

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, 2023 – May 31, 2024

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	12/05/2023	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	
				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 3 to 5 high school students during the 2023-2024 basketball, baseball and softball seasons from August 2023 through May 2024. 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 were done by the General Manager of Pecos Valley Broadcasting Company and Video Producer. This is a standard program at Pecos Valley Broadcasting Company.

Participation in events/programs with educational institutions relating to career opportunities in broadcasting. On Tuesday, April 16, 2024, Pecos Valley Broadcasting was a destination for a high school job opportunity program. The event was a 'Downtown Artesia Tour' in which 13 different 9th grade classes visited the radio station as part of the 'Tour' of locally owned businesses in the downtown area of Artesia. General Manager Gene Dow and Video Producer Jeff Curtis conducted the tours. The 120 students total learned about the radio stations and broadcasting jobs and opportunities.

Participation in events/programs with educational institutions relating to career opportunities in broadcasting. On Wednesday, April 24, 2024, Pecos Valley Broadcasting was a destination for a high school job opportunity program. The event was a 'Scavenger Hunt'. High School juniors and seniors were directed to the radio station following clues. In order to receive their next clue, the students asked about the history of the station, unique facts and types of jobs at a radio station. General Manager Gene Dow and Traffic Director Tana Steinback conducted to tour and answered the students questions. 7 different groups of students totaling around 45 students visited during the Scavenger Hunt event.

Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. On Tuesday, May 14, 2024, Pecos Valley's Vice President/General Manager (who also serves as the station's EEO Officer) conducted a 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.

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. Three Sales representatives all participated in a 6-week Sales Training Course. The on-line class included one-on-one video training sessions as well as presentations made to the General Manager observed by the P1 training staff. All three successfully completed the course and received Certificates of Honor from the P1 Training Academy. Training took place between January 11th and March 6th of 2024.