

HIGH DESERT BROADCASTING LLC

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



Annual EEO Public File Report

Year 2011

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, 2010 through July 31, 2011.

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 filled the following two (2) full-time positions:

Promotions Coordinator (1)
Account Executive (1)

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 reporting period is contained in Appendix A to this Report. A complete list of organization 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.

Job Title: Account Executive
 Number of Interviewees: 13
 Recruitment Source of Hiree: Employee Referral/On Air Ad

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Southern California Broadcasters Association	1
All Access Music Group	0
Employment Development Department	0
Regional Occupational Center	0
Career Builder	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
High Desert Broadcasting -In House Posting	2
High Desert Broadcasting - Internet Posting	7
High Desert Broadcasting - Internal Referral	2
High Desert Broadcasting - On Air Broadcast	1

Job Title: Promotions Coordinator
 Number of Interviewees: 4
 Recruitment Source of Hiree: In – House Internal Posting

Recruitment Sources Utilized	Number of Interviewees Recruitment Source Referred
Southern California Broadcasters Association	0
All Access Music Group	0
Employment Development Department	0
Regional Occupational Center	0
Career Builder	0
California University/Bakersfield	0
Zonta Organization	0
Hispanic Chamber of Commerce	0
Chapman University	0
High Desert Broadcasting –In House Posting	1
High Desert Broadcasting – Internet Posting	1
High Desert Broadcasting – Internal Referral	3
High Desert Broadcasting – On Air Broadcasting	0

Appendix A

Community Outreach Organizations

Source: High Desert Broadcasting LLC
Contact: Marissa Garcia
Address: 570 East Avenue, Q-9 Palmdale, CA 93550
(661) 999-6700

Source: www.careerbuilder.com
Address: 8420 West Bryn Mawr Avenue, Suite 1000 Chicago, IL
(773) 527-5408

Source: Cal State University Bakersfield
Address: 43909 30th Street West, Lancaster CA 93536
Contact: Sarah Forbes
(661) 952-5000

Source: Zonta Organization
Address: P.O. Box 88, Lancaster CA 93536
Contact: Attn: Job Postings
(661) 317-7694

Source: Hispanic Chamber of Commerce
Address: 819 East Avenue Q-9, Palmdale CA 93550
Contact: Attn: Job Postings
(661) 538-0607

Source: Chapman University
Address: 40015 Sierra Highway, Suite B-160, Palmdale CA 93550
Contact: J. White
(661) 948-4141

Source: Southern California Broadcasters Association (www.scba.com)
Address: 5670 Wilshire Blvd # 1370
Contact: LaFern Watkins
(323) 904-4105

Source: All Access Music Group (www.allaccess.com)
Address: 28955 Pacific Coast Highway, Suite 210-5, Malibu CA 90265
Contact: Attn: Job Postings
(310) 457-6616

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

Organizations Requesting Notification

Source: Southern California Broadcasters Association (www.scba.com)
Address: 5670 Wilshire Blvd # 1370
Contact: LaFern Watkins
(323) 904-4105

Source: All Access Music Group (www.allaccess.com)
Address: 28955 Pacific Coast Highway, Suite 210-5, Malibu CA 90265
Contact: Attn: Job Postings
(310) 457-6616

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: Career Day 2011
Date: March 2011
Participating Employees: Marissa Garcia, HR Director
Host / Sponsor of Activity: Rio Mesa High School

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC participated in the OUHSD District Career Day on March 03, 2011. 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 future employment opportunities after their college studies start.

Activity: Blackstock School Career Day
Date: March 2011
Participating Employees: Marissa Garcia, H.R. Director
Host / Sponsor of Activity: Carrie Johnson

Brief Description of Activity and Station Participation:

High Desert Broadcasting LLC participated in the Career Information Day on March 30, 2011. Junior high/Senior 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: 2011 SCBA Scholarship Program
Date: June 2011
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 2011

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 28, 2011 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.