirtualjobfair.com](http://www.broadcastersvirtualjobfair.com). Any applications for the positions listed were immediately e-mailed to General Manager Gene Dow, who was able to respond to the employment inquiry within 24 hours.

Pecos Valley Broadcasting Company participates in a scholarship program sponsored by the New Mexico Broadcasters Association. Pecos Valley Broadcasting Company radio stations air announcements regarding the availability of the scholarship money for college students attending New Mexico universities. In addition, General Manager Gene Dow is on the Awards Committee and participates every May in the selection process for the scholarships.

General Manager Gene Dow attended the New Mexico Broadcasters Association Annual Convention in August 2009. At the convention, Mr. Dow participated in workshops that focused on sales, traffic and programming. Mr. Dow also attended the NMBA Scholarship Breakfast and key note speaker luncheon and the Excellence in Broadcasting Awards Dinner. Other workshops attended by Mr. Dow focused on effectively communicating with employees and treating employees fairly and nondiscrimination as well as assistance available from the NMBA for recruitment and for scholarships for potential employees.

## Attachment A

### List of Recruitment Sources and Total Number Interviewees Referred By Each Recruitment Source

No.	Source	Contact	Address	Telephone	Total No. of Interviewees Referred
1	Ad on KSVP-KTZA – KEND – KPZE Radio	Gene Dow	317 West Quay, Artesia, NM 88210	575-746-2751	5
2	Carlsbad Department of Development	John Safin	107 W. Mermod Carlsbad, NM	575-887-6562	3
3	Krumland Automotive Group	Stacie Vanderwert	2111 W. 2 <sup>nd</sup> Street Roswell, NM	800-521-8012	1
4	New Mexico Department of Labor *	On-line posting	704 W. Main St. Artesia, NM	575-748-1303	2

\* In addition to the job opening being posted in the local offices in Artesia, Carlsbad and Roswell, the job opening was also posted in other local offices throughout the state.

NOTE: Recruitment sources which requested job notification announcements: None