

# High Desert Broadcasting LLC

## Annual EEO Public File Report

Year 2014

This annual EEO public file report for High Desert Broadcasting LLC (“High Desert”) covers recruitment and hiring for the broadcasting stations listed below for the period from August 01, 2013 through July 31, 2014.

Call Sign	Station ID	City of License
KUTY (AM)	22011	Palmdale, CA
KQAV (FM)	70879	Rosamond, CA
KOSS (AM)	19702	Lancaster, CA
KGMX (FM)	19703	Lancaster, CA
KKZQ (FM)	85024	Tehachapi, CA
KMVE (FM)	33526	California City, CA
KCEL (FM)	164156	Mojave, CA

During this reporting period High Desert filled the following four (4) full-time positions:

Account Executive (2)  
Front Office Administrator (1)  
Promotions Coordinator (1)

Information on the interviewees and the recruitment sources utilized to fill these positions follows. A complete list of organizations or recruitment sources used by High Desert for community outreach during the reporting period is contained in Appendix A to this Report. A complete list of organizations or recruitment sources requesting notification of full-time job vacancies is contained in Appendix B. Information on the supplemental recruitment measures engaged in by High Desert during the reporting period is contained in Appendix C.

Job Title: Account Executive (1)  
 Number of Interviewees: 3  
 Recruitment Source of Hiree: Internal Referral

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Southern California Broadcasters Association	0
All Access Music Group	0
Employment Development Department	1
Regional Occupational Center	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
High Desert Broadcasting -In House Posting	0
High Desert Broadcasting - Internet Posting	0
High Desert Broadcasting - Internal Referral	1
High Desert Broadcasting - On Air Broadcasting	1

Job Title: Account Executive (2)  
 Number of Interviewees: 5  
 Recruitment Source of Hiree: Internal Referral

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Southern California Broadcasters Association	2
All Access Music Group	0
Employment Development Department	1
Regional Occupational Center	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
High Desert Broadcasting -In House Posting	0
High Desert Broadcasting - Internet Posting	0
High Desert Broadcasting - Internal Referral	1
High Desert Broadcasting - On Air Broadcasting	1

Job Title: Front Office Administrator  
 Number of Interviewees: 25  
 Recruitment Source of Hiree: Employment Development Department

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Southern California Broadcasters Association	0
All Access Music Group	0
Employment Development Department	17
Regional Occupational Center	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
High Desert Broadcasting -In House Posting	4
High Desert Broadcasting - Internet Posting	1
High Desert Broadcasting - Internal Referral	1
High Desert Broadcasting - On Air Broadcasting	2

Job Title: Promotions Coordinator  
 Number of Interviewees: 9  
 Recruitment Source of Hiree: Internal Referral

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Southern California Broadcasters Association	1
All Access Music Group	0
Employment Development Department	1
Regional Occupational Center	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
High Desert Broadcasting -In House Posting	2
High Desert Broadcasting - Internet Posting	1
High Desert Broadcasting - Internal Referral	1
High Desert Broadcasting - On Air Broadcasting	2

## Appendix A

### Community Outreach Organizations

Name of Source: High Desert Broadcasting LLC<sup>1</sup>  
Contact Person: Marissa Garcia  
Address: 570 East Avenue, Q-9 Palmdale CA 93550  
Telephone: (661) 947-3107 Fax: (661) 999-6700  
E-mail: jobs@highdesertbroadcasting.com  
How was notification given to this source? N/A – In House

Source: Cal State University Bakersfield  
Center for Community Engagement & Career Education  
Address: 43909 30<sup>th</sup> Street West, Lancaster CA 93536  
Contact: career@csub.edu  
How was notification given to this source? Email

Source: Zonta Organization  
Address: P.O. Box 88, Lancaster CA 93536  
Contact: Attn: Job Postings  
Telephone: (661) 317-7694  
How was notification given to this source? Mail

Name of Source: Antelope Valley Hispanic Chamber of Commerce  
Address: 819 East Avenue Q-9, Palmdale CA 93550  
Contact: Office@AVHCC.org  
Telephone: (661) 538-0607  
How was notification give to source? Email

Name of Source: Chapman University College – Antelope Valley  
Contact: erclark@chapman.edu  
Address: 40015 Sierra Highway, Suite B-160, Palmdale CA 93550  
Telephone: (661) 948-4141  
How was notification give to source? Email

Name of Source: Southern California Broadcasters Association (SCBA)  
Online Posting  
Address: 5670 Wilshire Boulevard, #200  
Los Angeles, CA 90036  
Telephone: (323) 930-5595 Fax: (323) 932-1425  
How was notification given to this source? Online

Name of Source: All Access Music Group  
Website: www.allaccess.com  
Web Address: <http://www.allaccess.com>  
How was notification given to this source? Online

Name of Source: Employment Development Department  
Address: 1420 West Avenue I, Lancaster CA 93534  
Contact: Attn: Job Postings  
Telephone: (661) 726-4128 Fax: (661) 945-5767  
How was notification given to this source? Fax

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<sup>1</sup> High Desert Broadcasting LLC as a recruitment source includes station on-air ads for job applicants, station internet or website ads, in-house postings, employee internal hires or promotions, employee referrals, and walk-ins or call-ins to the stations.

Name of Source: Regional Occupational Center  
Address: 1156 East Avenue S, Palmdale CA 93550  
Contact: Attn: Job Postings  
Telephone: (661) 575-1037 Fax: (661) 575-1010  
How was notification given to this source? Fax

Appendix B

Organizations Requesting Notification

Source: Southern California Broadcasters Association (SCBA)  
Address: 5670 Wilshire Boulevard, #200, Los Angeles, CA 90036  
Contact: (323) 930-5595 Fax: (323) 932-1425

Source: Employment Development Department  
Address: 1420 West Avenue I, Lancaster CA 93534  
Contact: Attn: Job Postings - (661) 945-5037

Source: Regional Occupational Center  
Address: 1156 East Avenue S, Palmdale CA 93550  
Contact: Attn: Job Postings - (661) 575-1021

### SUPPLEMENTAL RECRUITMENT ACTIVITIES

**Activity:** Intern Program – 2013 - 2014

**Date:** August 2013 – December 2013 (3 – 6 month internships)  
January 2014 – April 2014  
May 2014 – August 2014

**Host / Sponsor of Activity:** High Desert Broadcasting LLC

**Brief Description of Activity and Station Participation:**

High Desert Broadcasting LLC has opened up internship programs to individuals that are interested in working for the radio industry. These individuals must be attending college so they can receive credit for working at the station. They must work in each department of the company to ensure that they get a complete overview of all that is involved in operating a radio station. This program is overseen by Marissa Garcia, Human Resources Director. During this reporting period, four interns participated in the program.

**Activity:** Open House (3 Separate Events)

**Date:** October 2013  
February 2014  
June 2014

**Participating Employees:** Marissa Garcia, HR Director

**Host / Sponsor of Activity:** Open House – Position Review

**Brief Description of Activity and Station Participation:**

High Desert Broadcasting LLC held three Open House Events to inform listeners and other members of the public of the positions that are available in radio. This open house consisted of tours, presentations and resume review.

**Activity:** Goleta Valley Junior High Career Day

**Date:** October 30, 2013

**Participating Employees:** Marissa Garcia, HR Director

**Host / Sponsor of Activity:** Goleta Valley Junior High

**Brief Description of Activity and Station Participation:**

High Desert Broadcasting LLC participated in the Goleta Valley Junior High Career Day. This was a great opportunity for students to explore career choices.

**Activity:** Career Day

**Date:** November 01, 2013

**Participating Employees:** Marissa Garcia, H.R. Director and Jesus Hernandez, Street Team

**Host / Sponsor of Activity:** Antelope Valley College

**Brief Description of Activity and Station Participation:**

High Desert Broadcasting LLC participated in a Career Day that introduced 7<sup>th</sup> and 8<sup>th</sup> grade students to career opportunities. High school academy students, college students, employers, and organizations bring unique ideas to stimulate these young, motivated students. They will experience, firsthand, what it is like to work in exciting careers and plan course choices during high school. Career Day informs students about career ladders and educational options. During Career Day, students participate in interactive career exploration activities, tours, and workshops that assist them in connecting with a career pathway. The students not only have a great time, but they receive brochures and information about each employer, career, organization and/or activity they participate in. The Job Placement center invites up to 300 students from up to 5 area middle schools to this exciting event at the Antelope Valley College campus every year.

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**Activity:** Ventura College/Career Exploration Day

**Date:** February 07, 2014 (11 AM – 1 PM)

**Participating Employees:** Marissa Garcia, HR Director

**Host / Sponsor of Activity:** Rio Mesa High School

**Brief Description of Activity and Station Participation:**

High Desert Broadcasting LLC participated in the Career Explorations Day at Ventura College. This was a great opportunity for students to explore career choices with the experts at Ventura College! There were campus tours, presentations, interactive hands-on activities, free food and entertainment.

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**Activity:** The MORE Career Expo

**Date:** March 05, 2014

**Participating Employees:** Marissa Garcia, HR Director

**Host / Sponsor of Activity:** Chapman University

**Brief Description of Activity and Station Participation:**

High Desert Broadcasting LLC participated in The MORE Career Expo, which is the largest recruitment opportunity of the year for the Antelope Valley. With hundreds in attendance, this Expo is a chance for employers to connect directly with a huge number of our student population.

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**Activity:** Career Day Conference 2014

**Date:** April 26, 2014

**Participating Employees:** Marissa Garcia, HR Director

**Host / Sponsor of Activity:** Santa Barbara City College

**Brief Description of Activity and Station Participation:**

High Desert Broadcasting LLC participated in The 4th annual Art Career Day Conference (ACDC) held on Saturday, April 26th, 11am to 5pm, at Santa Barbara City College. Art Without Limits, in collaboration with the SB Bowl, SBCC, SB County Arts Commission, along with 8 other Santa Barbara based organizations and individuals, held a free conference, providing teens and young adults, (ages 13 to 25,) an opportunity to learn from and interact with professional artists, art educators and business professionals. We demonstrated on how Radio Broadcasting can be a form of art and expression and provide a career by doing what you enjoy.

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**Activity:** 2014 SCBA Scholarship Program

**Date:** May 2014

**Participating Employees:** Miles Sexton, President

**Host / Sponsor of Activity:** SCBA

**Brief Description of Activity and Station Participation:**

The Southern California Broadcasting Association presents a school with scholarship funds to assist an individual with tuition costs. Our company participated by having our President vote for the school they thought would be best suited to receive the scholarship funds. The SCBA provides school nominees.

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