

# High Desert Broadcasting LLC

## Annual EEO Public File Report

Year 2020

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, 2019 through July 31, 2020.

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 – Coloma Mojave

During this reporting period High Desert filled the one (0)zero full-time positions:

NoneZero

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.

Appendix A

## Community Outreach Organizations

Name of Source: High Desert Broadcasting LLC<sup>1</sup>  
Contact Person: Marissa Garcia  
Address: 570 East Avenue, Q-9 Palmdale CA 93550  
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 30<sup>th</sup> Street West, Lancaster CA 93536  
Contact: 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 given to source? Email

Name of Source: Chapman University College – Antelope Valley  
Contact: erclark@chapman.edu  
Address: 40015 Sierra Highway, Suite B-160, Palmdale CA 93550  
Telephone: (661) 948-4141  
How was notification given to source? Email

Name of Source: Southern California Broadcasters Association (SCBA)  
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

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

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<sup>1</sup> High Desert Broadcasting LLC 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.

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

Appendix B

Organizations Requesting Notification

Source: Southern California Broadcasters Association (SCBA)  
Address: 5670 Wilshire Boulevard, #200, Los Angeles, CA 90036  
Contact: (323) 930-5595 Fax: (323) 932-1425

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

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

**SUPPLEMENTAL RECRUITMENT ACTIVITIES**

**Activity:** Goodwill Career Resource Center  
**Date:** August 20, 2019  
**Participating Employees:** Coleen Bambrick, Pamela Juarez and Marissa Garcia  
**Host / Sponsor of Activity:** Goodwill

**Brief Description of Activity and Station Participation:**

Goodwill of Southern California and Inland Empire, non-profits, government agencies, colleges, and community employers offered creative solutions to bring together job seekers, with business ready to hire. We participated as an employer to provide information to the public about the radio industry and how to get hired.

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**Activity:** SBCC Job & Internship Fair - Fall 2019  
**Date:** October 29, 2019  
**Participating Employees:** Marissa Garcia  
**Host / Sponsor of Activity:** Santa Barbara College

**Brief Description of Activity and Station Participation:**

We participated in the The Regional Virtual Job Fair that allowed employers to connect in real time online with students and alumni job seekers throughout *Northern L.A. County, Ventura County, Santa Barbara County, and San Luis Obispo County*, as well as community members from Santa Clarita and the surrounding areas. Employers will be able to begin the hiring process while campuses are closed.

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**Activity:** Lancaster Chamber of Commerce  
**Date:** August - December 2019  
**Participating Employees:** Lucila Sellers, Local Sales Manager  
Jody McElfresh  
**Host / Sponsor of Activity:** Luncheon - City of Lancaster Chamber

**Brief Description of Activity and Station Participation:**

High Desert Broadcasting LLC held a co-op luncheon with the Lancaster Chamber of Commerce where over 250 people attended. This event was used to share information about the company and the recruitment process of our industry.

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**Activity:** AV Board of Trade Expo and Business Outlook

**Date:** February 2020

**Participating Employees:** Jody McElfresh

**Host / Sponsor of Activity:** High Desert Broadcasting LLC and AV Board

**Brief Description of Activity and Station Participation:**

High Desert Broadcasting LLC worked with the AV Board to reach out to the business community. There were over 800 business people networking and getting an economic report and motivational presentation for Gene Simmons. We were highlighted in the Program Manager sharing our outreach program. We also used it as a tool to reach out to the community for Sales Talent.

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**Activity:** Santa Barbara City College's Job, Internship, & Volunteer Fair

**Date:** March 17, 2020

**Participating Employees:** Marissa Garcia

**Host / Sponsor of Activity:** Santa Barbara College

**Brief Description of Activity and Station Participation:**

We participated in the The Regional Virtual Job Fair that allowed employers to connect in real time online with students and alumni job seekers throughout *Northern L.A. County, Ventura County, Santa Barbara County, and San Luis Obispo County*, as well as community members from Santa Clarita and the surrounding areas. Employers will be able to begin the hiring process while campuses are closed.

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**Activity:** SBCC Virtual Job Fair

**Date:** June 11<sup>th</sup> & 12<sup>th</sup>, 2020

**Participating Employees:** Marissa Garcia

**Host / Sponsor of Activity:** Santa Barbara Community College

**Brief Description of Activity and Station Participation:**

We participated in the Job, Internship & Volunteer Day at Santa Barbara College. This was a great opportunity for students to explore career choices. There were on and off campus opportunities. We shared information about how to get in the radio industry.

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**Activity:** Ventura Job Fair

**Date:** June 29, 2020

**Participating Employees:** Tom Spence and Marissa Garcia

**Host / Sponsor of Activity:** Job Fair Ventura County

**Brief Description of Activity and Station Participation:**

We attended a Job Fair on June 29<sup>th</sup> at the Crowne Plaza in Ventura. 30 local companies were on hand to welcome job seekers to apply for a variety of jobs. The employment opportunities ranged from Food Service, Transportation, a variety of government jobs along with the Health Care Industry and others. The Crowne Plaza is located at 450 East Harbor Blvd. Hours of Event – 11 AM – 1 PM

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DUE TO COVID – SOCIAL DISTANCING & COMPLIANCE WITH STAY AT HOME ORDERS -  
MOST EVENTS WERE CANCELLED AFTER MARCH OF 2020