

**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, 2010 – May 31, 2011**

**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	9/16/2010	4 1	Radio Ads Facebook Ad	Radio Ads
2. & 3. *	Sales Representative	01/16/2011 02/01/2011	3 4 1	NMBA Virtual Job Fair Radio Ads Carlsbad Department of Development	Carlsbad Department of Development Radio Ads

Total number of interviewees for all full-time positions: 13

\* Two Sales Representatives were hired from the same interviewee pool, the referral source for the 01/16/2011 hiree was the Carlsbad Department of Development and the referral source for the 02/01/2011 hiree was Radio Ads.

**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 has partnered with Artesia High School Digital Media Class during the broadcast of Artesia High School sporting events. Two digital media class students from Artesia High School were with the Pecos Valley Broadcasting Company sports broadcast team for all covered home and away football, boys and girls basketball, baseball and softball games. The students were involved in the set up of the broadcast equipment, establishment of the broadcast and teardown after the broadcast.

Pecos Valley Broadcasting Company conducts an Intern Program. Pecos Valley Broadcasting employed 1 high school student during the reporting period. During this paid internship, the 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.

General Manager Gene Dow and 5 additional staff members attended the New Mexico Broadcasters Association Annual Convention June 11th 2010 in Albuquerque, NM. At the convention, Mr. Dow and the 5 staff members participated in workshops that focused on sales, news and programming. Mr. Dow and the staff members 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.

On Saturday, September 10, 2011, Sales Manager Thomas Beard along with 4 other members of the Pecos Valley Broadcasting Sales Department attended a Radio Advertising Sales Seminar sponsored by the New Mexico Broadcasters Association. The seminar was held in Ruidoso, New Mexico and was presented by Sales Trainer Sean Luce. Sales Representatives were trained in various sales techniques for improving their abilities in advertising sales including overcoming objections and how to properly plan their work week to maximize their time and effort.

Pecos Valley Broadcasting Company participated in a Virtual Job Fair December 12 through the 16, 2010 in conjunction with the New Mexico Broadcasters Association. The Virtual Job Fair was promoted through a series of radio commercials that aired on all of the Pecos Valley Broadcasting stations as well as a web site banner ad that linked to the NMBA Virtual Job Fair web site. 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 participated in a Baby Boomer Business Expo Friday, February 18, 2011. 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 March 8, 9 & 10 2011. Station Manager Gene Dow visited 3 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.

Pecos Valley Broadcasting Company participated in a Virtual Job Fair March 28 through April 2, 2011 in conjunction with the New Mexico Broadcasters Association. The Virtual Job Fair was promoted through a series of radio commercials that aired on all of the Pecos Valley Broadcasting stations as well as a web site banner ad that linked to the NMBA Virtual Job Fair web site. 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 participated in a Job Fair and Career Expo sponsored by the Carlsbad Rotary Clubs and New Mexico State University - Carlsbad on Thursday, April 21, 2011. 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 announcing that we are looking for applicants. General Manager Gene Dow attended this event.

On Tuesday, May 24<sup>th</sup>, 2011, Pecos Valley's Vice President/General Manager (who also serves as the station's EEO Officer) conducted an EEO education and training workshop for station personnel. The attendees included the station's Office Manager, Operations Manager, News Director and Sales Manager. A wide range of EEO topics were covered at the session including recruitment and hiring, methods of ensuring non-discrimination in the workplace, EEO outreach initiatives, recordkeeping, monitoring of the EEO practices for compliance, the effectiveness of the station's EEO practices and other EEO-related issues. The goal of the session was to provide continuing education and training to station personnel on EEO-related matters.

## 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	8
2	Carlsbad Department of Development	John Safin	107 W. Mermod Carlsbad, NM	575-887-6562	1
3	Facebook Ad for Roswell, NM	On-line purchase by Gene Dow	www.facebook.com		1
4	New Mexico Broadcasters Association Virtual Job Fair	Suzan Strong	2333 Wisconsin Albuquerque, NM 87110	505-881-4444	3

NOTE: Recruitment sources which requested job notification announcements: None