

# High Desert Broadcasting LLC

## Annual EEO Public File Report

Year 2019

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, 2018 through July 31, 2019.

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 one (1) full-time position:

Account Executive

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: 5  
 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	3
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](mailto: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](mailto: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](mailto: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](mailto: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](http://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:** AV Board of Trade Expo and Business Outlook

**Date:** February 2019

**Participating Employees:** Jody McElfresh

**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.

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**Activity:** Lancaster Chamber of Commerce

**Date:** August - December 2018 & January - July 2019

**Participating Employees:** Lucila Vigial, Local Sales Manager  
Jody Mcelfresh

**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.

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**Activity:** AV Job Fair

**Date:** April 2019

**Participating Employees:** Marissa Garcia, Human Resources

**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 opporutnities in radio.

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**Activity:** Greater AV Chamber of Commerce Luncheon

**Date:** June 2019

**Participating Employees:** Jody McElfresh, Business Manager

**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.

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**Activity:** City Partners Meeting Event

**Date:** June 2019

**Participating Employees:** Lucila Sellers, Account Executive (Sr.)  
Becky Smith, Account Executive (Sr.)

**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.

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