

Statement of EEO Policy

This EEO Public File Report is Filed in Compliance with Section 73.2080 (c)(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of Station(s) KLBN-FM, KHIT-FM, KGST-AM, KKBZ-FM and KSEQ-FM.

Lotus Fresno Corp. an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and to ensure equal opportunity in employment and non-discrimination in all of its policies and practices, including the area of employment. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

The Recruitment Sources are identified by number and listed (with contact information) in the following pages.

Full-Time Vacancies Filled During Reporting Period August 1, 2015 through July 31, 2016

Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant	Total No. Interviewed from All sources
Graphic Design	See Attached Recruitment Sources 1-32 and 33-44	Radio Ad (Source #33)	6
Account Executive	See Attached Recruitment Sources 1-32 and 33-44	Radio Ad (Source #33)	7
Account Executive	See Attached Recruitment Sources 1-32 and 33-44	Market Referral (Source #33)	(same as above)
Account Executive	See Attached Recruitment Sources 1-32 and 33-44	Station Employee Referral (Source #35)	10
Account Executive	See Attached Recruitment Sources 1-32 and 33-44	Station Employee Referral (Source #35)	(same as above)
Receptionist	See Attached Recruitment Sources 1-32 and 33-44	Craigslist.com (Source #38)	6
Board Operator	See Attached Recruitment Sources 1-32 and 33-44	Station's Website (Source #42)	8
Account Executive	See Attached Recruitment Sources 1-32 and 33-44	Station Employee Referral (Source #34)	5
Total number of persons interviewed during applicable period:			42

Note: "same as above" denotes more than one hire was made from same outreach.

SUPPLEMENTAL RECRUITMENT MEASURES:

In addition to direct job vacancy announcements and hiring procedures, we complied with the initiative outlined in the 2002 EEO Rule Sec. 73.2080 (c) (2) regarding supplemental recruitment activity. For this reporting period we participated in or conducted the following:

Activity/Description	Date	Staff Participant(s)	Sponsor/Initiator
<p>Menu Option #4 KLBN, KHIT and KGST were part of the Annual CCHCC Business Expo at the Radisson Hotel Conference Center Fresno. There were Hispanic business men and women from the Central Valley that are making an impact in the community by donating their time, money and influence. There were various seminars/workshops for individuals that were also looking to start their own business. There were over 200 people in attendance. Lotus packets and applications were given out upon request.</p>	08/21/15	Promotions Director	Central California Hispanic Chamber of Commerce
<p>Menu Option #1 Lotus Fresno attended the Veteran's Job Fair held at the Veteran's Building in Fresno. Over eighty people attended the job fair. We had applicants that requested job applications and information about Lotus Fresno Corp. Mr. Clean informed potential applicants about the current Sales and Promotions job openings as well as a description of job opportunities within Lotus Fresno Corp. Lotus packets and applications were given out upon request.</p>	09/17/15	Promotions Director, Promotions Assistant	Central Valley Veterans Stand Down
<p>Menu Option #9 The Central California Hispanic Chamber of Commerce celebrated Hispanic Heritage Day that featured various workshops, activities and information. Mr. Clean attended this event and answered questions about job opportunities with Lotus Fresno. He also handed out info packets and applications to individuals looking to join the radio field. The CCHCC Hispanic Heritage Day event featured cultural dance and arts, educating the young people on the Hispanic culture such as music, arts, dance and food.</p>	09/25/15	Promotions Director	Central California Hispanic Chamber of Commerce
<p>Menu Option #7 Yosemite High School: Career Day at Lotus Fresno Corp. Kevin O'Rorke, Greg Hoffman, Jon Ballard and Mr. Clean spoke to the students from Yosemite High School about the radio business as well as the various departments that each of us supervise and what each of us do in our departments. We also did a Q&A session with the students. The students were engaged and interested in all of the different parts of the radio business each of us discussed. A couple of the students were thinking about making radio a career after college.</p>	2/21/16	GM, KSEQ Program Director, KKBZ Program Director	Lotus Fresno Corp.
<p>Menu Option #7 Lotus Fresno's KSEQ's On Air personality, Walter Olazaba, and Promotions Assistant, Ray Juarez spoke to the kid's about how they each got their start in radio as well as describing what they did at the station. The kids asked questions like how one would get started in radio and do you have to have a college degree to get into radio?. The students were really engaged. The teacher mentioned that out of all of the careers that the kids learned about, radio was the career that got the best response from the students.</p>	3/11/16	KSEQ On-Air Personality, Promotions Assistant	Carter G. Woodson Middle School - Fresno

<p>Menu Option #1 Lotus Fresno attended the Madera County 2015 Spring Job Fair. Approximately 150 people attended the job fair. We collected approximately 40 resumes, talked to a lot of people. There were about 5 people that were qualified for the open positions. Lotus Fresno packets and applications were given out upon request. Approximately 20-25 applications were filled out and returned. We also received business cards from non-profits that were interested in working with Lotus Fresno, Corp.</p>	04/07/16	Promotions Director, KKBZ On Air Personality	Madera County Workforce Development
<p>Menu Option #1 Lotus Fresno attended the Mayor's Youth Job Fair. There were approximately 200 young people in attendance. We spoke to the young people that did come by our booth inquiring about radio and how do you get started in the business. Since this was a Youth Job Fair there were a lot of young people that were not 18 years of age, so we had to tell them that as soon as they turn 18 years of age to please submit an application to us. We did receive approximately 10 applications from potential candidates.</p>	04/09/16	Promotions Director, KKBZ On Air Personality	City of Fresno Department of Social Services
<p>Menu Option #1 Lotus Fresno attended Honor-A-Hero, Hire-a-Vet Job Resource Fair. There were approximately 50 people that attended this job/resource fair. We only had a few people come by our booth to ask about the stations we had in our cluster. Once we had a few people come up to the booth, we engaged them and told them about the company, stations and open positions. Once we did that, we noticed that there was a little more interests. This Job Fair was more informative.</p>	04/21/16	Promotions Director, KKBZ On Air Personality	Employment Development Dept. Workforce Services
<p>Menu Option #7 Lotus Fresno attended the Kerman High School's 5 de Mayo Celebration. KLBN On Air Personality and KGST Program Director attended the celebration. The Latino Club invited us to take be part of this celebration. They had cultural music, food, dancing, clothing, jewelry and more. There were also a Latino Scholarship awarded to one of the students.</p>	05/05/16	KLBN On Air Personality and KGST Program Dir.	Kerman High School
<p>Menu Option #1 Lotus Fresno attended the Veteran's Job Fair put together by American Legion Post 509. Promotions Director and KKBZ's On Air Personality attended this event. There were approximately 50-75 people in attendance. There weren't too many people interested in the positions that we had open. However, we did talk to job seekers about the different departments in the radio industry just to give them a little more incite about the radio business. I think there was a misconception that radio was just about people talking on the radio. This Job Fair was definitely more informative.</p>	5/13/16	Promotions Director, KKBZ On Air Personality	American Legion Post 509

<p>Menu Option #14 In lieu of the 2015 Annual Lotus Corporate Management meeting in which the FCC EEO Outreach program and ongoing training preventing discrimination is discussed, a memo regarding EEO Outreach rules, regulations and specific practices was submitted for acknowledgement by station management. The purpose was ensure equal opportunity and nondiscrimination in every aspect of the station employment policy and practice. In the ongoing pursuit to continually and effectively administer the FCC EEO Outreach program it is important to regularly review the 16 Menu Options with the goal of creating recruitment opportunities and to ensure equal opportunity in employment and non-discrimination in all policies and procedures. The station acknowledges it has established, maintains, and carries out a positive continuing agenda of specific practices designed to secure a highly efficient and effective equal opportunity and nondiscrimination program in every aspect of the station employment policy and practice. Sign and return this memo regarding rules and regulations pertaining to recruitment and the incorporation of various FCC EEO Menu Options that will be included in the upcoming "Annual FCC Report of Full Time Hires and Menu Options" for the fiscal years report. 1. Recruit for all Full Time employees using the list of women and minority organizations, educational institutions, private and public companies, employee referrals, etc. It is important to periodically review your recruitment lists so they will be up to date with the most current organizations affording the most opportunity for the existing workforce. 2. Recruit for all Part Time positions as you would Full Time. This allows for promotion to Full Time as long as the complete "outreach" has been done. 3. Continue the Monthly EEO meetings containing the anti discrimination mission statement and any references to job needs, and any references to recent or upcoming job fairs, career days, management training, etc. It is also advisable to review and plan your Outreach menu options on a yearly and quarterly basis. This will give you a great deal of flexibility and potentially a more efficiently executed program. The Monthly EEO meeting also provides you the opportunity to create and design additional programs specific to your market that will give you a greater connection to the available job force and the probability of finding the most qualified candidate.</p>	5/18/16	GM	Lotus Fresno Corp.
<p>Menu Option #7 Lotus Fresno attended McLane High School Career Fair. Promotions Director and KKBZ's On Air Personality spoke to the student body of about 500 plus about a career in the radio industry. The students were intrigued an open to learning more of the behind the scenes work. The kids asked questions like how you get started? Do you have to go to college...students were really engaged. We did get about 10 applications from students that were at least 18 years of age.</p>	5/19/16	Promotions Director, KKBZ On Air Personality	McLane High School

<p>Menu Option #7 Lotus Fresno was invited to the Gaston Middle School Career Day. KSEQ on-air personality Kimmie Marquez and promotions assistant Ray Juarez spoke to the kid's about radio industry, what each of their jobs entailed as well as how they got started in the radio business. We also had an on-site presence at the event and talked about it on-air during the different shows.</p>	06/09/16	KSEQ On Air Personality and Promotions Assist.	Gaston Middle School
<p>Menu Option #1 Lotus Fresno attended the Veteran's Job Fair organized by Employment Development Department. Promotions Director and KKBZ On Air Personality attended this event. There were approximately 40 people in attendance. We did talk to job seekers that came by our booth about the positions that we did have open. There was interest in the sales positions that we had opened. I thought there was one or two potential candidates that had sales experience. This Job Fair was definitely more informative.</p>	6/17/16	Promotions Director, KKBZ On Air Personality	Employment Development Department
<p>Menu Option #16 Each month station management personnel meet to discuss our EEO mission statement including but not limited to upcoming and future menu options promoting Equal Opportunity and our policy of non-discrimination as it relates to hiring in the workplace. This regularly scheduled EEO meeting is designed to notify employees of upcoming opportunities and various issues focused on non-discrimination. The basis for our monthly EEO meeting is to reinforce our goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.</p>	7/31/16	GM, PD for KKBZ, PD for KLBN, KHIT and KGST, PD for KSEQ Bus Mgr., Promotions Dir., GSM for KKBZ, KSEQ and KGST, GSM for KHIT and KLBN Traffic Manager	Lotus Fresno Corp.
<p>Menu Option #12 Lotus Fresno Corp. throughout the year posted job ads in the California Broadcasters Association's Job Bank website.</p>	7/31/16	Traffic Mgr.	Lotus Fresno Corp.

RECRUITMENT SOURCES:

* Designates an entity requesting notification.

# Source	Recruitment Source: Name Contact Person Address Telephone Number	Total Number Interviewees Provided By Source During Period	Full-time Positions for Which This source was Utilized
1*	BENNETT FROST PERSONNEL SERVICES INC. Robbin M. Bocchini 6465 N. Palm Ave., Suite 101 Fresno CA 93704 (559) 449-0444	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
2*	CA EMPLOYMENT DEVELOPMENT DEPT. Sofia Morales 2555 S. Elm Ave. Fresno CA 93706-5086 (559) 230-4413	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
3*	CALIFORNIA STATE UNIVERSITY, FRESNO Maggie Hollingsworth 5241 N. Maple, M/S TA61 Fresno CA 93740 (559) 278-2381	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
4*	CENTRAL CALIFORNIA HISPANIC CHAMBER OF COMMERCE John Hernandez 2331 Fresno St. Fresno CA 93721 (559) 485-6640	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
5*	CENTRAL VALLEY OPPORTUNITY CENTER Mark Lozada 441 E Yosemite Ave. Madera CA 93638-3504 (559) 674-0971	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
6	CENTRO LA FAMILIA Margarita Rocha 2014 Tulare Street, #711A Fresno CA 93721 (559) 237-2961	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
7*	CSUF-DEPT OF COUNSELING, SPECIAL EDUC AND REHAB Jennie Chavez 5005 North Maple Ave. M/S ED3 FRESNO CA 93740-8025 (559) 278-0451	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
8*	DENHAM PERSONNEL SERVICES Michelle S. Merrill-Case 1540 E. Shaw Ave., Ste. 112 Fresno CA 93710 (559) 222-5284	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive

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9*	EL CONCILIO DE FRESNO Lily Torres 1532 Fresno St. Fresno CA 93706 (559) 485-0679	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
10	FRESNO AREA WORKFORCE INVESTMENT CORP. Sonia Williams 2035 Tulare Street Fresno CA 93721 (559) 650-5020	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
11*	FRESNO CENTER FOR NEW AMERICANS Cassandra Moua 4879 E Kings Canyon Road Fresno CA 93727 (559) 255-8395	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
12*	FRESNO CO. ECONOMIC OPP. COMMISSION Alfredo Cuellar 1920 Mariposa Mall, Suite 300 Fresno CA 93721 (559) 263-1021	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
13*	FRESNO CO. PUBLIC LIBRARY Bernice Kao 2420 Mariposa Street Fresno CA 93721 (559) 488-3628	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
14*	FRESNO COUNTY FARM BUREAU Bailey DeGraw 1274 N. Hedges Ave Fresno CA 93728 (559) 237-0263	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
15*	FRESNO COUNTY HISPANIC COMMISSION Domingo Zapata 1803 Broadway Street Fresno CA 93721 (559) 268-6476	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
16	FRESNO N.O.W. Nora Clark P.O. Box 4675 Fresno CA 93721-4675 (559) 221-7229	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
17*	HEALD BUSINESS COLLEGE Jena Torres 255 W. Bullard Ave. Fresno CA 93704 (559) 438-4222	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive

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18*	INSTITUTE OF TECHNOLOGY - CLOVIS Amanda Nash 564 W. Herndon Clovis CA 93612 (559) 297-4500	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
19*	MADERA CO. ECONOMIC DEV. COMMISSION Bobby Kahn 2425 W. Cleveland Ave., #101 Madera CA 93637 (559) 675-7768	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
20*	MADERA CO. WORKFORCE DEVELOP. OFFICE Traci Scott Contreras 441 E. Yosemite Ave Madera CA 93638-3504 (559) 662-4600	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
21*	MCED CAREER COLLEGE Joe Moreno 2002 N. Gateway Blvd. Fresno CA 93727 (559) 456-0623	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
22*	MEXICAN CONSULATE 7435 N Ingram Ave. Fresno CA 93721-6101 (559) 445-2615	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
23*	NAACP Michael Lefall 1900 Mariposa Mall, #100-C Fresno CA 93721 (559) 485-5778	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
24*	PRIDE STAFF Maria Andrade 7535 N. Palm Avenue, Suite 103 Fresno CA 93711 (559) 432-2022	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
25*	PROTEUS INC. John Bailey 1815 Van Ness Fresno CA 93722 (559) 442-8871	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
26	SAN JOAQUIN VALLEY COLLEGE Valery Van Matre 295 E. Sierra Fresno CA 93710 (559) 448-8282	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive

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27*	SCCCD-MADERA CENTER Janell Mendoza 30277 Ave. 12 Madera CA 93638 (559) 675-4515	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
28	VIDA EN EL VALLE John Esparza 1626 E Street Fresno CA 93706-2006 (559) 225-7753	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
29	WEST HILLS COMMUNITY COLLEGE Nancy Clover 300 Cherry Lane Coalinga CA 93210 (559) 934-2000	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
30	WOMEN'S TRADE CLUB OF FRESNO CO. Sheryl Haynie P.O. Box 16141 Fresno CA 93755-6141 (559) 225-8550	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
31*	WORKFORCE CONNECTION CLC PARTNERSHIP Mark Lozada 3302 N. Blackstone Ave., Suite 221 Fresno CA 93726 (559) 230-4401	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
32	YOUNG WOMEN CHRISTIAN ASSOCIATION Micki Lowry 1600 M Street Fresno CA 93728 (559) 237-4706	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
33	RADIO STATION ON-AIR AD	1 5 (same as above) 4 (same as above) 0 1 4	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
34	MARKET REFERRAL	0 1 (same as above) 1 (same as above) 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
35	STATION EMPLOYEE REFERRAL	0 1 (same as above) 3 (same as above) 0 2 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive

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36	CAREERBUILDDERS.COM	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
37	ALLACCESS.COM	0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
38	CRAIGSLIST.COM	5 0 0 0 0 6 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
39	YOURCBA.COM	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
40	FORMER EMPLOYEE	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
41	JOB FAIRS	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
42	STATIONS WEBSITE	0 0 0 2 (same as above) 0 4 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
43	MONSTER.COM	0 0 0 0 0 0 0 0	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive
44	STATIONS FACEBOOK	0 0 0 0 0 0 1 1	Graphic Design Account Executive Account Executive Account Executive Account Executive Receptionist Board Operator Account Executive

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TOTAL		42	

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