

HIGH DESERT BROADCASTING LLC

KCEL 96.1 FM KGMX 106.3 FM KKZQ 100.1 FM KLIK 93.5 FM KMVE 106.9 FM KOSS 1380 AM KUTY 1470 AM



Annual EEO Public File Report

Year 2010

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, 2009 through July 31, 2010.

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

During this reporting period High Desert did not fill any full-time positions.

Although there were no hires during the reporting period, High Desert maintains a list of recruitment sources to widely disseminate information about future full-time openings at the stations.

Information on the supplemental recruitment measures engaged in by High Desert during the reporting period is contained in Appendix A.

Supplemental Recruitment Activities

Activity: 2009 EEO Workshop

Date: September 2009

Participating Employees: Lisa Felix, EVP Finance, Miles Sexton, President and Marissa Garcia, HR Director

Host / Sponsor of Activity: American Women in Radio and Television SoCal Chapter and SCBA

Brief Description of Activity and Station Participation:

Lisa, Marissa and Miles participated in the 2009 EEO Workshop held September 23, 2009 in Los Angeles. The EEO Training workshop is designed to provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Activity: Fall 2009 Career Fair

Date: October 2009

Participating Employees: Marissa Garcia, H.R. Director

Host / Sponsor of Activity: ITT Tech

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC participated in the ITT Tech Fall 2009 Career Fair on October 14, 2009 from 4:30 – 6:30 pm. This event had participants from Ventura and Santa Barbara Counties. High Desert provided information to the students and graduates interested in the broadcasting industry.

Activity: Intern Scholarship Program

Date: August 2009 – July 2010

Host / Sponsor of Activity: High Desert Broadcasting LLC

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC has opened up internship programs to individuals that are interested in working for the radio industry. These individuals must be attending college so they can receive credit for working at the station. They must work in each department of the company to ensure that they get a complete overview of all that is involved in operating a radio station. The program is overseen by Marissa Garcia and Gary Wilson. During this reporting period one intern participated in the program.

Activity: Career Day XI 2009
Date: November 2009
Participating Employees: Marissa Garcia, HR Director
Host / Sponsor of Activity: Moorpark College

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC participated in the Moorpark College Career Day XI on Thursday, November 19, 2009. College students were able to listen to presentations to help the students match their interests with possible careers in order to better prepare themselves for future employment opportunities after their college studies end.

Activity: OUHSD Career Fair

Date: March 2010

Participating Employees: Marissa Garcia, H.R. Director

Host / Sponsor of Activity: Sally Anderson, College and Career Center, Rio Mesa High School

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC participated in the OUHSD District-wide Career Fair 2010 on March 3, 2010 from 8 am – 12 noon. High school students were able to listen to presentations to help the students match their interests with possible careers in order to better prepare themselves for their college studies and beyond.

Activity: Blackstock School Career Day

Date: June 2010

Participating Employees: Marissa Garcia, H.R. Director

Host / Sponsor of Activity: Dea Rivera, School Counselor, Blackstock Junior High School

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC participated in the 3rd annual Blackstock Lunch Time Career Fair on June 7, 2010. Junior high school students were able to listen to presentations to help the students match their interests with possible careers in order to better prepare themselves for their high school studies and beyond.

Activity: 2010 SCBA Scholarship Program
Date: June 2010
Participating Employees: Miles Sexton, President, Nelson Rasse, Executive Vice President
Host / Sponsor of Activity: SCBA

Brief Description of Activity and Station Participation:

The Southern California Broadcasting Association presents a school with scholarship funds to assist an individual with tuition costs. Our company participated by having our President and Executive Vice President vote for the school they thought would be best suited to receive the scholarship funds. The SCBA provides school options.

Activity: High Desert Broadcasting LLC Semi – Annual Open House

Date: July 2010

Participating Employees: Marissa Garcia, H.R. Director

Host / Sponsor of Activity: High Desert Broadcasting LLC

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC held an Open House on July 29, 2010 at 10 am and then again at 3 pm to educate the community about the radio broadcasting industry, as well as to provide recruitment information to many candidates or people that may have been interested in the industry as a career. There was a tour, refreshments and interviews conducted as part of the open house.