

RIVIERA BROADCASTING, LLC
KKFR-FM / KEXX-FM / KMVA-FM / KOAI-FM
EEO PUBLIC FILE REPORT
June 1, 2015- May 31, 2016
 II. Master Recruitment Source List (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. Of Interviewees Referred by RS.
1	Maricopa County NAACP Contact: Rev. Oscar Tillman P.O. Box 20883, Phoenix AZ 85036 tillmannaacp@aol.com (P) 602-252-4064 (F) 602-252-2954	No 8/21/14	
2	Maricopa Community Colleges 2411 West 14 th Street Tempe, AZ 85281 (P) 480-731-8000 www.maricopa.edu/careers <i>this will post on 10 college sites</i>	No	
3	Southwest Behavioral & Health Services Contact: Steve Southall 3450 N 3 rd St, Phoenix, AZ 85012 (P) 623-225-8787 stevenso@sbhservices.org	Yes 9/9/15 Email	
4	Arizona Broadcasters Association 426 N 44 th St, Phoenix, AZ 85008 (P) 602-252-4833 www.azbroadcasters.org	No Post online	1
5	Phoenix Indian Center/Native American Connections Contact: Career Services 4520 N Central Avenue, #250 Phoenix , AZ 85012 (P) 602-254-3247 (F) 602-256-7356	Yes 12/22/08 Mail	
6	Valle del Sol Contact: Job Placement 3807 N 7 th St, Phoenix, AZ 85014 (P) 602-258-6797	No	
7	DES- Arizona Workforce Connection Contact: Steve Berroth 4635 S Central Ave, Phoenix, AZ 85040 www.arizonaworkforceconnect.com (P) 602-276-5587 x 7003 (F) 602-268-3594 <i>Job order form required</i>	Yes 12/30/08 4/25/11 Post Online	
8	Alpha Pacific Institute & Studios Contact: Mike Petry 4801 E McDowell Rd, Suite 200, Phoenix , AZ 85008 Petrytv1@yahoo.com (P) 602-244-0300 (F) 602-244-0304	Yes 4/27/09 4/20/11 5/29/13 9/12/14 Email/Mail	
9	The Greater Phoenix Black Chamber of Commerce Attn: Heather Marie Holmes 201 E Washington St, Suite #350 Phoenix, AZ 85004 heather@phoenixblackchamber.com (P) 602-307-5200 (F) 602-307-5204	Yes 1/6/09 4/25/11 Email	

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10	Employee Referral / Word of Mouth	No	25
11	Riviera Broadcasting Websites & On air Broadcast www.theoasisphoenix.com www.power983.com www.hot975phoenix.com	Yes	22
12	Walk- Ins / Self-Inquiry	No	1
13	Goodwill Industries Contact: Career Services 2626 W Beryl Ave, Phoenix, AZ 85021 (P) 602-535-4000 Joe.cosgrove@goodwillaz.org	Yes 2/16/12 7/17/12 Mail / Email	
14	Greater Phoenix Urban League Contact: Dominic Braham 1402 S. 7 th Avenue, Phoenix, AZ 85007 (P)623-239-1503 (F) 602-253-7359 dbraham@gphxul.org	Yes 9/10/14 5/26/15 2/1/16 Email	
15	Phoenix Job Corps Center Attn: Che Collins 518 S 3 rd Street, Phoenix , AZ 85004 Collins.che@jobcorps.org (P)602-322-2895 (F) 602-322-6611	Yes 12/23/08 Mail / Email	
16	Arizona State University Attn: Career Services P.O. Box 871312, Tempe, AZ 85287-1312 Bldg. C359 (P) 480-965-2350 (F) 480-965-2120 www.asu.edu/career	Yes 5/22/13 Post online	2
17	College America Contact: Tanya Simmons- Ospitale 9801 N Metro Parkway East, Phoenix, AZ 85051 (P) 589-9860 x1911 (F) 602-246-9741 Tanya.Simmons@collegeamerica.edu	Yes 4/22/14 Email	
18	Arizona Latino Media Association Contact: Anita Leach P.O. Box 1168, Phoenix, AZ 85001 Nitlea602@msn.com (P) 602-444-8473	Yes 1/12/09 Email	
19	Fresh Start Women's Foundation Contact: Jamie Starner 1130 E. McDowell Rd., Phoenix, AZ 85006 jstarnar@fswf.org (P) 602-261-7161 (F) 602-257-9691	Yes 12/22/08 4/25/11 Email	
20	Hopi Jr/Sr High School Attn: Stan Bindell Hwy 264 Kearns Canyon, Arizona 86034 (P) 928-738-5111 Thebluesmagician@gmail.com	Yes 5/13/15 Email	
21	CRAS Conservatory of Recording Arts & Sciences Attn: Becky Fimbres 1205 North Fiesta Boulevard Gilbert, AZ 85233 480-858-9400 (P) 480-633-0916 (F) becky@cras.org	Yes 4/22/11 Email	

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22	Inside Radio Classified www.insideradio.com (P) 602-200-6800	No	
23	Radio Online www.radioonline.com	No	
24	Glendale Community College Attn: Anthony Hopson / Laura Hinau 6000 W Olive Ave, Glendale, AZ 85302 (P)623-845-3283 Anthony.hopson@gccaz.edu Laura.hinau@gccaz.edu	Yes 12/16/15 Email	
25	Internal Promotion/Transfer. On site job posting	Yes	2
26	Department of Veteran Affairs Contact: Russell Singleton 3333 N Central Ave, Phoenix, AZ 85012 (P) 602-627-2785 (F) 602-627-2804	No	
27	All Access www.allaccess.com	No	18
28	DeVry University Contact: Diana Navarro 2149 W Dunlap, Phoenix, AZ 85021 (P) 602-749-4554 (F) 602-749-7330 dnavarro@devry.edu	Yes 9/10/14 6/15/15 Email	
29	ITT Technical Institute Contact: Career Services 5005 S Wendler Dr, Tempe AZ 85282 bjohnson1@itt-tech.edu (P) 602-437-7512 (F) 602-437-7505	Yes 4/25/11 9/10/14 6/2/15 Email	1
30	Age Works, LLC Contact: :Career Services 1366 E Thomas Rd, Suite 108, Phoenix, AZ 85014 (P) 602-241-6159 (F) 602-230-9132	Yes 12/23/08 4/25/11 Mail	
31	Arizona Women's Education and Employment (AWEE) 914 W Hatcher Rd, Phoenix, AZ 85021 (P) 602-371-1216	No	
32	Entertainment Careers www.entertainmentcareers.net	No	
33	National Black Media Coalition Contact: Career Placement 920 Dodge Ave, Evanston, IL 60202 (P)847-328-4849 www.namac.org	No	
34	Chicanos Por La Causa Womens Care Center Contact: Employment Services 1112 E Buckeye Rd, Phoenix, AZ 85034 (P) 602-257-0700 (F) 602-256-2740 Maria.miquirray@cplc.org	Yes 12/23/08 7/9/13 Email/Mail	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. Of Interviewees Referred by RS.
35	Phoenix College Contact: Career Services 1202 W Thomas Rd, Phoenix, AZ 85013 (P)602-285-7422 (F) 602-285-7951 www.phoenixcollege.edu/student-resources/career-services	Yes 5/5/11 5/29/13 9/10/14 Post online	
36	DK Advocates 2106 North 24 th Street, Suite A Phoenix, AZ 85008 mford@dkajobs.com (P) 602-277-5787 (F) 206-277-7377	Yes 10/23/09 2/1/16 Email	
37	Arizona State University-Walter Cronkite School Contact: Michael Wong 555 N Central Ave #302 Phoenix, AZ 85004 (P) 602-496-5055 (F) 602-496-7041 Mike.wong@asu.edu	Yes 5/23/13 Email	
38	Gateway Community College Contact: Jessica Brosilo 108 N 40 th St, Phoenix, AZ 85034 (P) 602-286-8500 (F) 602-286-8151 careercenter@gatewaycc.edu	Yes 12/23/08 5/3/11 Email	
39	Arizona Hispanic Chamber of Commerce Attn: Career Services 255 E Osborn Road, Phoenix, AZ 85012 (P) 602-279-1800 (F) 602-279-8900	No	
40	Ad2Phoenix www.ad2phoenix.com	No	
41	TV and Radio Jobs www.TVandRadiojobs.com	No	
42	AARP Foundation Workshop Contact: Judy Montini 5119 N 19 th Ave, Ste. A Phoenix, AZ 85015 jmontini@aarp.org (P) 602-841-0403 (F) 602-864-0142	Yes 12/4/09 05/23/13 Email	
43	Department of Economic Security Arizona Rehabilitation Services Att: Timothy Stump / Terell Welch 515 N 51 st Ave Phoenix, AZ 85043 tstump@azdes.gov , twelch@azdes.gov (P) 602-771-9263 , (P) 602-226-9579 x 7212 Job posted to over 60 organizations	Yes 8/22/13 7/16/15 Email	
44	Social Media Sites <i>Facebook</i> <i>Linkin</i>	No	
45	Friendly House JTPA 802 S 1 st Ave, Phoenix, AZ 85003 (P) 602-257-1870 (F) 602-257-8280 workforce@friendlyhouse.org	Yes 9/23/13 Email	

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46	United States Veterans Initiative Attn: Tera Valenzuela 804 E Jones Ave., Phoenix, AZ 85040 tcalhoun@usvetsinc.org (P) 602-427-0406 (F) 602-305-6844	Yes 8/25/14 5/26/15 Email	
47	Maricopa Workforce Connections 1840 N 95 th Ave., Ste. 160, Phoenix, AZ 85037 www.azjobconnection.gov (P) 602-372-4200 (F) 602-372-4290	Yes 4/25/11 7/27/10 Post online	
48	School Incorporated Attn: Ms Janet Wood P.O. Box 45541, Phoenix, AZ 85064-5541 www.schoolsinc.org , (P) 602-222-3402 (F) 602-266-3404	Yes 12/4/09 Mail	
49	Collins College Attn: Amy Roverts 4750 South 44 th Place, Phoenix, AZ 85040 aroberts@collinscollege.edu (P) 480-446-1112 (F) 480-557-9251	Yes 3/28/13 9/9/14 Mail / Email	
50	The Art Institute of Phoenix Attn: Laura Sand 2233 W Dunlap Ave, Phoenix, AZ 85021 lsand@aia.edu (P) 602-331-7515 (F) 602-331-5302	Yes 2/6/13 Email	
51	Career Fairs	Yes	
52	Indeed www.Indeed.com	No	1
53	Genesis Human Services – Youth Program Attn: Kathy Johnson 1840 N 95 th Ave #160, Phoenix, AZ 85037 JohnsonK019@mail.maricopa.gov (P) 602-372-4248 (F) 602-372-4290	Yes 9/29/15 Email	
54	AMFM Jobs www.amfmjobs.com	No	
55	The Angels of New Hope Attn: Rashaad Thomas 8345 E Indian School Rd Scottsdale, AZ 85251 Rashaad.thomas@yahoo.com (P) 480-330-2274	Yes 8/12/10 Email/Mail	
56	East Valley Institute of Technology (EVIT) Attn: Pulse Radio/ Program Director 1601 W Main St, Mesa, AZ 85201 sgrosz@evit.com (P) 480-461-4049 (F) 480-461-4169	Yes 10/11/14 Email	
57	Grand Canyon University Attn: Sheila Schumacher, MFA 3300 W Camelback Rd, Phoenix, AZ 85017 Sheila.schumacher@gcu.edu http://gcuniv.experience.com/emp (P) 602-639-6115 (F) 602-343-4836	Yes 3/5/15 Email/ post online	

TOTAL INTERVIEWEES:

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RIVIERA BROADCASTING, LLC
KKFR-FM / KEXX-FM / KMVA-FM / KOAI-FM
III. RECRUITMENT INITIATIVES
FOR PERIODS OF JUNE 1, 2015 - MAY 31, 2016

Type of Recruitment Initiatives	Brief Description of Activity
<p>General Outreach Efforts: List upper-level category openings in a job bank, Internet Programs or newsletter of women and minority media trade groups.</p>	<p>Riviera Broadcasting continues to post every full time position, with women and minority trade groups and job banks. We continually post our positions with the following organizations:</p> <ul style="list-style-type: none"> • ASU Walter Cronkite School of Broadcasting • Arizona Broadcaster Association • Arizona Latino Media Association • www.theoasisphoenix.com • www.hot975phoenix.com • www.power983.com • On air recruitment broadcast <p>Riviera Broadcasting has included language on their station websites which contains information designed to inform the general public of numerous and varied career opportunities available in the broadcasting industry and of the job skills necessary to compete for them.</p>
<p>Participate in Job Fairs</p>	<p>Riviera Broadcasting participated in the Glendale Community College Job and Internship fair held on October 7, 2015 at the GCC main campus. Riviera, human resources and sales were present to answer questions regarding careers in radio broadcasting. Resumes and applications were accepted on site and information was disseminated regarding various ways to apply for these positions.</p> <p>Riviera Broadcasting participated in the Grand Canyon University Job and Internship Fair on March 3, 2016 at the GCU main campus. Human resources and sales were present to answer questions regarding careers in radio broadcasting. Attendees were directed to our career center to apply online.</p> <p>Riviera Broadcasting participated in the Phoenix . College Fall and Spring Career Fairs held at their Phoenix campus on October 20, 2015 and April 5, 2016. Human resources, sales and promotions were present to discuss Careers in radio broadcasting. Attendees were directed to our career center to view current job openings and to apply online.</p> <p>Riviera Broadcasting co-sponsored the Arizona Broadcasters Association Career Fair held at the East Valley Institute of Technology on May 12, 2016. This event was promoted on air by our stations KKFR, KEXX, KMVA and KOAI. Riviera human resources, and internship director were present to answer questions regarding careers in radio broadcasting and directed interested applicants to our career center to apply online.</p>

Participate in EVENTS/Programs
Sponsored by Educational Institutions
Relating to Broadcast Careers

Riviera Broadcasting Chief Operating Officer, Jose Rodiles is a member of the Endowment Board of Trustees for the Walter Cronkite School of Journalism and Mass Communications at ASU. The board meets quarterly and consists of top media leaders from across Phoenix. The board provides important counsel and advice to the dean on a wide array of issues facing the broadcast and journalism school.

Riviera Broadcasting attended the Wilkes University Internship showcase held on July 23, 2015 at their Mesa campus. Internship director and staff were present to inform students about careers in radio broadcasting and the Internship programs available at Riviera.

The Riviera Broadcasting promotions team attended the Cesar Chavez High School Career Fair held at their Laveen campus on November 19, 2015. This career fair provided students with internship and employment opportunities available at Riviera. The Internship director and staff were available to answer student's questions regarding careers in the broadcast industry.

The Riviera Broadcasting promotions team attended the El Dorado High School Career Fair held at their campus in Chandler on April 14, 2016. Promotions staff were on site to answer student's questions regarding careers in radio broadcasting.

Riviera Broadcasting promotions team attended the Gateway Community College Career Fair held on March 3, 2016. Promotions staff was on site to answer student's questions regarding careers in radio broadcasting and employment opportunities.

KKFR was on campus at various high schools throughout the valley on Fridays for lunch mixers. Personnel were available to answer any questions that students had regarding careers in radio broadcasting.

Internship Program

Schools Participating: ASU, Maricopa Community Colleges, GCU, EVIT, Art Institute of Phoenix, Conservatory of Recording Arts and Walter Cronkite School of Journalism and Mass Communication.

Riviera Broadcasting provides an internship program for university students in the fields of programming, promotions, web design, engineering and sales. Through the station's established relationship with major colleges in the Phoenix market and professors in the specific discipline of broadcasting/journalism, Riviera Broadcasting solicits universities directly as openings become available. College students are provided an opportunity to work with the station and earn college credit for real world experience. The station provides the necessary information to the schools so that students receive earned credit and students receive guidance under the supervision of one or several station managers. Programs are typically 13 weeks in duration.

Internship Program

<p>Participate in Events Sponsored by Local Organizations Interested in Broadcast Employment</p>	<p>Riviera Broadcasting offers tours to schools, youth groups, community groups and other entities to provide information about the broadcasting industry and careers in the broadcasting industry to the public and students.</p> <p>Riviera Broadcasting participated in the following events as representatives of the Radio Broadcast industry:</p> <p>6/4/15, 8/06/15, 9/03/15,10/01/15,4/7/16 KKFR Sales representative Frederick Sinclair participates in the Phoenix Job Corps Mock Interview events. These events help to prepare students to excel in a job interview that could Lead to permanent employment after transitioning from the Job Corps Center. Fred takes this opportunity to discuss working in the field of radio broadcasting with participants.</p>
<p>Establish Training Program for Current Employees</p>	<p>Riviera Broadcasting has an internal policy that all employees may learn any aspect of radio that is outside of the employee's current job responsibility. This allows the employee to acquire the skills necessary to qualify for other positions, including higher level positions. At the employee's request, a mentor in the area in which the employee wishes to learn will train the employee and expose him or her to the skills necessary for the job.</p> <p>Upon hire and annually managers and supervisors are trained on EEO guidelines. This year's annual training was held on May 23, 2016. These sessions provide training to management level personnel responsible for ensuring the stations compliance with Federal EEO rules and regulations.</p> <p>HR Director, Shelly Brown attended a webcast on October 14, 2015 through the ABA presented by David Oxenford of Wilkinson Barker Knauer LLP titled Navigating the FCC's EEO Rules and Public File Requirements. HR gave a review to the management of Riviera Broadcasting on October 22, 2015 about these EEO and public file requirements.</p> <p>HR Director, Shelly Brown attended a webinar on January 13, 2016 through the ABA presented by Laurie Kahn of Media Staffing Network titled Media Staffing. This webinar highlighted the changing workforce and the need to change traditional recruitment tactics for media outlets. HR shared this information with the hiring managers.</p> <p>Throughout the year Riviera Broadcasting staff and management participate in training programs headed by Accendo International. This training is designed to enable employees to acquire the skills necessary to become successful in this highly competitive market.</p>