

High Desert Broadcasting LLC

Annual EEO Public File Report

Year 2013

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, 2012 through July 31, 2013.

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 two (2) full-time positions:

Front Office/Traffic Administrator (1)
Front Office Administrator (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: Front Office/Traffic Administrator
 Number of Interviewees: 32
 Recruitment Source of Hire: On Air Ad

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Southern California Broadcasters Association	0
All Access Music Group	0
Employment Development Department	7
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	3
High Desert Broadcasting – Internet Posting	6
High Desert Broadcasting – Internal Referral	2
High Desert Broadcasting – On Air Broadcasting	14

Job Title: Front Office Administrator
 Number of Interviewees: 8
 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	4
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	0
High Desert Broadcasting – On Air Broadcasting	2

Community Outreach Organizations

Name of Source: High Desert Broadcasting LLC¹
Contact Person: Marissa Garcia
Address: 570 East Avenue, Q-9 Palmdale CA 93500
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
Email: 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 College
Contact: Erin Clark, Career Operations Coordinator
Email: 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)²
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

¹ High Desert Broadcasting 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.

² The Southern California Broadcasters Association further distributes all job openings it receives from member stations to numerous colleges and non-profit, minority and women's organizations throughout Southern California.

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

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

Organizations Requesting Notification

Source: Southern California Broadcasters Association (www.scba.com)
Address: 5670 Wilshire Blvd # 1370 (UPDATED CONTACT)
Contact: LaFern Watkins
(323) 904-4105

Source: All Access Music Group (www.allaccess.com)
Address: 28955 Pacific Coast Highway, Suite 210-5, Malibu CA 90265
Contact: Attn: Job Postings (UPDATED CONTACT)
(310) 457-6616

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

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

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity: Intern Program

Date: August 2012 – December 2013 (3 – 6 month internships)

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, two students participated in the program.

Activity: AVC Fall Job Fair

Date: September 12, 2012

Participating Employees: Marissa Garcia, Nelson Rasse and Greg Wood

Host / Sponsor of Activity: Antelope Valley College

Brief Description of Activity and Station Participation:

The Antelope Valley Fall Job Fair provides students information about potential careers both locally and out of the area. High Desert participates in this career fair to educate students about jobs in the radio broadcasting industry in general. High Desert also makes students aware of the company's internship program as an option for them while attending school.

Activity: Open House

Date: October 24, 2012

Participating Employees: Marissa Garcia, HR Director

Host / Sponsor of Activity: High Desert Broadcasting

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC held an Open House to the public to inform listeners/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: November 15, 2012

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, which was held at Ventura College. This was a great opportunity for students to explore career choices with the college counselors and prospective employers. There were campus tours, presentations, and interactive hands-on activities. Teachers encouraged students to ask questions and learn about the specific careers in various industries.

Activity: Career Explorations Day

Date: February 08, 2013 (8:30 am – 11:30 am)

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 for Rio Mesa High School students at Ventura College. This was a great opportunity for students to explore career choices with the college counselors and prospective employers. There were campus tours, presentations, interactive hands-on activities, free food and entertainment.

Activity: Career Day Conference 2013

Date: April 06, 2013

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 Career Day Conference at Santa Barbara City College. The audience was composed of exclusively of junior/senior high and college students. The agenda covered the many ways and means to be successful in the current job market.

Activity: Blackstock School Career Day

Date: May 22, 2013

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

Host / Sponsor of Activity: Dea Rivera

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC participated in the Career Information Day on May 22, 2013. Students were able to listen to presentations to help the students match their interests with possible careers in order to better prepare themselves for their high school studies and beyond.

Activity: 2013 SCBA Scholarship Program

Date: May/June 2013

Participating Employees: Nelson Rasse, Executive Vice 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 Executive Vice President vote for the school he thought would be best suited to receive the scholarship funds. The SCBA provides school options.
