

Annual EEO Public File Report

AGM California, Inc. San Luis Obispo Office

Covering the Period from August 1, 2019 to July 31, 2020

Stations Comprising Station Employment Unit:

KZQZ FM, KKAL FM, KSTT FM, KKJG FM, KVFC AM

Full-time Positions Filled by Job Title	DOE	Vacancy Information		Recruitment Source of Hire	Recruitment Sources Utilized
		Total # Interviewed			
1 Account Executive (11-0083)	Closed/No Hire	0			1,2,3,4,5,6,7,8,9,10,11,13,14
2 Traffic/Programming Coordinator (11-0084)	10/16/19	3		Internal	1,2,3,4,5,6,7,8,9,10,11,13,14
3 Account Executive (11-0085)	Closed/No Hire	3			1,2,3,4,5,6,7,8,9,10,11,13,14
4					
5					
6					
7					
8					
9					
10					
11					

Total Number of Persons Interviewed During Applicable Period: 6

Recruitment Sources:

- Radio Announcements**  
 1 KZQZ, KSTT, KVFC, KKAL, KKJG  
 2 KBOX, KPAT, KRQK

**Online Resources:**

- 3 All Access  
 4 American General Media  
 5 Employment Development Dept (Cal Jobs)  
 6 Radio On-line  
 7 Indeed

**Postings:**

- 8 California Broadcasters Association

**Colleges**

- 9 Allan Hancock College  
 10 Cal Poly, San Luis Obispo  
 11 Cuesta Community College

**Contact**  
 Shirley Skinner  
 Marlene Mealy

**Address**  
 3620 Sacramento, Ste 204 San Luis Obispo, CA 93401  
 2325 Skyway Drive Santa Maria, CA 93455

**Method of Contact**  
 sskinner@americangeneralmedia.com  
 mmealy@americangeneralmedia.com

#Interviews from Source

Self-post  
 Kelly Seik  
 Self-post  
 Self-post  
 Self-post

www.allaccess.com  
 1400 Easton Dr., Ste. 144, Bakersfield, CA 93309  
 www.caljobs.ca.gov  
 www.jobs.radioonline.com  
 www.indeed.com

www.allaccess.com  
 email job ad to Kelly and she will post to website  
 https://www.caljobs.ca.gov/loginintro.asp  
 http://jobs.radio-online.com/cgi-bin/rol\_exe/jobs\_submit\_form  
 www.indeed.com

Self-post  
<http://www.yourcba.com/job-bank/>

<http://www.yourcba.com/job-bank/>

Job Placement CS  
 Career Services  
 Career Connections

800 South College Drive, Santa Maria, CA 93454  
 959 Higuera St, San Luis Obispo, CA 93401  
 Hwy 1 San Luis Obispo, Ca 93403-8106

<http://www.hancockcollege.edu/ctec/>  
<https://calpoly.joinhandshake.com/>  
<https://cuesta-csm.simplicity.com/employers/>

<b>Other</b>				
12 Direct Contact	None	None	None	None
13 Internal-SLO	None	None	None	None
14 Internal-SM	None	None	None	None
15 Referral	None	None	None	None
16 Walk in	None	3620 Sacramento, Ste 204, San Luis, CA 93401	Walk-In	None
17 Word of Mouth	None	None	None	None
<b>Total</b>				<b>1</b>

**Outreach Initiatives**

1	February 6, 2020	Kathy Signorelli, General Manager and Linda Frey, Receptionist of AGM stations KKAL-FM; KKJG-FM; KSTT-FM; KVEC-AM and KZQZ-FM attend Career Fair at Cal Poly. They promoted career opportunities in radio.	Initiative # 10 – Participation in at least four events or programs sponsored by educational institutions related to career opportunities in broadcasting.
2	January 28, 2020 – May 22, 2020	AGM Internship	Initiative # 5 – Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment.

**AMERICAN GENERAL MEDIA  
ELECTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

*Complete this form every second year following your renewal due date.*

Form Prepared By: Shirley Skinner      Date: 7/28/20

	1. Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.
	2. Hosting of at least one job fair.
	3. Co-sponsoring at least one job fair with organizations in the business and professional community whose memberships include substantial participation of women and minorities.
	4. Participation in at least four events sponsored by community groups active in broadcast employment issues (conventions, career days, workshops and similar activities).
X	5. Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment.
	6. Participation in job banks, Internet programs and other programs designed to promote outreach generally (programs not primarily directed to providing notification of specific job vacancies).
	7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
	8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
	9. Establishment of a mentoring program designed to enable station personnel to acquire skills that could qualify them for higher level positions.
X	10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
	11. Sponsorship of at least two events in the community designed to increase public awareness as to employment opportunities in broadcasting.
	12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.
	13. Provision of assistance to unaffiliated non-profit entities and the maintenance of websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
	14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
	15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
	16. Participation in other activities designed by the station employment unit that are reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

*This form is for internal use only. Use it to select activities for which a "Description of Supplemental Outreach Activities" worksheet will be compiled.*

**AGM - SAN LUIS OBISPO OFFICE**  
**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

*Complete this form for every event or program established by, sponsored by, or participated in by the station employment unit as part of each Supplemental Outreach Initiative elected.*

Date(s) of Initiative Event(s): 1/28/20-5/22/20

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Title of Initiative: AGM Internship

Describe Nature of Initiative: This internship program is set up so those individuals interested in broadcasting may experience the different areas and responsibilities that make up the day to day running of the station.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations): We require interns to be part of an accredited school internship program for credit. Intern is part of an accredited school internship program, earning school credit for duties with AGM. Internship is unpaid and intern works a maximum of 20 hours per week. Current intern is a student at Cuesta College earning credit thru their Film Television & Electronic Media Department.

Names of Station Personnel Involved in Initiative: Suzanne Schonig

Form Prepared By: Shirley Skinner Date: 07/16/20

*Attach copies of documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, e-mails, faxes).*

*Use these worksheets to compile the annual Summary Description of Supplemental Outreach Initiatives*

**AGM**

**INTERNSHIP CHECK LIST**

INTERNSHIP STUDENT NAME: Carson Ogburn

INTERNSHIP DATES: 1/28/20 to 5/22/20

CREDIT(S) EARNING: FIVE 230A Audio/Video Internship

MAJOR: Film, Television & New Media

CHECK AND DATE ALL ITEMS BELOW THAT APPLY:

AGM INTERNSHIP APPLICATION ON FILE ✓

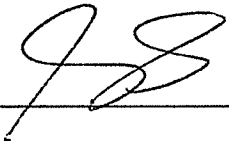
RULES & GUIDLINES APPLICATION ON FILE ✓

INSTITUTION PAPERWORK ON FILE ✓

INSTITUTION INSTRUCTOR CONTACTED ✓

SIGNATURE OF AGM INTERNSHIP SUPERVISOR:

DATE:



1/27/20

Suzanne Schoning  
PRINT NAME

**NOTE: Intern must fill out an Emergency Contact form. Copies of all paperwork must be turned in to Corporate.**

From: **John Arno** <john\_arno@cuesta.edu>  
Date: Fri, Jan 24, 2020 at 12:38 PM  
Subject: Re: [EXTERNAL] Carson Internship Letter  
To: Suzanne Schonig <sschonig@americangeneralmedia.com>

Dear Ms. Schonig,

I am writing to inform you that I have approved the proposed internship for our enrolled broadcast student, Carson Ogburn.

This semester she will be enrolled in the internship class listed below (attached is the official course description) and this will allow her to earn course credit working as an intern with your team at AGM California, Inc.

**FTVE 230A - Audio/Video Internship**

Provides practical supervised work experience as a regular staff member in a local area media company station. Only students who have been given permission from the chair of the Film, Television, and Electronic Media department may be allowed to interview for the internship program. Prerequisite: FTVE 225A or 225B or 224A and approval of company management. Transfer: CSU. (Formerly BCST30A and BCST230A)

Thank you for this opportunity,  
John Arno

Film, Television, & Electronic Media  
Cuesta College

**AGM - SAN LUIS OBISPO OFFICE**  
**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

*Complete this form for every event or program established by, sponsored by, or participated in by the station employment unit as part of each Supplemental Outreach Initiative elected.*

Date(s) of Initiative Event(s): February 6, 2020

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Title of Initiative: Cal Poly 2020 Local Career Fair

Describe Nature of Initiative: To promote career opportunities in radio.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations): AGM California, Inc. participated in an open forum networking with students at the Multi-Activity Center in the Recreation Center Building on the campus of Cal Poly in San Luis Obispo, CA.

Names of Station Personnel Involved in Initiative: Kathy Signorelli and Linda Frey

Form Prepared By: Shirley Skinner Date: 07/16/19

*Attach copies of documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, e-mails, faxes).*

*Use these worksheets to compile the annual Summary Description of Supplemental Outreach Initiatives.*



Shirley Skinner <sskinner@americangeneralmedia.com>

**Fwd: Cal Poly 2020 Local Career Fair: Reminder & Logistics**

1 message

**Kathy Signorelli** <ksignorelli@americangeneralmedia.com>  
To: Shirley Skinner <sskinner@americangeneralmedia.com>

Mon, Feb 10, 2020 at 10:40 AM

We attended this job fair and need to fill out paperwork to get credit for it in our EEO outreach.  
What do you need from me?

Kathy

Kathy Signorelli  
General Manager  
AGM Ca San Luis Obispo  
KZOZ, K-Jug, The Krush, Coast 104.5, KVEC AM/FM  
805 781 2750

----- Forwarded message -----

From: **Cal Poly Career Services** via [joinhandshake.com](http://joinhandshake.com) <handshake@mail.joinhandshake.com>  
Date: Wed, Feb 5, 2020 at 3:44 PM  
Subject: Cal Poly 2020 Local Career Fair: Reminder & Logistics  
To: <ksignorelli@americangeneralmedia.com>



# California Polytechnic State University – San Luis Obispo



Hello Kathy,

We are very excited to see you at the upcoming 2020 Local Career Fair at the Multi-Activity Center (MAC), Recreation Center Building 43 on February 6!

A comprehensive checklist of ways to prepare for the 2020 Local Career Fair may be found here. For your convenience, we have also included below a few reminders of the important logistics to keep in mind.

Please share the important information below with the event attendees:

**CHECK IN AND SET UP:** The Career Fair begins at 1:30 p.m., however check-in, set up and lunch will be available as early at 11:30 a.m.

**Lunch:** Lunch for all your representatives will be provided at the event and are included with your registration. *Lunch tickets will be provided during check-in for the meal that you have registered for. The meal will be redeemed with these tickets. Please make sure that you have registered for the correct number of event attendees.* If you need assistance in changing these numbers, please let us know.

**LOCATION AND PARKING:** Please note that event attendees will need to park in the H-1 parking lot. **Campus permits will be required and be issued by University Police officials at the H-1 parking lot between the hours of 11:00 am-2:30 pm on February 6.** A campus map showing the location of parking and the event location may be found attached to this email. Shuttle service will be provided to take participants and



display items to the event location at the **Multi-Activity Center (MAC), Recreation Center, Building 43**. Shuttle service will be available between the hours of 11:00 am-3:30 pm and again from 4:00 pm to 5:30 pm.

**ADDITIONAL DETAILS:** An agenda, display guidelines, directions, and parking instructions may be found here. Please make sure to forward the attached event details and map to all attendees.

**CAL POLY CAREER SERVICES STUDENT + ALUMNI MIXER 2020 - TONIGHT, WEDNESDAY, FEBRUARY 5 AT THE SLO HOTHOUSE IN DOWNTOWN SLO :** Join us for this informal regional networking event for Cal Poly students and alumni! Alumni this is your chance to network with fellow alumni and meet current students who want to learn from your expertise and get career advice. For more information, and to register: <https://slomixer2020.eventbrite.com>  
Please help us spread the word by forwarding this email to any Cal Poly alumni or Cal Poly student employees or interns at your company.

We look forward to your participation and helping you meet your recruitment needs. Please feel free to contact us if you have any questions or if we may help in any way.

Best regards,

The Cal Poly Career Services Events Team

Soukita Thipsouvanh, Senior Event Planner and Career Partners Program Coordinator

Direct: 805-756-6094

Email: [cs-events@calpoly.edu](mailto:cs-events@calpoly.edu)

Direct Email: [thipsouv@calpoly.edu](mailto:thipsouv@calpoly.edu)

Chantal Johnson, Administrative Support and Events Coordinator

Direct: 805-756-5915

Email: [cs-events@calpoly.edu](mailto:cs-events@calpoly.edu)

Direct Email: [cjohn191@calpoly.edu](mailto:cjohn191@calpoly.edu)

Career Services | California Polytechnic State University | San Luis Obispo, CA 93407 | [cs-events@calpoly.edu](mailto:cs-events@calpoly.edu)

Campus\_Map\_for\_Cal\_Poly\_Local\_Career\_Fair.pdf PDF (629 KB)



Cal Poly 2020 Local Career Fair - Jobs & Internships

California Polytechnic State University – San Luis Obispo | Multi-Activity Center (MAC),

Rec Center-Building 43, 1 Grand Avenue, San Luis Obispo, California 93407, United

States

Want a job in SLO or northern Santa Barbara county? Discover full-time, part-time, summer and internship opportunities at 60+ local companies! All students, from every major, are encouraged to attend! Event Agenda: Career Fair - Thursday, February...

This email is being sent to Kathy Signorelli (ksignorelli@americangeneralmedia.com) on behalf of California Polytechnic State University – San Luis Obispo

If you do not want to receive these emails, you can unsubscribe from emails from California Polytechnic State University – San Luis Obispo

If you do not want to receive any mass emails from Handshake, you can unsubscribe from all Handshake emails

P.O. Box 40770, San Francisco, CA 94140

- CAREER SERVICES -

# TOGA

## Career Fair

Thursday, February 6, 2020 | 1:30 - 4:30PM

### EMPLOYER AGENDA & INFORMATION

TIME	EVENT	LOCATION
11:30 a.m. - 1:30 p.m.	Employers Arrive » Check-in and display set-up » Lunch	Multi-Activity Center (MAC)
1:30 - 4:30 p.m.	Open Forum Networking with Students	

11:00 a.m. - 3:30 p.m.	<b>Shuttle Service</b> - Runs continuously about every 30 minutes from the Multi-Activity Center (MAC) to the H-1 Parking Lot.
4:00 - 5:30 p.m.	<b>The last shuttle leaves at 5:30 p.m.</b>

Station personnel:  
Kathy Signorelli  
Linda Frey

*Thank you for participating  
in the Career Fair!*

- CAREER SERVICES -

# LOCAL

## *Career Fair*

Thursday, February 6, 2020 | 1:30 - 4:30PM

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- Abraxas Energy Consulting
- **Amazon**
- American General Media
- AmeriCorps VIP SLO County
- Boys & Girls Club of South San Luis Obispo
- Brain Boost Academy
- Cal Poly - Digital Transformation Hub
- Cal Poly - Student Academic Services
- CalWest Rain
- Comevo, Inc.
- **County of San Luis Obispo Assessor's Office**
- **County of San Luis Obispo Public Works Department**
- Downtown SLO
- Dozuki
- **Enterprise Holdings**
- Ernie Ball Inc
- FabTime
- Flume, Inc
- GHD
- Guadalupe Nipomo Dunes Center
- HarvestMoon Inc
- Icomera US, Inc.
- KCBX INC
- KSBY Communications
- LightManufacturing
- Lindamood-Bell Learning Processes
- MSD Professional Engineering, Inc.
- Pacific Coast Well Drilling, Inc.
- PayJunction
- Rantec Power Systems Inc.
- Rosen-Group
- San Luis Obispo Botanical Garden
- San Luis Obispo County Office of Education
- San Luis Personnel Services
- SoCreate
- Vivint Solar
- **Wonderful Company, The**
- **Yardi Systems**
- Young Hustler

**Bold = Career Partner**

Invoice: #10584

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CAL POLY

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Hello,

Your invoice has arrived! California Polytechnic State University – San Luis Obispo has invoiced you for your Cal Poly 2020 Local Career Fair - Jobs & Internships career fair registration. Your total comes to \$75.00.

[View Registration](#)

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**Registration Date:** February 4th 2020  
**Employer:** American General Media  
**Registrant:** Kathy Signorelli

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Please contact the career fair host for any questions:  
**Name:** Cal Poly Career Services Events Team: [cs-events@calpoly.edu](mailto:cs-events@calpoly.edu)  
**Email:** [cs-events@calpoly.edu](mailto:cs-events@calpoly.edu)

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#### Itemized List

Item	Date/Time	Cost
Tier 3   10 Employees or Less	Local Career Fair - Thursday, Feb 6, 1:30 pm - 4:30 pm PST	\$75.00
Non-Vegetarian Lunch		\$0.00
		<b>Total Cost: \$75.00</b>
		<b>Less Amount Paid: \$0.00</b>
		<b>Amount Due: \$75.00</b>

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You can [PAY HERE](#) using a credit card.

Best,  
The Handshake Team