

EEO PUBLIC FILE REPORT
August 1, 2019 through July 31, 2020

1) Employment Unit: El Dorado Broadcasters – Victorville, CA

2) Unit Members (Stations and Communities of License):

KATJ (FM) (HD2), George, CA
KIXA (FM), Lucerne Valley, CA
KIXW (AM), Apple Valley, CA
KXVV (FM), Hesperia, CA
KZXY (FM), Apple Valley, CA

3) EEO Contact Information for Employment Unit:

Mailing Address: El Dorado Broadcasters 11920 Hesperia Rd Hesperia, CA 92345	Telephone Number: (760)241-1313
	Contact Person/Title: Desiree Alvarez, Business Manager
	E-Mail Address: DesireeAlvarez@EDBroadcasters.com

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Production Manager on Air Host	1, 3-7, 9-14, 20, 24-29, 32	1
Account Executive	1, 3-7, 9-14, 18-19, 23-24, 26-32	10
Account Executive	1, 3-7, 9-14, 18-19, 23-24, 26-32	10
Vice President/Market Manager *	***	***
Account Executive	1, 3-7, 9-14, 18-19, 23-24, 26-32	30
Vice President/Market Manager	20	20

* Exigent Circumstance.

II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
1	AllAccess.com www.allaccess.com	No	1
2	AM FM Jobs – Broadcast Employment Services www.amfmjobs.com	No	
3	Apple One – San Bernardino Branch 1955 S. Hunts Lane STE 210 San Bernardino, Ca 92408 Contact: Robert Tager P: (909) 884-6351 F: (909) 888-7037	Yes	
4	Barstow Community College Career Center 2700 Barstow Rd. Barstow, Ca 92311 www.collegecentral.com/barstow P: (760) 252-2411	Yes	
5	Brandman University – Victor Valley Campus 13911 Park Ave, Suite 100 Victorville, CA 92392 E-mail: avernon@brandman.edu P: (760) 955-7555 ext. 2590	No	
6	Cal Jobs Employment Development Department www.caljobs.ca.gov	No	
7	California Broadcasters Association www.yourcba.com	No	
8	Daily Press / Classified Dept.– Paid for Posts PO Box 1389 Victorville CA 92393 P: (760)241-7755 F: (760) 241-7145	No	
9	Department of Rehabilitation 15415 W Sand Street Victorville CA 92392 P: (760) 243-0830	Yes	
10	Employee Referral	No	5
11	Goodwill Southern California 16934 Bear Valley Rd Victorville, CA 92395 P: (760) 780-4970 F: (760) 780-7978 e-mail: smuhammad@goodwillsocal.org	Yes	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
12	Handshake www.handshake.com	No	
13	High Desert Hispanic Chamber Po Box 3231 Victorville, Ca 92393 www.hdhcc.victorville.com P: (760) 241-6661 F: (202) 318-7328	Yes	
14	Indeed www.indeed.com	No	5
15	Internal Posting/Candidate	No	
16	Job Fair (as described in section III)	No	
17	LinkedIn www.linkedin.com	No	
18	Local Veterans Employment Southern Division (EDD) 17310 Bear Valley Rd Suite 109 Victorville CA 92395 Contact: Luis Urgiles Luis.urgiles@edd.ca.gov P: (760) 552-6537	Yes	
19	Media Recruiter 9457 So. University Blvd. #303 Highlands Ranch, CO 80126 Contact: Art Scott P: (303) 400-5150 art@mediarecruiter.com www.mediarecruiter.com	No	
20	Non-Employee Referral	No	3
21	On-Air Announcements (across all SEU stations)	No	
22	Radio Business Report & Television Business Report www.rbr.com Mediapaper1@tvbrepaper.com	No	
23	Radio Ink Classified www.radioink.wufoo.com	No	
24	San Joaquin Valley College 9331 Mariposa Road Hesperia, Ca 92345 P: (760) 948-1947 Contact: Adamina McKenzie Adamina.McKenzie@SJVC.edu	No	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
25	Southern California Broadcasters Association. (SCBA) 5670 Wilshire Blvd, Suite 200 Los Angeles, Ca 90036 P: (323) 938-3100 F: (323) 938-8600 www.scba.com	No	
26	St. John of God 13333 Palmdale Rd. Victorville, Ca 92392 Contact: Jacqueline Morgan P: (760) 241-4917 F: (760) 241-8911	Yes	
27	Traffic Directors Guild of America 26000 Avenida Aeropuerto San Juan Capistrano, CA 92675 P: (949) 429-7063 F: (949) 429-7083 www.netddga.org tdgaorg@gmail.com	No	
28	University of La Verne – High Desert Campus 15447 Anacapa Road, Suite 100 Victorville, CA 92392 Contact: GeBren Blakely e-mail: gblakely@laverne.edu (760)843-0086	No	
29	Victor Valley Community College Career Center 18422 Bear Valley Rd. Victorville, Ca 92395 Contact: Sheree Caldwell P: (760) 245-4271 ext. 2361 www.vvc.edu/calworks	Yes	
30	Walk In	No	2
31	Website - SEU's Station https://y102fm.com/ https://thefox1065.com/ https://katcountry1007.com/ https://talk960.com/ https://hdhiphop963.com/	No	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
32	Workforce Development Department -San Bernardino County American Job Center of California 17310 Bear Valley Rd Suite 109 Victorville CA 92395 Contact: Mike Holtz P: (760) 524-7746 F: (760) 552-6553 Email: mholtz@wwd.ebcounty.gov	Yes	
	Total Interviews over 12-month period		17

III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in job fair (Canceled Due to COVID-19)	On May 13, 2020 the SEU was to Participate in a job fair at Victor Valley Community College, located in Victorville, CA. Our Business Manager, General Manager, Sales Manager and Operations Manager would have been in attendance and distributed general information regarding employment opportunities in radio and broadcasting. Additionally, managers collect resumes and applications from interested attendees. Unfortunately, due to the COVID-19 Pandemic event was canceled.
2	Co-Host Job Fairs (Canceled Due to COVID-19)	On May 13, 2020 the SEU was to co-host a job fair with the Victor Valley Community College Career Center. The SEU is a part of the committee and decision making of the event, in addition to on-air promotion of the event. Our Business Manager, General Manager, Sales Manager and Operations Manager would have been in attendance and distributed general information regarding employment opportunities in radio and broadcasting. Additionally, managers collect resumes and applications from interested attendees. Unfortunately, due to the COVID-19 Pandemic event was canceled.
3	Participate in activity/event for or on behalf of an educational institution relating to careers in broadcasting	In September 2019 the SEU employee was guest speaker at Lime Street Elementary Schools Career and Reading Day. Reading to the class and speaking to the class about her career in Broadcasting. Where she provides students with radio station information and general employment information regarding broadcasting careers
4	Participate in activity/event for or on behalf of an educational institution relating to careers in broadcasting	In December 2019 the SEU employee was guest speaker at Child Care Resource Center Free Book Giveaway. Reading to attendees and speaking about her career in Broadcasting. Where she provided radio station information and general employment information regarding broadcasting careers.
5	Participate in activity/event for or on behalf of an educational institution relating to careers in broadcasting	In March 2020 the SEU employee was guest speaker at Maple Elementary Schools Read Across America. Reading to the class and speaking to the class about her career in Broadcasting. Where she provides students with radio station information and general employment information regarding broadcasting careers
6	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	On July 30, 2020 SEU provided training focused on but not limited to labor law, EEO compliance/outreach to management level personnel.
7	List upper-level openings in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities	All available positions are posted with multiple minority media organizations, such as Southern California Broadcasters Association, California Broadcasters Association, High Desert Hispanic Chamber (See section II for detail) Listing positions with these organizations assists SEU in reaching a diversified spectrum of qualified applicants.

9	<p>Establish a training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>The SEU has established a training program to enable station personnel to acquire skills focused in the sales department to qualify them for higher level positions. Under the direction of the General Manager, the program offers training in Order delivery system, Rating/ Rankers Systems, learning contact management with agency and national rep. firms.</p>
10	<p>Participate in events sponsored by local organizations, workshops, career days, conventions.</p>	<p>The SEU is a member on the Board of Directors for High Desert Employer Advisory Council. CFO & Accounts Payable Manager are Serving as part of the Board working on Publicity and Event Co-ordination workshops for High Desert Employers to provide an opportunity for individuals seeking employment and to learn about local businesses, including careers in broadcasting.</p>
11	<p>Participate in events sponsored by local organizations, workshops, career days, conventions.</p>	<p>The SEU assistant program director participated in an event for The California Council for the Blind – High Desert Chapter speaking to the attendees about her career in Broadcasting. Where she provided radio station information and general employment information regarding broadcasting careers.</p>