

High Desert Broadcasting LLC

Annual EEO Public File Report

Year 2017

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, 2016 through July 31, 2017.

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 five (5) full-time positions:

Account Executive (4)
Front Office/Traffic Admin

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: 9
 Recruitment Source of Hiree: Internal Referral

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

Job Title: Account Executive (2)
 Number of Interviewees: 4
 Recruitment Source of Hiree: On Air Broadcast

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: Account Executive (3)
 Number of Interviewees: 12
 Recruitment Source of Hiree: On Air Broadcast

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	2
High Desert Broadcasting - Internet Posting	3
High Desert Broadcasting - Internal Referral	3
High Desert Broadcasting - On Air Broadcasting	3

Job Title: Office/Traffic Admin
 Number of Interviewees: 32
 Recruitment Source of Hiree: On Air Broadcast

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	1
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	10
High Desert Broadcasting - Internal Referral	2
High Desert Broadcasting - On Air Broadcasting	18

Appendix A

Community Outreach Organizations

Name of Source: High Desert Broadcasting LLC¹
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 30th 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

¹ 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: AV Board of Trade Expo and Business Outlook

Date: February 2017

Participating Employees: Rene Flores, Local Sales Manager

Host / Sponsor of Activity: High Desert Broadcasting LLC and AV Board

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC worked with the AV Board to reach out to the business community. There were over 800 business people networking and getting an economic report and motivational presentation for Gene Simmons. We were highlighted in the Program Manager sharing our outreach program. We also used it as a tool to reach out to the community for Sales Talent.

Activity: Lancaster Chamber of Commerce

Date: April, May, June & July 2017

Participating Employees: Renee Flores, Local Sales Manager
Becky Smith, Local Sales Rep

Host / Sponsor of Activity: Luncheon – City of Lancaster Chamber

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC held a co-op luncheon with the Lancaster Chamber of Commerce where over 250 people attended. This event was used to share information about the company and the recruitment process of our industry.

Activity: AV Job Fair

Date: April 2017

Participating Employees: Renee Flores, Local Sales Manager
Mark Benevento, Operations Manager

Host / Sponsor of Activity: Job Fair

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC worked with the AV College and had a booth where we shared the open positions as well as the opportunities in radio.

Activity: Greater AV Chamber of Commerce Luncheon

Date: July 2017

Participating Employees: Renee Flores, Local Sales Manager

Renee Flores, Local Sales Rep

Host / Sponsor of Activity: Chamber Meeting

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC staff attended this chamber event to use it as a resource for company announcements such as updates, hirings, business practices etc.

Activity: City Partners Meeting Event

Date: July 2017

Participating Employees: Renee Flores, Local Sales Manager

Host / Sponsor of Activity: City of Lancaster /AV Harvey Davidson

Brief Description of Activity and Station Participation:

City Partnership Meeting with over 20 businesses and approximately 100 people that went to this meeting to discuss city incentives and community development. We each (all participants) introduced ourselves and what our company visions was with job opportunities and recruitment.
