

# High Desert Broadcasting LLC

## Annual EEO Public File Report

Year 2024

This annual EEO public file report for High Desert Broadcasting LLC (“High Desert”) covers recruitment and hiring for the broadcast radio stations listed below during the period of August 01, 2023 through July 31, 2024.

Call Sign	Station ID	City of License
KGMX (FM)	19703	Lancaster, CA
KKZQ (FM)	85024	Tehachapi, CA
KMVE (FM)	33526	California City, CA
KOSS (AM)	19702	Lancaster, CA
KQAV (FM)	70879	Rosamond, CA
KUTY (AM)	22011	Palmdale, CA
KCEL (FM)	164156	Mojave, CA – Coloma Mojave LLC

During this reporting period,  
High Desert Broadcasting LLC filled the five (5) full-time positions:

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 Broadcasting 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 Broadcasting during the reporting period is contained in Appendix C.

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Job Title: Account Executive (1)  
Number of Interviewees: 8  
Recruitment Source of Hiree: Internal Referral

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Employment Development Department	0
Regional Occupational Center	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
Indeed	4
High Desert Broadcasting – In House Posting	2
High Desert Broadcasting – Internet Posting	1
High Desert Broadcasting – Internal Referral	1
High Desert Broadcasting – On Air Broadcasting	0

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Job Title: Account Executive (2)  
Number of Interviewees: 5  
Recruitment Source of Hiree: Internal Referral

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Employment Development Department	0
Regional Occupational Center	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
Indeed	1
High Desert Broadcasting – In House Posting	2
High Desert Broadcasting – Internet Posting	1
High Desert Broadcasting – Internal Referral	1
High Desert Broadcasting – On Air Broadcasting	0

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Job Title: Account Executive (3)  
Number of Interviewees: 7  
Recruitment Source of Hiree: Indeed

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Employment Development Department	0
Regional Occupational Center	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
Indeed	6
High Desert Broadcasting – In House Posting	0
High Desert Broadcasting – Internet Posting	0
High Desert Broadcasting – Internal Referral	1
High Desert Broadcasting – On Air Broadcasting	0

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Job Title: Account Executive (4)  
Number of Interviewees: 8  
Recruitment Source of Hiree: Indeed

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Employment Development Department	0
Regional Occupational Center	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
Indeed	6
High Desert Broadcasting – In House Posting	0
High Desert Broadcasting – Internet Posting	1
High Desert Broadcasting – Internal Referral	1
High Desert Broadcasting – On Air Broadcasting	0

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Job Title: Promotions Coordinator  
Number of Interviewees: 1  
Recruitment Source of Hiree: Internal Referral

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Employment Development Department	0
Regional Occupational Center	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
Indeed	0
High Desert Broadcasting – In House Posting	0
High Desert Broadcasting – Internet Posting	0
High Desert Broadcasting – Internal Referral	1
High Desert Broadcasting – On Air Broadcasting	0

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Appendix A

COMMUNITY OUTREACH ORGANIZATIONS

Source: High Desert Broadcasting LLC<sup>1</sup>  
Contact Person: Lisa Felix  
Address: 570 East Avenue, Q-9 Palmdale CA 93550  
Telephone: (661) 947-3107  
E-mail: lisa.felix@pointbroadcastingllc.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

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 give to source? Email

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 give to source? Email

Source: Indeed  
Website: www.indeed.com  
How was notification give to source? Online Posting

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

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

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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.

Appendix B

ORGANIZATIONS REQUESTING NOTIFICATION

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:** Latino Business Expo  
**Date:** October 26, 2023  
**Participating Employees:** Lisa Felix, CFO  
Brian Davis, COO  
**Host / Sponsor of Activity:** High Desert Broadcasting LLC

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

The Latino Business Expo showcases local Latino businesses offering networking, workshops, and recruitment opportunities. As we promote this event so that we can provide details about our company and career opportunities at High Desert Broadcasting.

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**Activity:** Latino Business Expo  
**Date:** April 25, 2024  
**Participating Employees:** Lisa Felix, CFO  
Brian Davis, COO  
**Host / Sponsor of Activity:** High Desert Broadcasting LLC

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

The Latino Business Expo showcases local Latino businesses offering networking, workshops, and recruitment opportunities. As we promote this event so that we can provide details about our company and career opportunities at High Desert Broadcasting.

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**Activity:** Lancaster School District Career Day 2024  
**Date:** May 2024  
**Participating Employees:** Jeff Lyons, Promotions Director  
**Host / Sponsor of Activity:** High Desert Broadcasting LLC

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

Career Day was hosted by Piute Middle School located in Lancaster. Local businesses were asked to provide a 35-minute presentation with a 20-minute question and answer session to six different classes (58 minutes per class). The purpose of our interaction was to share meaningful and interesting information regarding the radio career so that students will be able to make informed decisions about their career paths in the future.

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**SUPPLEMENTAL RECRUITMENT ACTIVITIES**

**Activity:** Online Open Recruitment Review  
**Date:** June 2024  
**Participating Employees:** Marissa Garcia, EEO Compliance  
**Host / Sponsor of Activity:** High Desert Broadcasting LLC

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

High Desert Broadcasting LLC sponsored an online job fair that gave applicants to ask questions about radio and discuss the process to seek employment for on air positions.

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**Activity:** Open House – 570 East Avenue Q9 Palmdale CA 93550  
**Date:** July 2024  
**Participating Employees:** Scott Brody, Local Sales Manager  
Jeff Lyons, Promotions Director  
**Host / Sponsor of Activity:** High Desert Broadcasting LLC

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

An open house at High Desert Broadcasting serves an effective platform for community engagement and recruitment. This event invites the public to tour the facility, meet staff, and learn about various job opportunities within the broadcasting sector. It is extensively promoted on –air to attract a diverse audience including potential job seekers. Information session during the open house provide details about available positions, application process and the operational culture.