



Annual EEO Public File Report 2023

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c) (6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Employment Unit that is comprised of the following stations: KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD, and KYAV-LD and is required to be placed in the public inspection files of these stations, and posted on their web sites (as applicable).

The information contained in this Report covers the time period beginning [August 1, 2022](#) to and including [July 31, 2023](#) (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment resource(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the successful candidate for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies: and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed in Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the successful candidate started the job. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone, over video conference or by e-mail.

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Appendix 1

Covering the Period from [August 1, 2022](#) to [July 31, 2023](#)

Stations Comprising Employment Unit: KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD.

Section 1: Vacancy Information

	Full-time Positions – Job Title and Date Filled	Recruitment Source of Successful Candidate	Total Number of Interviewees from All Sources for This Position
1	Producer 09/01/2022	Indeed.com	7
2	Account Executive 10/03/2022	Indeed.com	2
3	Video Editor 10/03/2022	Internal Candidate	20
4	Technical Director 10/16/2022	Internal Candidate	4
5	Promotions Producer 10/25/2022	Social Media/Networking	6
6	Local Sales Manager 10/31/2022	Referral	3
7	Master Control Operator 01/04/2023	KESQ.com	4
8	Producer 02/13/2023	KESQ.com	6
9	Producer 02/14/2023	Indeed.com	6
10	Account Executive 02/20/2023	Referral	7
11	Producer 03/20/2023	Referral	6
12	Anchor/MMJ 04/19/2023	Rehire	8
13	Technical Director 04/25/2023	KESQ.com	1
14	Producer 05/01/2023	KESQ.com	5
15	Meteorologist//Multimedia Journalist 06/01/2023	Magid	7
16	Videographer 06/05/2023	Referral	7
17	Technical Director 07/09/2023	Internal Candidate	3
18	Master Control Operator 07/12/2023	KESQ.com	2
19	Account Executive 07/13/2023	Referral	5
20	Account Executive 07/13/2023	KESQ.com	6

Total Number of Persons Interviewed During Applicable Period: 115

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Appendix 2

Covering the Period from [August 1, 2022](#) to [July 31, 2023](#)

Stations Comprising Employment Unit: KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD.

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Source Requested Job Vacancy Notifications (Yes/No)	Full-time Positions for Which This Source Was Utilized
A	Internal Candidates 31276 Dunham Way Thousand Palms, CA 92276	9	No	3, 4, 5, 11, 12, 17.
B	TVJOBS.COM Broadcast Employment Services PO BOX 4116 Oceanside, CA 92052 (760) 754-8177 admin@tjjobs.com	1	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20.
C	KESQ.com / NPGCO.com / KUNA.com 31276 Dunham Way Thousand Palms, CA 92276	45	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20.
D	Medialine.com P.O. Box 51909, Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	0	No	2, 10, 15.
E	Handshake.com See list of schools with the Statement of EEO Policy below.	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20.
G	California Lutheran University 60 West Olsen Road, Thousand Oaks, CA, 91360-2787 (805) 493-3135 www.callutheran.edu/career_services	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20.
H	Frank N. Magid & Assoc., INC. One Research Center, Marion, Iowa 52302 (319)377-7345	3	No	12, 15.
K	Indeed.com (Paid Source) 1800-462-5842	28	No	1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20.
L	California Broadcasters Association (YourCBA.com) 915 L Street, Ste 1150 Sacramento, CA 95814 (916)444-2237	0	No	1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20.
O	Arizona State University Outreach Interviews 1151 South Forest Avenue Tempe, AZ 85281	1	No	15.
P	University of Missouri Outreach Interviews Columbia, MO 65211	0	No	0
Q	Word of Mouth/Employee Referral	9	No	6, 10, 11, 12, 16, 19.
R	Walk In/Call In	0	No	0
S	Agent Referral	0	No	0
T	Rehire	1	No	12.
U	Linked In (LinkedIn.com)	2	No	5, 6.

V	Social Media Messaging	14	No	3, 5, 8, 9, 11, 15, 16.
W	College of the Desert Outreach 43500 Monterey Avenue Palm Desert, CA 92260	1	No	5.
X	El Informador Del Valle – Paid Ad 82-015 Highway 111 Indio, CA 92201	0	No	2.
Y	ZipRecruiter.com – Paid Ad	0	No	0
Z	Facebook.com	1	No	5.
AA	SpotsNDots.com – Paid Ad	0	No	6.

STATEMENT OF EEO POLICY

Gulf California Broadcast Company, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at its stations. We seek the help of local organizations in referring qualified applicants to our stations. Organizations that wish to receive vacancy information for KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD should contact the Human Resources Coordinator, by calling (805) 882-3976 or by writing to FCC EEO Officer, Gulf California Broadcast Company, 31276 Dunham Way, Thousand

Palms, CA 92276.

Below is the stations' current active list of schools alerted to job vacancies via Handshake.com.

Arizona State University	Biola University	California Baptist University
California Polytechnic State University – San Luis Obispo	California Polytechnic University - Pomona	California State University - Bakersfield
California State University Chico	California State University Los Angeles – Cal State LA	California State University, Channel Islands
California State University, Northridge	California State University, San Bernardino	Kansas State University
Pepperdine University	San Francisco State University	Santa Clara University
University of California, San Diego	University of California, Los Angeles	University of California, Santa Barbara
University of Central Missouri	University of Missouri - Columbia	University of San Diego
Westmont College	Whittier College	

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Appendix 3

Covering the Period from [August 1, 2022](#) to [July 31, 2023](#)

Stations Comprising Station Employment Unit: KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD.

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD.

Statement of EEO Policy

Gulf California Broadcast Company believes in equal employment opportunities for all, regardless of race, color, religion, sex, national origin, age, disability or any other legally protected classification.

The Company's policy is to hire and promote the most qualified applicants and to comply with all federal, state and local equal employment opportunity laws.

This policy governs employment and all the company's terms and conditions of employment, including, but not limited to, policies and practices affecting recruitment, recruitment advertising, hiring, promotion, demotion, transfers, reclassification, and selection for training, compensation, benefits, company-sponsored educational programs and any other aspect of employment.

1. Internship Programs: (#5)

Gulf California Broadcast Company has always been involved in helping members of the community achieve their educational goals. GCBC implemented a paid 12-week summer internship program budgeting for one intern in the news department and one in the sales department. In the summer of 2023 we are hosting a paid news department intern for a period of 12 weeks. Our former interns have had great success in being hired to full-time positions throughout our stations and other stations around the country. We expect that to be the case again in the future. Like with all potential hires, they must go through the usual EEO wide recruiting procedures.

We also offer unpaid internships in partnership with College of the Desert. During the period, we hosted 2 promotions and commercial production unpaid interns. These interns worked with our production team and they participated for college credit.

2. EEO Training: (#14)

Equal Employment Opportunity Meetings are held on a continual basis as needed for current education to department heads as to their role and responsibilities in the EEO process. We ensure that all department heads are fully educated on their reporting documentation and have regular discussions ensuring that all departments are hiring in a non-discriminatory fashion. As part of the weekly Department Head meeting these issues are documented when discussed in the minutes which are kept in the business office's EEO file.

3. Description of Supplemental Outreach Initiatives: (Job Fairs#1, Community Groups #4, Educational Institutions #10)

In September 2022, Employees from the station took part in the 27th Valley Wide Employment Expo. We received a total of 26 applicants from the event. Staff spoke to many attendees about the current job openings of the station, what educational requirements are and what its like to work in the broadcast industry.

In November 2022, Tim Kiley, Assistant News Director, spoke with a group of students from University of Southern California. They discussed careers in Journalism.

In November 2022, Tim Kiley, Assistant News Director, hosted a tour of the stations for a group of students from the College of the Desert. Students were able to ask questions and advise on educational requirements and career paths in the industry.

In November 2022, members of the corporate management team traveled to Penn State University and conducted interviews and gave student feedback on resumes and pursuing careers in the industry of broadcast journalism. 23 candidates applied for positions in various

locations across the company, including Gulf California Broadcast Company.

In December 2022, Tim Kiley, Assistant News Director, hosted a tour of the stations for students from the Nellie Coffman School. They learned about workflow, and the day to day operation of the newsrooms.

In December 2022, Tim Kiley, Assistant News Director, hosted a tour of the stations for students from Cathedral City School. They watched tapings and were able to ask questions of the staff about the industry.

In December 2022, Tim Kiley, Assistant News Director, talked with a group of students at Redlands East Valley School. He presented on working in the journalism industry and answered students questions about the industry.

In February 2023, Rebecca Johnson, News Director traveled to Arizona State University to partake in a companywide recruitment initiative. Over the visit Rebecca and other members of the company management teams interviewed many prospective candidates and accepted 14 applications.

In March 2023, members of the corporate management team traveled to University of Missouri and conducted interviews and gave student feedback on resumes and pursuing careers in the industry of broadcast journalism. 27 candidates applied for positions in various locations across the company, including Gulf California Broadcast Company.

In June 2023, members of the management team of Gulf California Broadcast Company spoke to the class of Leadership Coachella Valley about the stations and the broadcast industry in general. During the two-hour interactive presentation to over 40 attendees, information was given about all aspects of the television stations and participants asked questions pertaining to their individual interests.

Throughout the period, Kent Kay, Director of Creative Services, mentored students and interns on broadcasting production skills and techniques. During the period, he mentored students personally and worked with them to better understand the broadcast industry and careers in the field. He gave many tours of the station to local organizations and schools, speaking to them about careers in broadcasting. He also critiqued work and tapes presented by students and interns working toward a career in broadcast television. He worked closely with College of the Desert and the La Quinta Arts Foundation – Digital Arts & Media Advisory Council to generate job opening leads and referrals.

4. California Broadcasters Association Participation:

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD is a member of the California Broadcasters Association and regularly receives guidance and updates from the Association in regards to changes and updates in FCC and EEO guidance's.