

**LOTUS BAKERSFIELD CORP  
ANNUAL EEO PUBLIC FILE REPORT  
FOR THE PERIOD  
AUGUST 1, 2019 – JULY 31, 2020**

**Statement of EEO Policy**

This Equal Employment Opportunity (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 radio stations KWAC 1490 AM (Bakersfield, CA), KIWI 102.9 FM (McFarland, CA), KCHJ 1010 AM (Delano, CA), KQKZ-FM 92.1 (Bakersfield, CA) and KPSL-FM 96.5 (Bakersfield, CA).

Lotus Bakersfield Corp, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and to ensuring 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 job vacancies filled during the reporting period August 1, 2019 through July 31, 2020**

<b>Full-Time Position</b>	<b>Recruitment Sources Used</b>	<b>Recruitment Source for Successful Applicant</b>	<b>Total No. Interviewed from All sources</b>
<b>Sales Assistant</b>	See Attached Recruitment Sources 1-30	Employee Referral (Source #1)	10
<b>Social Media Director</b>	See Attached Recruitment Sources 1-30	Employee Referral (Source #1)	11
Total number of persons interviewed during applicable period:			21

**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><b><u>Menu 16. – Employment Opportunity Information Dissemination:</u></b>            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>	8/01/19 – 2/27/20	Promotions Dir, Programming Dir., Traffic Mgr., Business Mgr., Local Sales Mgr., General Sales Mgr., General Mgr.	Lotus Communications Corp
<p><b><u>Menu 6. - Job Bank Posting:</u></b>            Lotus Bakersfield Corp posts all job vacancies in the Cal JOBS job bank which gives immediate notification to the largest pool of job seekers in the state according to the California Employment Development Department. (<a href="http://www.caljobs.ca.gov">www.caljobs.ca.gov</a>)</p>	8/01/19 – 7/31/20	Business Mgr. & HR Representative	California Employment Development Division (EDD)
<p><b><u>Menu 4. – Career Days:</u></b>            Lotus Co-Sponsored and participated in the Hispanic Business Conference &amp; Expo on Thursday, August 29, 2019. We had our Promotions Director, Sales Manager and Sales Staff on hand to answer questions about the company and different departments within Lotus Bakersfield Corp as well as broadcasting careers in general.</p>	8/29/19	Promotions Dir, Sales Mgr., Sales Staff	Kern County Hispanic Chamber of Commerce
<p><b><u>Menu 7. – Scholarship Program:</u></b>            Our stations participated in the Steve McIntosh Memorial Scholarship for young media industry professionals.            Who's Eligible: Individuals who work in the media industry for no more than 5 years and are under 35 years old as of 2/14/20. Two full registrations to Media Finance Focus 2020 on May 18-20 2020 will be awarded.</p>	11/1/19 - 2/14/20	All employees under the age of 35 with less than 5 years of media experience	Media Finance Management Association
<p><b><u>Menu 14. – Management Training:</u></b>            The Lotus Communications Corp. Annual Managers' meeting was held 11/5/19 – 11/7/19, in Tucson, Arizona. Part of the corporate agenda was dedicated to our continuing effort to review and provide information and training to ensure equal opportunity and the prevention of discrimination. All station management personnel held individual meetings with the Chief Compliance Officer to review and discuss the on going effort to provide equal opportunities for current and future job openings. As part of the procedural review all menu options were examined to determine their effectiveness and how to proceed and enhance the individual station Outreach program.</p>	11/5/19 – 11/7/19	Corporate Officers, General Mgr., General Sales Mgr.	Lotus Communications Corp

<p><b>Menu 4. – Career Days:</b>  Lotus participated in Job Squad at America’s Job Center of California on Thursday, January 23, 2020. We had our Program Director on hand to answer questions about the company and different departments within Lotus Bakersfield Corp as well as broadcasting careers in general and give specific job descriptions of our Part Time Promotions Assistant position.</p>	1/23/20	Programming Dir	State of California Employment Development
<p><b>Menu 16. – Information Dissemination:</b>  Community Calendar Recorded Show (PAP20-06): (HOST: KACHORIA, ORGANIZATION: KERN COUNTY HUMAN SERVICES; TITLE OF PROGRAM: “JOB FAIR LAMONT 2020”; GUEST: FRANK CABRERA, JOB DEVELOPER, LENGTH 30 MINUTES)  Frank Cabrera came to invite our listeners to the Lamont California Job Fair coming up February the 13th as part of Job Fest 2020. He gave people who are interested in finding a job tips on how to come dressed, and how to present themselves to employers. He spoke about how it is important to be prepared with both employment and personal information that may be needed in case of an on the spot interview (air dates 2/2/20, 2/9/20). Our listeners were reminded that Lotus Bakersfield Corp will be participating in the job fair.</p>	2/2/20, 2/9/20	On Air DJ – “Kachoria”	Kern County Department of Human Services  Lotus Bakersfield Corp
<p><b>Menu 1. – Job Fair:</b>  Lotus packets and applications were given out at the Fob Fest 2020 at the David Head Center on Thursday, February 13, 2020. The participants requested job applications and information about Lotus Bakersfield Corp. We had an HR Representative and a Program Director on hand to answer potential applicant’s questions about the company and different departments within Lotus Bakersfield Corp and give specific job descriptions of our Full-Time Social Media Director and Part Time Promotions Assistant positions.</p>	2/13/20	Programing Dir & HR Representative	Kern County Department of Human Services
<p><b>Menu 8. – Personnel Training:</b>  Lotus Bakersfield Corp., provided an educational opportunity for the Business Manager to acquire skills that will further his career in Broadcasting. At his request, Lotus approved and provided Human Resource training from Cal Chamber, HR Expert &amp; Business Advocate.</p>	3/4/20	Business Mgr.	Lotus Bakersfield Corp
<p><b>Menu 4. – Career Days:</b>  Lotus participated in the Kern County Career Expo at Mechanics Bank Convention Center on Thursday, March 5, 2020. We had our Business Mgr., and an HR Representative on hand to answer questions about the company and different departments within Lotus Bakersfield Corp as well as broadcasting careers in general and give specific job descriptions of our Part Time Promotions Assistant position.</p>	3/5/20	Business Mgr. & HR Representative	Kern County High School District
<p><b>Menu 1. – Job Fair:</b>  Lotus packets and applications were given out at the Fob Fest 2020 at the Mechanics Bank Convention Center on Wednesday, March 11, 2020. The participants requested job applications and information about Lotus Bakersfield Corp. We had an HR Representative and a Business Manager on hand to answer potential applicant’s questions about the company and different departments within Lotus Bakersfield Corp.</p>	3/11/20	Business Mgr. & HR Representative	Kern County Department of Human Services

<p><b><u>Menu 8. – Personnel Training:</u></b>  Lotus Bakersfield Corp., personnel in the Traffic, Sales and Promotions departments were invited to attend The 2020 Go Red Luncheon, Fashion Show &amp; Conference on Friday, March 6, 2020. Go Red is an annual conference with a goal to raise awareness and provide education regarding heart disease. The conference provided training on heart attack and stroke prevention as well health and wellness screenings. Over the years, however, the conference has evolved according to attendees' needs.</p>	3/6/20	Traffic Staff, Sales Staff & On Air Talent	Go Red Conference
<p><b><u>Menu 7. – Scholarship Program:</u></b>  Our stations regularly participate in the Kern County Broadcaster's Association Scholarship Program. Who's Eligible: All Full Time employees of member stations of the KCBA enrolled in college classes beneficial to their broadcasting career. \$500 Scholarships were awarded</p>	3/14/20 - 7/15/20	All Full Time Employees and their Children	Kern County Broadcaster's Association
<p><b><u>Menu 4. – Career Days:</u></b>  Lotus was scheduled to participate in the Bakersfield College Business &amp; Entrepreneurial Career Expo at Bakersfield College on Wednesday April 22, 2020. We had planned for our Business Mgr., and an HR Representative on hand to answer questions about the company and different departments within Lotus Bakersfield Corp as well as broadcasting careers in general. (Unfortunately this event was cancelled due to COVID-19)</p>	4/22/20	Business Mgr. & HR Representative	Bakersfield College

## RECRUITMENT SOURCES:

\* Designates an entity requesting notification.

# Source	Recruitment Source: (With Contact Information)	Total Number Interviewees Provided By Source During Period	Full-time Positions for Which This source was Utilized
1	Employee Referral	2 2	Sales Assistant Social Media Director
2	Non-Employee Referral (Clients, Other Professionals, Walk-ins, Etc)	1 0	Sales Assistant Social Media Director
3	Lotus Bakersfield Corp – Bulletin Boards 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797 Office Lobby Bulletin Board	1 1	Sales Assistant Social Media Director
4	Lotus Bakersfield Corp – On Air Announcements 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797	0 0	Sales Assistant Social Media Director
5	Lotus Bakersfield Corp – Websites 5100 Commerce Drive Bakersfield, CA 93309CENTRAL Phone (661) 327-9711/Fax (661) 327-0797 <a href="http://www.radiolobo.com">www.radiolobo.com</a> <a href="http://www.elgailto.com">www.elgailto.com</a> <a href="http://www.laley965.com">www.laley965.com</a>	0 0	Sales Assistant Social Media Director
6	Lotus Bakersfield Corp – Community Calendar 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797	0 0	Sales Assistant Social Media Director
7*	California State University, Bakersfield 9001 Stockdale Highway Bakersfield, CA 93311 Contact: Counselors (661) 654-2782 <a href="http://www.csub.edu">www.csub.edu</a>	0 0	Sales Assistant Social Media Director
8	Bakersfield College – Job Placement Office 1801 Panorama Drive Bakersfield, CA 93305 <a href="http://www.bakersfieldcollege.edu">www.bakersfieldcollege.edu</a>	0 0	Sales Assistant Social Media Director
9*	Bakersfield Adult School 501 South Mt Vernon Avenue Bakersfield, CA 93307 Contact: (661) 835-1855	0 0	Sales Assistant Social Media Director
10	Employment Development Department – State of California Cal-Jobs jobs bank 800 Capitol Mall MIC 83 Sacramento, CA 95814 <a href="http://www.caljobs.ca.gov">www.caljobs.ca.gov</a> (Online Input)	0 1	Sales Assistant Social Media Director
11	All Access <a href="http://www.allaccess.com">www.allaccess.com</a>	0 0	Sales Assistant Social Media Director
12	Employers Training Resource 2001 28th Street Suite C Bakersfield, CA 93301 Contact: (661) 336-6893 Email: <a href="mailto:officeadin@kchcc.org">officeadin@kchcc.org</a>	0 0	Sales Assistant Social Media Director
13*	America's Job Center of California (Job Squad) 1600 E. Belle Terrace Bakersfield, CA 93307 Phone: (661) 325-4473 Fax: (661) 833-2267	0 0	Sales Assistant Social Media Director
14*	National University 4560 California Avenue Suite 300 Bakersfield, CA 93309 Contact: Job Placement (661) 864-2360 Fax: (661) 864-2368	0 0	Sales Assistant Social Media Director
15	JOB FEST – Kern County Job Fair Series Kern County Department of Human Services Phone: (661) 721-5122 / (661) 633-7036 Fax: (661) 725-4364 / (661) 633-7047 Email: <a href="mailto:cabre@co.kern.ca.us">cabre@co.kern.ca.us</a> / <a href="mailto:evetts@co.kern.ca.us">evetts@co.kern.ca.us</a>	0 0	Sales Assistant Social Media Director

# Source	Recruitment Source: (With Contact Information)	Total Number Interviewees Provided By Source During Period	Full-time Positions for Which This source was Utilized
16*	San Joaquin Valley College 201 New Stine Road Bakersfield, CA 93309 Contact: (661) 834-0126	0 0	Sales Assistant Social Media Director
17*	University of Phoenix 4900 California Avenue Tower A Suite 300 Bakersfield, CA 93309 Contact: (661) 633-0300	0 0	Sales Assistant Social Media Director
18*	Santa Barbara Business College 5300 California Avenue Bakersfield, CA 93309 Contact: (661) 835-1100	0 0	Sales Assistant Social Media Director
19	University of La Verne 1201 24 <sup>th</sup> Street Suite D200 Bakersfield, CA 93301 Contact: (661) 328-1430 <a href="http://www.laverne.com">www.laverne.com</a>	0 0	Sales Assistant Social Media Director
20	Cerro Coso Community College P.O. Box 3204 Lake Isabella, CA 93240 Contact: (760) 379-5501	0 0	Sales Assistant Social Media Director
21	Taft College 29 Emmons Park Drive Taft, CA 93268 Contact (661)-746-5382 <a href="http://www.collegecentral.com/taftcollege">www.collegecentral.com/taftcollege</a>	0 0	Sales Assistant Social Media Director
22	Indeed.com <a href="http://www.indeed.com">www.indeed.com</a>	5 7	Sales Assistant Social Media Director
23	Kern Patriot Partnership 1120 Golden State Ave. Bakersfield, CA 93301 Contact: (661) 868-7300	0 0	Sales Assistant Social Media Director
24	Kern High School District 5801 Sundale Avenue Bakersfield, CA 93309 Contact: (661) 827-3100 <a href="http://www.khsk.k12.ca.us">www.khsk.k12.ca.us</a>	0 0	Sales Assistant Social Media Director
25	Bakersfield College – Career Expo Career Education Department 1801 Panorama Drive Bakersfield, CA 93305 Phone: (661) 395-3582	0 0	Sales Assistant Social Media Director
26	Facebook <a href="http://www.facebook.com">www.facebook.com</a>	1 0	Sales Assistant Social Media Director
27	Dress for Success 1416 17 <sup>th</sup> Street Bakersfield, CA 93301 Contact: (661) 748-1809 Fax: (661) 748-1839	0 0	Sales Assistant Social Media Director
28	California Broadcasters Association – Job Bank 915 “L” Street Suite 1150 Sacramento, CA 95814 Contact: (916) 444-2237 <a href="http://www.yourcba.com">www.yourcba.com</a>	0 0	Sales Assistant Social Media Director
29	Veterans Affairs 1110 Golden State Ave Bakersfield, CA 93301 Phone: (661) 323-8387 Fax: (661) 325-8387	0 0	Sales Assistant Social Media Director
30	Lotus Communications Corporation (Career Page) 3301 Barham Blvd, Suite 200 Los Angeles, CA 90068 Phone: (323) 878-1234 <a href="http://www.lotuscorp.com">www.lotuscorp.com</a>	0 0	Sales Assistant Social Media Director
	TOTAL	21	