

ADAMS RADIO OF LAS CRUCES LLC
KGRT-FM, KHQT(FM), KSNM(FM), KWML(AM)
ANNUAL EEO PUBLIC FILE REPORT
June 1, 2024 - May 31, 2025
THIS UNIT HAS MORE THAN 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	12,13,11	5	12
Marketing Consultant	13,11	1	11
Total Interviews:		6	

ADAMS RADIO OF LAS CRUCES LLC**KGRT-FM, KHQT(FM), KSNM(FM), KWML(AM)****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	0
7	New Mexico Workforce Connection PO Box 1928 Albuquerque, NM 87103 www.jobs.state.nm.us/vosnet/	N	0
8	Employee Referral	N	0
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 Sterlin 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	5
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	0

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	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.
2.	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.
3.	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.
4.	Internship	Adams Radio hosted NMSU interns for an up to a 15-week internship program. The students learned different aspects of media programming as well as administrative duties. One intern was participating on a paid basis.
5.	NMSU – Introduction to Our Brands	Lensi Shakra presented a program introducing Adams to the community by discussing how radio is still thriving.
6.	NMBA – Virtual Job Fair	Adams Radio of Las Cruces was represented by Lensi Shakra for a Virtual Job Fair hosted by the New Mexico Broadcasters Association.