

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, 2021 – May 31, 2022

Pecos Valley Broadcasting Company Is An Equal Opportunity Employer

Full Time Job Vacancies/Interviewee Data:

Position	Job Title	Date Filled	Total # of People Interviewed	Sources Used to Fill Vacancy	# of Interviewees Referred By Each RS	Hiree Referral Source
1	Sales Representative	04/18/2022	1	Employee Referral	Employee Referral - 1	Employee Referral
				Radio Advertising on all Pecos Valley stations	Radio Advertising - 0	
				Listing with New Mexico Workforce Connection – This listing is available in all offices in New Mexico	Workforce Connection Listing – 0	
				Newspaper Advertisement – Carlsbad Current-Argus both print and online edition	Current-Argus Listing - 0	
				Facebook Job Listings	Facebook - 0	

Total number of interviewees for all full-time positions: 1

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.

NOTE: Recruitment sources which requested job notification announcements: None

Supplemental EEO Outreach Activities:

Internship program designed to assist members of the community to acquire skills needed for broadcast employment. Pecos Valley Broadcasting Company conducts an Intern Broadcast Tech Program in conjunction with Artesia High School. Pecos Valley Broadcasting has developed a pool of 5 to 10 high school students during the reporting period. During this paid internship, each student was trained on various aspects of broadcasting including operation of video and audio equipment used for high school sports broadcasts, board operation during special events and sports broadcasts, remote events and local news coverage. Training and supervision was done by the General Manager of Pecos Valley Broadcasting Company. This is a standard program at Pecos Valley Broadcasting Company.

Participation in job fair by station personnel with substantial responsibility in making hiring decisions. Pecos Valley Broadcasting participated in a Job Fair presented by the New Mexico Workforce Connection agency on Thursday, December 9th 2021 at the Artesia Public Schools 'Bulldog Training Center'. Pecos Valley Broadcasting aired advertising for the event and broadcast from the event on KTZA-FM. Vice President and General Manager was on had the entire event to meet prospective job seekers and answer questions about jobs at the company.

Participation in job fair by station personnel with substantial responsibility in making hiring decisions. Pecos Valley Broadcasting Company participated in a Virtual Job Fair February 14th, 2022 through the 18th, 2022 in conjunction with the New Mexico Broadcasters Association (www.broadcastersvirtualjobfair.com). 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, we encouraged persons to submit resumes in the event positions open in the future. Any resumes received were immediately e-mailed to General Manager, who was able to respond to the employment inquiry.

Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. On Tuesday, May 17th, 2022, Pecos Valley's Vice President/General Manager (who also serves as the station's EEO Officer) conducted an refresher EEO education and training workshop for station personnel. The attendees included the station's Office Manager, Operations Manager, Public Affairs 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.

Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting. On Friday, May 20, 2022 Pecos Valley Broadcasting's lead sportscaster attended a Career Day / Job Fair at Central Elementary School in Artesia. He set up the Pecos Valley sports broadcast gear, logged in to the radio station on-air systems and demonstrated how he broadcasts local school sporting events. He also answered questions from students, parents as well as other exhibitors on what jobs are available at the radio station including sports broadcasting.

Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Pecos Valley Broadcasting Company has enrolled numerous members of the Sales staff in online Sales Training courses sponsored by the New Mexico Broadcasters Association in conjunction with P1 Learning and LBS Training and Inspiration. For example, the Pecos Valley Sales Manager and three Sales Representatives attended online sales training sessions on 09/29/2021, 10/27/2021 and 04/27/2022.