

**KATJ-FM/KIXA-FM/KIXW-AM/KZXY-FM**  
**EEO PUBLIC FILE REPORT**  
August 1, 2009 through July 31, 2010

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1-20	15
Market Manager	14, 16, 20 **	14
Account Executive	1-21	15
Account Executive	1-21	14
Account Executive	1-21	15
Account Executive	1-21	1
Account Executive	1-21	9
Account Executive	1-22	15

\*\* Exigent Circumstance.

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
1	<b>Daily Press, Classified Department.</b> <sup>1</sup> P.O. Box 1389 Victorville, Ca 92393 P: 760-241-7755 F: 760-241-7145	No	6
2	<b>San Bernardino County Jobs and Employment Services Department</b> Business Resource Center 15555 Main St., Suite G Hesperia, Ca 92345 Contact: Barbara Beehler P: 760-949-5682 F: 760-949-8541	No	1
3	<b>Employment Development Department/CAL JOBS</b> <i>caljobs.ca.gov</i>	No	0
4	<b>Barstow Community College</b> Career Center 2700 Barstow Rd. Barstow, Ca 92311 Contact: Tammy McCarthy P: 760-252-2411	Yes	0
5	<b>Victor Valley Community College</b> Career Center 18422 Bear Valley Rd. Victorville, Ca 92395 Contact: Sheree Caldwell P: 760-245-4271	Yes	0
6	<b>Southern California Department of Rehabilitation</b> 12421 Hesperia Rd., Suite 10 Victorville, Ca 92395 P: 760-243-0830	Yes	0
7	<b>African American Chamber</b> 14368 St. Andrews Victorville, Ca 92395 P: 760-952-9152	Yes	0

<sup>1</sup> In addition to appearing in the newspaper itself, the Daily Press also posts all job announcements it receives on Monster.com and highdesertjobs.com.

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
8	<b>High Desert Hispanic Chamber</b> 14443 Park Ave., Suite A2 Victorville, Ca 92392 Contact : Donna Mertens P: 760-241-6661 <i>hdhcc.victorville.com</i>	Yes	0
9	<b>Southern California Broadcasters Association (SCBA)</b> 5670 Wilshire Blvd., Suite 1370 Los Angeles, Ca 90036 P: 323-938-3100 F: 323-938-8600 <i>scba.com</i>	No	1
10	<b>On-Air Announcements</b> ( <i>across all SEU stations</i> )	No	0
11	<b>Job Fair</b> ( <i>as described in section III</i> )	No	2
12	<b>Senior Training Employment Program</b> 15555 Main St., Suite G-4 Hesperia, Ca 92345 Contact: Jo-Ann Perez P: 760-948-3514 F: 760-949-8541	Yes	0
13	<b>California Broadcasters Association</b> <i>cabroadcasters.org</i>	No	1
14	<b>Employee Referral</b>	No	2
15	<b>Walk-In/Self Referral</b>	No	6
16	<b>Non-Employee Referral</b>	No	0
17	<b>Internal Posting/Candidate</b>	No	0
18	<b>Sacramento State University</b> Career Center and Cooperative Education 6000 J Street Sacramento, Ca 95819-6064 P: 916-278-6231 F: 916-278-6872 <i>csus-csm.symplcity.com</i>	Yes	0
19	<b>St. John of God</b> 13333 Palmdale Rd. Victorville, Ca 92392 Contact: Jacqueline Morgan P: 760-241-4917 F: 760-241-8911	Yes	0
20	<b>Radio Business Report &amp; Television Business Report</b> <i>Mediapaper1@tvbrepaper.com</i> <i>rbr.com</i>	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
21	<b>Career Network, Inc.</b> P.O. Box 618305 Orlando, FL 32861-8305 P: 866-755-2785 <i>career-network.com</i>	Yes	0
22	<b>Craig's List Online Community</b> P: 415-566-6394, ext. 1 P: 800-664-0633, ext. 1 billing@craigslist.org <i>craigslist.org</i>	No	0
	<b>Total Interviews over 12-month period</b>		19

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b>	Participate in job fair	On October 23, 2009, the SEU participated in a job/career fair at Brandman University Victorville College in Victorville, Ca. Prior to event, we provided on-air promotion to attract a broad pool of job applicants. Our Business Manager and Sales Manager attended the event and distributed general information regarding employment opportunities in radio and broadcasting. Additionally, both managers collected resumes and applications from interested attendees.
<b>2</b>	Participate in job fair	On March 17, 2010, the SEU participated in a job fair at Barstow Community College in Barstow, Ca. Prior to event, we provided on-air promotion to attract a broad pool of job applicants. Our Business Manager and Traffic Manager attended the event and distributed general information regarding employment opportunities in radio and broadcasting. Additionally, both managers collected resumes and applications from interested attendees.
<b>3</b>	Co-sponsor job fair	On May 14, 2010, the SEU co-sponsored a job fair at Victor Valley Community College in Victorville, Ca. The SEU is a part of the committee and decision making of the event, in addition to on-air promotion of the event. Our Business Manager, Traffic Manager, and Market Manager were in attendance and distributed general information regarding employment opportunities in radio and broadcasting. Additionally, managers collected resumes and applications from interested attendees.
<b>4</b>	Co-sponsor job fair	On June 17, 2010, the SEU co-sponsored a job fair at Mavericks Stadium in Adelanto, Ca. The SEU joined the County of San Bernardino Employment Development Department to help organize and promote event. Our Business Manager and Traffic Manager were in attendance and distributed general information regarding employment opportunities in radio and broadcasting. Additionally, managers collected resumes and applications from interested attendees.
<b>5</b>	Participate in activity/event for or on behalf of an educational institution relating to careers in broadcasting (9)	From September 1, 2009 through May 21, 2009, our On-Air Talent/Program Directors, Business Manager, and Market Manager organized, promoted, and participated in the "Teachers Are Heroes" program at local high schools. The SEU employees attended a total of nine difference schools during the program. Each school put together an assembly at which we provided students with station promotion and general employment information regarding broadcasting careers. The assembly concludes with honoring one teacher for their efforts toward the students.

6	Provide EEO Training to management level personnel (6)	On August 20, 2009, October 22, 2009, January 21, 2010, March 18, 2010, April 15, 2010, and June 17, 2010 the SEU participated in training seminars provided by the High Desert Employer Advisory Council/Employment Development Department. These seminars provide training focused on but not limited to labor law, EEO compliance/outreach, and wage and hour legislative updates. Station participants include Business Manager and Traffic Manager.
7	List upper-level openings in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities	All available positions are posted with multiple minority media organizations, such as Southern California Broadcasters Association, California Broadcasters Association, High Desert Hispanic Chamber, and African American Chamber. (See section II for detail) Listing positions with these organizations assists SEU in reaching a diversified spectrum of qualified applicants.
8	Establish a training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.	The SEU has established a training program to enable station personnel to acquire skills focused in the engineering department to qualify them for higher level positions. Under the direction of the Chief Engineer, the program offers training in RF Safety, Antenna Systems, Transmission Systems, Networks, and Studio Interface. This program is currently being developed for additional departments.
9	Establish a training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.	The SEU partnered with The County of San Bernardino, Workforce Development Department for the "On-The-Job-Training program". The SEU developed a training program for employees to participate in a three month job placement through the County Workforce Development Department. The training was primarily focused in the Business and Sales Departments of the radio station.
10	Participate in events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities. (3)	On July 8, 2009 the SEU's Sales Manager attended the Victorville Chamber of Commerce Business Showcase Expo and completed a presentation to the attendees that spoke of careers in broadcasting with an emphasis of recruiting for Account Executives. On February 2, 2010 one of the SEU's On-Air Personalities hosted the "Visionaries & Leaders for Black History Month" presentation at the Victor Valley Museum. She spoke to the crowd regarding the opportunities available in broadcasting. On March 6, 2010 the SEU hosted the "Women's Expo" an event geared to attract women from ages 35-54. During this event the SEU's Market Controller spoke to the crowd regarding the opportunities available to women in broadcasting, followed by having a booth at the event for recruitment.