

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: August 1, 2015 – July 31, 2016.

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  
 KZXY(FM), Apple Valley, CA

3) EEO Contact Information for Employment Unit:

Mailing Address: El Dorado Broadcasters 12370 Hesperia Road Suite 16 Victorville, CA 92395	Telephone Number: (760)241-1313
	Contact Person/Title: Desiree Alvarez, Business Manager
	E-Mail Address: <a href="mailto:DesireeAlvarez@EDBroadcasters.com">DesireeAlvarez@EDBroadcasters.com</a>

4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

	Job Title	Recruitment Source
(1)	Account Executive	Employee Referral
(2)	Account Executive	Walk-In/Self Referral
(3)	Account Executive	SEU's Station Website

5a) Job Title: (1) Account Executive Referral Source(s) of Hiree: Employee Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviews Referred	Did Recruitment Source Request Notification? (Yes or No)
San Bernardino County Workforce Development Department	Michael Holtz	American Job Center of California 17310 Bear Valley Rd, Suite 109 Victorville CA 92395 Email: <a href="mailto:mholtz@wwd.ebcounty.gov">mholtz@wwd.ebcounty.gov</a>	P: 760-524-7746 F: 760-552-6553		Yes
*Employment Development Department/CAL JOBS		<a href="http://caljobs.ca.gov">caljobs.ca.gov</a>			No
Barstow Community College Career Center	Tammy McCarthy	2700 Barstow Rd. Barstow, Ca 92311	P: 760-252-2411		Yes

Stations KATJ(FM)(HD2), KIXA(FM), KIXW(AM) and KZXY(FM) are Equal Opportunity Employers.

*Victor Valley Community College Career Center		18422 Bear Valley Rd. Victorville, Ca 92395	P: 760-245-4271		Yes
Southern California Department of Rehabilitation		15415 W. Sand St, Suite 200 Victorville, Ca 92392	P: 760-243-0830		Yes
*AllAccess.com		<a href="http://www.allaccess.com">www.allaccess.com</a>			No
High Desert Hispanic Chamber	Donna Mertens	14286 California Ave. Suite 104 Victorville, Ca 92392 <a href="http://hdhcc.victorville.com">hdhcc.victorville.com</a>	P: 760-241-6661		Yes
*Southern California Broadcasters Association (SCBA)		5670 Wilshire Blvd, Suite 200 Los Angeles, Ca 90036 <a href="http://scba.com">scba.com</a>	P: 323-930-5598 F: 323-932-1425		No
*On-Air Announcements (across all SEU stations)					No
Job Fair (as described in section 7)				2	No
*California Broadcasters Association		<a href="http://www.yourcba.com">www.yourcba.com</a>			No
Employee Referral				1	No
Walk-In/Self -Referral				1	No
Non-Employee Referral					No
Internal Posting/Candidate					No
*4EntertainmentJobs.com (9/10/15 – no longer using, changed to pay per post)		<a href="http://www.4EntertainmentJobs.com">www.4EntertainmentJobs.com</a>	P: 562-423-4137		No
St. John of God	Jacqueline Morgan	13333 Palmdale Rd. Victorville, Ca 92392	P: 760-241-4917 F: 760-241-8911		Yes
*Radio Business Report & Television Business Report		<a href="http://rbr.com">rbr.com</a> <a href="mailto:Mediapaper1@tvbrepaper.com">Mediapaper1@tvbrepaper.com</a>			No
SEU's Station Websites		<a href="http://katcountry1007.com">katcountry1007.com</a> <a href="http://thefox1065.com">thefox1065.com</a> <a href="http://y102fm.com">y102fm.com</a> <a href="http://talk960.com">talk960.com</a>		1	No
Apple One – San Bernardino Branch	Robert Tager	165 W Hospitality Lane, Suite 23 San Bernardino, Ca 92408 e-mail: <a href="mailto:RTager@AppleOne.com">RTager@AppleOne.com</a>	P: 909-884-6351 F: 909-888-7037		Yes
Brandman University – Victor Valley Campus	Athena Vernon	13911 Park Ave, Suite 100 Victorville, CA 92392 E-mail: <a href="mailto:avernon@brandman.edu">avernon@brandman.edu</a>	P: 760-955-7555 ext 2590		No
San Joaquin Valley College	Adamina McKenzie	9331 Mariposa Road Hesperia, Ca 92345 e-mail: <a href="mailto:Adamina.McKenzie@SJVC.edu">Adamina.McKenzie@SJVC.edu</a>	P : 760-948-1947		No
University of La Verne – High Desert Campus	GeBren Blakely	15447 Anacapa Road, Suite 100 Victorville, CA 92392 e-mail: <a href="mailto:gblakely@laverne.edu">gblakely@laverne.edu</a>	P : 760-843-0086		No
Goodwill Southern California	Desiree Acuna	14580 Seventh Street Victorville, CA 92395 e-mail: <a href="mailto:DAcuna@goodwillsocal.org">DAcuna@goodwillsocal.org</a>	P : (760)844-5356		Yes
*Victor Valley Jobs		<a href="https://www.facebook.com/VictorValleyJobs">https://www.facebook.com/VictorValleyJobs</a>			No
Career Coaching Services	Robin Rask	P.O. Box 2113 Victorville, CA 92393	P: 760-241-8737		No
*Station Facebook Pages		<a href="https://www.facebook.com/y102fm">https://www.facebook.com/y102fm</a> <a href="https://www.facebook.com/katcountry1007">https://www.facebook.com/katcountry1007</a> <a href="https://www.facebook.com/1065TheFox">https://www.facebook.com/1065TheFox</a>			No
Traffic Directors Guild of America	Larry Keene	26000 Avenida Aeropuerto, Building 114 San Juan Capistrano CA 92675 E-Mail: <a href="mailto:tdga@cox.net">tdga@cox.net</a>			No

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*High Desert Jobs (as of 5/5/2015)		<a href="https://www.facebook.com/highdesertjobs">https://www.facebook.com/highdesertjobs</a>			No
*High Desert Community Informat (as of 5/6/2015)		<a href="https://www.facebook.com/highdesertcom">https://www.facebook.com/highdesertcom</a> <a href="https://www.facebook.com/highdesertcom">on</a>			No

\*Did not use Source for this Recruitment.

5b) Job Title: (2) Account Executive Referral Source(s) of Hire: Walk-In/Self Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviews Referred	Did Recruitment Source Request Notification? (Yes or No)
San Bernardino County Workforce Development Department	Michael Holtz	American Job Center of California 17310 Bear Valley Rd, Suite 109 Victorville CA 92395 Email: <a href="mailto:mholtz@wwd.ebcounty.gov">mholtz@wwd.ebcounty.gov</a>	P: 760-524-7746 F: 760-552-6553		Yes
Employment Development Department/CAL JOBS		<a href="http://caljobs.ca.gov">caljobs.ca.gov</a>			No
Barstow Community College Career Center	Tammy McCarthy	2700 Barstow Rd. Barstow, Ca 92311	P: 760-252-2411		Yes
Victor Valley Community College Career Center		18422 Bear Valley Rd. Victorville, Ca 92395	P: 760-245-4271		Yes
Southern California Department of Rehabilitation		15415 W. Sand St, Suite 200 Victorville, Ca 92392	P: 760-243-0830		Yes
AllAccess.com		<a href="http://www.allaccess.com">www.allaccess.com</a>			No
High Desert Hispanic Chamber	Donna Mertens	14286 California Ave, Suite 104 Victorville, Ca 92392 <a href="http://hdhcc.victorville.com">hdhcc.victorville.com</a>	P: 760-241-6661		Yes
Southern California Broadcasters Association (SCBA)		5670 Wilshire Blvd, Suite 200 Los Angeles, Ca 90036 <a href="http://scba.com">scba.com</a>	P: 323-930-5598 F: 323-932-1425		No
On-Air Announcements (across all SEU stations)					No
Job Fair (as described in section 7)					No
California Broadcasters Association		<a href="http://www.yourcba.com">www.yourcba.com</a>			No
Employee Referral				1	No
Walk-In/Self -Referral				1	No
Non-Employee Referral					No
Internal Posting/Candidate					No
*4EntertainmentJobs.com (9/10/15 – no longer using, changed to pay per post)		<a href="http://www.4EntertainmentJobs.com">www.4EntertainmentJobs.com</a>	P: 562-423-4137		No
St. John of God	Jacqueline Morgan	13333 Palmdale Rd. Victorville, Ca 92392	P: 760-241-4917 F: 760-241-8911		Yes
Radio Business Report & Television Business Report		<a href="http://rbr.com">rbr.com</a> <a href="mailto:Mediapaper1@tvbrepaper.com">Mediapaper1@tvbrepaper.com</a>			No
SEU's Station Websites		<a href="http://katcountry1007.com">katcountry1007.com</a> <a href="http://thefox1065.com">thefox1065.com</a> <a href="http://y102fm.com">y102fm.com</a> <a href="http://talk960.com">talk960.com</a>			No
Apple One – San Bernardino Branch	Robert Tager	165 W Hospitality Lane, Suite 23 San Bernardino, Ca 92408	P: 909-884-6351 F: 909-888-7037		Yes

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(Email returned)		e-mail: <a href="mailto:RTager@AppleOne.com">RTager@AppleOne.com</a>			
Brandman University – Victor Valley Campus	Athena Vernon	13911 Park Ave, Suite 100 Victorville, CA 92392 E-mail: <a href="mailto:avernon@brandman.edu">avernon@brandman.edu</a>	P: 760-955-7555 ext 2590		No
San Joaquin Valley College	Adamina McKenzie	9331 Mariposa Road Hesperia, Ca 92345 e-mail: <a href="mailto:Adamina.McKenzie@SJC.edu">Adamina.McKenzie@SJC.edu</a>	P : 760-948-1947		No
University of La Verne – High Desert Campus	GeBren Blakely	15447 Anacapa Road, Suite 100 Victorville, CA 92392 e-mail: <a href="mailto:gblakely@laverne.edu">gblakely@laverne.edu</a>	P : 760-843-0086		No
Goodwill Southern California	Desiree Acuna	14580 Seventh Street Victorville, CA 92395 e-mail: <a href="mailto:DAcuna@goodwillsocal.org">DAcuna@goodwillsocal.org</a>	P : (760)844-5356		Yes
Victor Valley Jobs		<a href="https://www.facebook.com/VictorValleyJobs">https://www.facebook.com/VictorValleyJobs</a>			No
Career Coaching Services	Robin Rask	P.O. Box 2113 Victorville, CA 92393 Email: <a href="mailto:Robin.Rask@cahelp.org">Robin.Rask@cahelp.org</a>	P: 760-241-8737		No
Station Facebook Pages		<a href="https://www.facebook.com/y102fm">https://www.facebook.com/y102fm</a> <a href="https://www.facebook.com/katcountry1007">https://www.facebook.com/katcountry1007</a> <a href="https://www.facebook.com/1065TheFox">https://www.facebook.com/1065TheFox</a>			No
Traffic Directors Guild of America	Larry Keene	26000 Avenida Aeropuerto, Building 114 San Juan Capistrano CA 92675 E-Mail: <a href="mailto:tdga@cox.net">tdga@cox.net</a>			No
High Desert Jobs (as of 5/5/2015)		<a href="https://www.facebook.com/highdesertjobs">https://www.facebook.com/highdesertjobs</a>			No
High Desert Community Information (as of 5/6/2015)		<a href="https://www.facebook.com/highdesertcommunity">https://www.facebook.com/highdesertcommunity</a>			No

\*Did not use Source for this Recruitment.

5c) Job Title: (3) Account Executive Referral Source(s) of Hire: SEU's Station Website

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Victor Valley Community College Career Center		18422 Bear Valley Rd. Victorville, Ca 92395	P: 760-245-4271		Yes
Southern California Department of Rehabilitation		15415 W. Sand St, Suite 200 Victorville, Ca 92392	P: 760-243-0830		Yes
AllAccess.com		<a href="http://www.allaccess.com">www.allaccess.com</a>			No
High Desert Hispanic Chamber	Donna Mertens	14286 California Ave. Suite 104 Victorville, Ca 92392 <a href="http://hdhcc.victorville.com">hdhcc.victorville.com</a>	P: 760-241-6661		Yes
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		<a href="http://scba.com">scba.com</a>			
On-Air Announcements (across all SEU stations)					No
Job Fair (as described in section 7)					No
California Broadcasters Association		<a href="http://www.yourcba.com">www.yourcba.com</a>			No
Employee Referral					No
Walk-In/Self -Referral					No
Non-Employee Referral					No
Internal Posting/Candidate					No
*4EntertainmentJobs.com (9/10/15 – no longer using, changed to pay per post)		<a href="http://www.4EntertainmentJobs.com">www.4EntertainmentJobs.com</a>	P: 562-423-4137		No
St. John of God	Jacqueline Morgan	13333 Palmdale Rd. Victorville, Ca 92392	P: 760-241-4917 F: 760-241-8911		Yes
Radio Business Report & Television Business Report		<a href="http://rbr.com">rbr.com</a> <a href="mailto:Mediapaper1@tvbrepaper.com">Mediapaper1@tvbrepaper.com</a>			No
SEU's Station Websites		<a href="http://katcountry1007.com">katcountry1007.com</a> <a href="http://thefox1065.com">thefox1065.com</a> <a href="http://y102fm.com">y102fm.com</a> <a href="http://talk960.com">talk960.com</a> <a href="http://hdhiphop963.com">hdhiphop963.com</a> (as of 3/15/2016)		2	No
Apple One – San Bernardino Branch (Email returned)	Robert Tager	165 W Hospitality Lane, Suite 23 San Bernardino, CA 92408 E-mail: <a href="mailto:RTager@AppleOne.com">RTager@AppleOne.com</a>	P: 909-884-6351 F: 909-888-7037		Yes
Brandman University – Victor Valley Campus	Athena Vernon	13911 Park Ave, Suite 100 Victorville, CA 92392 E-mail: <a href="mailto:avernon@brandman.edu">avernon@brandman.edu</a>	P: 760-955-7555 ext 2590		No
San Joaquin Valley College	Adamina McKenzie	9331 Mariposa Road Hesperia, Ca 92345 e-mail: <a href="mailto:Adamina.McKenzie@SJVC.edu">Adamina.McKenzie@SJVC.edu</a>	P : 760-948-1947		No
University of La Verne – High Desert Campus	GeBren Blakely	15447 Anacapa Road, Suite 100 Victorville, CA 92392 e-mail: <a href="mailto:gblakely@laverne.edu">gblakely@laverne.edu</a>	P : 760-843-0086		No
Goodwill Southern California	Desiree Acuna	14580 Seventh Street Victorville, CA 92395 e-mail: <a href="mailto:DAcuna@goodwillsocal.org">DAcuna@goodwillsocal.org</a>	P : (760)844-5356		Yes
Victor Valley Jobs		<a href="https://www.facebook.com/VictorValleyJobs">https://www.facebook.com/VictorValleyJobs</a>			No
Career Coaching Services	Robin Rask	P.O. Box 2113 Victorville, CA 92393 Email: <a href="mailto:Robin.Rask@cahelp.org">Robin.Rask@cahelp.org</a>	P: 760-241-8737		No
Station Facebook Pages		<a href="https://www.facebook.com/y102fm">https://www.facebook.com/y102fm</a> <a href="https://www.facebook.com/katcountry1007">https://www.facebook.com/katcountry1007</a> <a href="https://www.facebook.com/1065TheFox">https://www.facebook.com/1065TheFox</a>			No
Traffic Directors Guild of America	Larry Keene	26000 Avenida Aeropuerto, Building 114 San Juan Capistrano CA 92675 E-Mail: <a href="mailto:tdga@cox.net">tdga@cox.net</a>			No
High Desert Jobs (as of 5/5/2015)		<a href="https://www.facebook.com/highdesertjobs">https://www.facebook.com/highdesertjobs</a>			No
High Desert Community Informatio (as of 5/6/2015)		<a href="https://www.facebook.com/highdesertcomm">https://www.facebook.com/highdesertcomm</a> <a href="https://www.facebook.com/highdesertcomm">on</a>			No
Indeed.com (as of 5/13/2016)		<a href="http://www.indeed.com">www.indeed.com</a>			No

\*Did not use Source for this Recruitment.

Stations KATJ(FM)(HD2), KIXA(FM), KIXW(AM) and KZXY(FM) are Equal Opportunity Employers.

6) Total # of Interviewees Referred: For the period from August 1, 2015 through July 31, 2016, this Employment Unit interviewed 9 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

A) Participate in Job Fairs (2)

Victor Valley Chamber of Commerce Business Showcase Expo

August 18, 2015

Personnel Involved: General Manager, Local Sales Manager, KZXY Program Director

The Employment Unit participated in the Victor Valley Chamber of Commerce Business Showcase Expo. The purpose of the fair was to provide an opportunity for attendees to seek employment and learn about local businesses. Station personnel in attendance had substantial responsibility in the making of hiring decisions and explained available positions and job requirements in detail to attendees.

Veterans Resource Fair

June 16, 2016

Personnel Involved: General Manager

The Employment Unit participated in the Veterans Resource Fair. The purpose of the fair was to provide an opportunity for attendees to seek employment and learn about local businesses. Station personnel in attendance had substantial responsibility in the making of hiring decisions and explained available positions and job requirements in detail to attendees.

B) Co-Sponsor Job Fairs (1)

San Bernardino County High Desert Regional Job Fair

August 20, 2015

Personnel Involved: General Manager, Operations Manager, KZXY Program Director, Business Manager, Assistant Business Manager

The Employment Unit Sponsored and participated in the High Desert Regional Job Fair. The purpose of the fair was to provide an opportunity for attendees to seek employment and learn about local businesses. Station personnel in attendance had substantial responsibility in the making of hiring decisions and explained available positions and job requirements in detail to attendees.

C) Host Job Fairs (1)

Victor Valley College Community Job Fair

Stations KATJ(FM)(HD2), KIXA(FM), KIXW(AM) and KZXY(FM) are Equal Opportunity Employers.

May 12, 2016

Personnel Involved: General Manager, Assistant Business Manager

The Employment Unit Hosted and participated in the Victor Valley College Community Job Fair. The purpose of the fair was to provide an opportunity for attendees to seek employment and learn about local businesses. Station personnel in attendance had substantial responsibility in the making of hiring decisions and explained available positions and job requirements in detail to attendees.

D) Participation in Career Events Sponsored by Educational Institutions (6)

Teachers R Heroes Program

September 2015 – June 2016

Personnel Involved: On-Air Talent/Program Directors and our Market Controller

The Employment Unit participated in the "Teachers Are Heroes" program. The SEU employees attended a total of six different schools during the program. Each school puts together an assembly where we provide students with radio station information and general employment information regarding broadcasting careers. The assembly concludes with honoring one teacher for their efforts toward the students.

E) Establish a mentoring program designed to enable station personnel to acquire skills that could qualify them for higher level positions. (3)

High Desert Employer Advisory Council- Legislative Update

January 14, 2016

Personnel Involved: Assistant Business Manager, Accounts Payable Manager

Employment Unit participated in HDEAC's Training- Legislative Update, which included an overview of new legislation and legal developments affecting labor and employment laws for 2016.

High Desert Employer Advisory Council- What "At Will" Employment Really Means From On-Boarding through Discipline and Termination

April 14, 2016

Personnel Involved: Business Manager, Assistant Business Manager, Accounts Payable Manager

Employment Unit participated in HDEAC's Training- What "At Will" Employment Really Means From On-Boarding through Discipline and Termination. This seminar is designed to help human resources professionals define "At Will" employment. Our guest speaker will cover topics from the application process, termination and how state and federal

law affect "At Will" employers. These skills help to advance the employee's potential HR and Business Manager rolls within the organization.

Mentoring Program

Ongoing

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 Operations Manager, this program provides training to staff that is learning advanced procedures in the production and promotions departments. Two employees involved during Q3 2015 – Q2 2016.

(F) List upper-level openings in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities

Ongoing

All available positions are posted with multiple minority media organizations, such as Southern California Broadcasters Association, California Broadcasters Association, and High Desert Hispanic Chamber. (See section 5 for detail) Listing positions with these organizations assists SEU in reaching a diversified spectrum of qualified applicants.

(G) Scholarship Programs (2)

Southern California Broadcasters Association scholarship programs

Ongoing

The Market Manager and Controller are reviewing and recommending applicants as well as offering facility tours to the honorees of the Southern California Broadcasters Association 2015-2016 scholarship programs.

Victor Valley College Foundation Scholarship Program

Ongoing

SEU, under the direction of the General Manager, Sponsors and Donates to the Victor Valley College Foundation Scholarship program.