

ADAMS RADIO OF LAS CRUCES LLC
KGRT-FM, KHQT(FM), KSNM(FM), KWML(AM)

ANNUAL EEO PUBLIC FILE REPORT
June 9, 2023* - May 31, 2024

THIS UNIT HAS 11 EMPLOYEES

I. VACANCY LIST

**See Section II, the “Master Recruitment Source List” (“MRSL”) for
recruitment source data**

Job Title	Recruitment Sources (“RS”) Used to Vacancy	Number of Interviewee’s	RS Referring Hire
Marketing Consultant ***	6,8,11,12,13,17	6	6, 8, 11
Marketing Consultant	6,8,11,12,13,17	4	6
Total Interviews:		10	

****Hired 3 Marketing Consultants

*/ Note that the FCC authorizations for the SEU were acquired by the current licensee, Adams Radio of Las Cruces LLC, FCC FRN No. 0032857591, on June 9, 2023, pursuant to prior FCC “long-form” authorization. See FCC File Nos. 0000201054/56/57/58.

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Has Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
1	Las Cruces Chamber of Commerce 150 E Lohman Ave Las Cruces, NM 88001	N	0
2	Las Cruces Green Chamber of Commerce 221 N Main St Las Cruces, NM 88001	N	0
3	New Mexico Broadcasters Assoc 2333 Wisconsin St, NE Albuquerque, NM 87110 SuzanneStrong@nmba.org	N	0
4	University of New Mexico C-J Building #235 W Albuquerque NM 87402 jobpost@unm.edu	N	0
5	New Mexico State University PO box 3509 Las Cruces, NM 88003 NMSU.JOINHANDSHAKE.COM	N	0
6	Client Referrals	N	3
7	New Mexico Workforce Connection PO Box 1928 Albuquerque, NM 87103 www.jobs.state.nm.us/vosnet/	N	0
8	Employee Referral	N	1
9	Indeed 470 W. Ave. Stamford, CT 06902 203-564-2418 www.indeed.com	N	0

RS Number	RS Information	Has Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
10	Linked In Network (Job Board Posting) 2029 Stierlin Ct. Mountain View, CA 94043 650-687-3600 www.linkedin.com	N	0
11	Non-Employee Referral/Industry Peer	N	1
12	On-Air Announcements KGRT-FM, KHQT-FM, KSNM-FM, KWML-AM	N	2
13	Station Website Posting KGRT-FM, KHQT-FM, KSNM-FM, KWML-AM	N	0
14	Self-Referral/Walk In	N	0
15	Zip Recruiter 800-557-9015 www.ziprecruiter.com	N	0
16	Internal posting/Advancement within/ Internship hire	N	0
17	New Mexico Workforce Connection Job Fairs	N	3

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Career Fair: Career on Wheels at Monte Vista Elementary	The theme of this Career Fair was for local businesses to showcase how our careers extend beyond the confines of the office and into the community. We provided a live demonstration of our onsite broadcast setup and showcased how our vehicles serve promotional purposes. This Career Day was designed to engage both children and their parents.
2	Training Program	<p>Throughout the period the SEU has established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions,</p> <ul style="list-style-type: none"> • Sales Training – New Marketing Consultants, RAB Training, was done through a Webinar. This was to aid them with selling tools, to better learn our audience, and the needs of their clients. • Sales Training – All Sales, RAB Webinars. Ongoing training to aid sales staff, with new tools to better be prepared to aid their clients.
3.	Diversity Training Seminar	New employees of Adams Radio are required to complete training on diversity in the workplace. Every new employee watched a training video and completed the course by taking a quiz and obtaining a certificate.
4.	Harassment Training Seminar	New employees of Adams Radio are required to complete training on preventing harassment in the workplace. Every new employee watched a training video and completed the course by taking a quiz and obtaining a certificate.
5.	Internship	Adams Radio hosted an NMSU intern for a 15-week internship program. The student learned different aspects of media programming as well as administrative duties.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
6.	Career Fair and Community: Celebrating 75 years at Central Elementary	In celebration of the 75th year of Central Elementary, this career fair was for students and staff to recognize former alumni of the Elementary. The Adams Radio Chief Engineer who attended this school was invited to speak about his career as an engineer for the stations. Hot (KHQT-FM) Morning hosts were also special guests who were invited to talk about the benefits of radio in the Las Cruces community.
7.	Career Fair: Spring Into Your New Carrer Job Fair - ResCare	Adams Radio station was on site doing a live broadcast. With the live broadcast, we informed the community about what was going on and encouraged them to come out and find their new career. Adams Radio was a key participant, while also recruiting new employees for marketing positions.