

# High Desert Broadcasting LLC

## Annual EEO Public File Report

Year 2015

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, 2014 through July 31, 2015.

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 three (3) full-time positions:

Account Executive (1)  
Sales Manager (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:	11
Recruitment Source of Hiree:	On Air Broadcast

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Southern California Broadcasters Association	1
All Access Music Group	0
Employment Development Department	2
Regional Occupational Center	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	1
Chapman University	0
High Desert Broadcasting -In House Posting	0
High Desert Broadcasting - Internet Posting	0
High Desert Broadcasting - Internal Referral	3
High Desert Broadcasting - On Air Broadcasting	4

Job Title: Sales Manager  
 Number of Interviewees: 4  
 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	0
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	1
High Desert Broadcasting - Internet Posting	1
High Desert Broadcasting - Internal Referral	1
High Desert Broadcasting - On Air Broadcasting	1

Job Title: Promotions Coordinator  
Number of Interviewees: 15  
Recruitment Source of Hiree: SBCA

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Southern California Broadcasters Association	1
All Access Music Group	0
Employment Development Department	2
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	6
High Desert Broadcasting - Internal Referral	1
High Desert Broadcasting - On Air Broadcasting	3

## 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

---

<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 – 2014 - 2015

**Date:** August 2014 – December 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. During this reporting period, one intern participated in the program.

---

**Activity:** Open House

**Date:** December 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.

---