

LOTUS BAKERSFIELD CORP ANNUAL EEO PUBLIC FILE REPORT FOR THE PERIOD AUGUST 1, 2022 – JULY 31, 2023

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, 2022, through July 31, 2023

| Full-Time Position | Recruitment Sources Used | Recruitment Source for Successful Applicant | Total No. Interviewed from All sources |
|---|---------------------------------------|---|--|
| Account Executive | See Attached Recruitment Sources 1-31 | Non-Employee Referral (Source #3) | 4 |
| Account Executive | See Attached Recruitment Sources 1-31 | Indeed (Source #22) | 4 |
| Account Executive | See Attached Recruitment Sources 1-31 | Employee Referral (Source #1) | 4 |
| On Air Talent | See Attached Recruitment Sources 1-31 | Employee Referral (Source #1) | 13 |
| On Air Talent | See Attached Recruitment Sources 1-31 | Employee Referral (Source #1) | 4 |
| Total number of persons interviewed during applicable period: | | | 29 |

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><u>Menu 16. – Employment Opportunity Information Dissemination:</u> 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> | 8/01/22 – 7/31/23 | Promotions Dir, Programming Dir., Traffic Mgr., Business Mgr., Local Sales Mgr., General Sales Mgr., General Mgr. | Lotus Communications Corp |
| <p><u>Menu 6. - Job Bank Posting:</u> 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. (www.caljobs.ca.gov)</p> | 8/01/22 – 7/31/23 | Business Mgr. & HR Representative | California Employment Development Division (EDD) |
| <p><u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp., participated in the 26th Annual Hispanic Business Expo hosted by the Kern County Hispanic Chamber of Commerce. Our General Manager was invited to present at a professional development workshop on Wednesday August 24, 2022. She detailed her personal experience working in broadcasting and emphasized the many opportunities broadcasting can provide.</p> | 8/24/22 | General Mgr. | Kern County Hispanic Chamber of Commerce |
| <p><u>Menu 8. – Personnel Training:</u> 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 “California’s new pay transparency - A roadmap to compliance” training on November 9, 2022</p> | 11/9/22 | Business Mgr. | Fisher Phillips Events |
| <p><u>Menu 8. – Personnel Training:</u> 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 tickets to the (WELU) “Workplace and Employment Law” seminar on November 17, 2022</p> | 11/17/22 | Business Mgr. | Employers Group |
| <p><u>Menu 14. – Management Training:</u> The Lotus Communications Corp. Annual Managers’ meeting was held Monday, December 5 through Wednesday, December 7, 2022, in Los Angeles. The corporate agenda was dedicated in part 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. All menu options were examined to determine their effectiveness and how to proceed and enhance the individual station Outreach program. The stations are encouraged to create Outreach campaigns that reach a diverse and significant portion of the community they serve. Although, the FCC is now permitting broadcasters to</p> | 12/5/22 – 12/7/22 | Corporate Officers, General Mgr., Business Mgr. | Lotus Communications Corp |

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| <p>meet their obligation to widely disseminate information about their job openings solely through the use of online recruitment sources Lotus requires stations to constantly review our recruitment lists and inform those organizations who wish to be notified of job openings. As part of Lotus' commitment to ensure a safe working environment for future and current employees, all stations conduct monthly EEO meetings reinforcing their non-discrimination mission statement and provide an opportunity to discuss upcoming and future Outreach programs. In addition, Lotus is requiring quarterly reports outlining the Outreach activity for that quarter enabling stations to be more aware of their commitment to the community and reinforcing their non-discrimination mission statement and provide an opportunity to discuss upcoming and future Outreach programs. In addition, Lotus is requiring quarterly reports outlining the Outreach activity for that quarter enabling stations to be more aware of their commitment to the community.</p> | | | |
| <p><u>Menu 9. – Mentoring Program:</u> Lotus Bakersfield Corp. has set up a Mentoring Program for individuals in the Sales Department to assist those who chose to participate gain confidence and knowledge to understand and sell digital media. Collaborating with mentor Kapi Thomas, participants attended weekly Group Mentoring via weekly interactive Web-Conference training and individual meetings as needed.</p> | 7/8/22 – 12/31/22 | General Mgr., Sales Mgr., Account Executives (5) | Lotus Bakersfield Corp |
| <p><u>Menu 9. – Mentoring Program:</u> Lotus Bakersfield Corp. has set up a Mentoring Program for individuals in the Traffic and Accounting Departments to assist those who participate gain confidence and knowledge to understand accepted traffic procedures in Broadcasting as well as specific training with the Marketron Traffic System. Collaborating with mentor Melissa Meyer, participants will attend weekly Group Mentoring via weekly interactive Web-Conference training and individual meetings as needed.</p> | 1/25/23 – 3/22/23 | Business Mgr., Traffic Mgr. Traffic Assistant, Accounting Assistant | Lotus Communications Corp |
| <p><u>Menu 10. – Educational Institution Event:</u> Lotus Bakersfield Corp participated in a classroom lecture by the General Manager. She was invited to speak to a Marketing Class focused on Professional Selling at California State University Bakersfield on Thursday February 2, 2023. She detailed her personal experience working in broadcasting and answered questions about the many opportunities in broadcasting All students were encouraged to seek any one of the many career paths in the radio industry.</p> | 2/2/23 | General Mgr. | California State University Bakersfield |
| <p><u>Menu 1. – Job Fair:</u> Lotus packets and applications were given out at the North of the River Chamber of Commerce Business Expo at the Riverview Recreation Center on Thursday, February 23, 2023. The participants requested job applications and information about Lotus Bakersfield Corp. We had a Sales Mgr. and Promotions Assistants on hand to answer potential applicant's questions about the company and different departments within Lotus Bakersfield Corp.</p> | 2/23/23 | Sales Mgr. & Promotions Assistants | North of the River Chamber of Commerce |
| <p><u>Menu 1. – Job Fair:</u> Lotus packets and applications were given out at the Lamont Job Fest 2023 at the David Head Center on Thursday, February 23, 2023. The participants requested job applications and information about Lotus Bakersfield Corp. We had a Program Director and Promotions Assistants on hand to answer potential applicant's questions about the company and different departments within Lotus Bakersfield Corp.</p> | 2/23/23 | Program Director & Promotions Assistants | Kern County Department of Human Services |

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| <p>Menu 8. – Personnel Training: Two of our Account Executives requested to take the “Professional Development” course with Radio Advertising Bureau (RAB). Lotus Bakersfield Corp. provided the means and equipment for him to take the course which he successfully completed on 3/2/2023.</p> | 3/2/23 | Account Executives | Radio Advertising Bureau (RAB) |
| <p>Menu 10. – Educational Institution Event: Lotus Bakersfield Corp participated in the Read Across America Career Day at Del Mar Vista Math and Science Academy in Delano on 3/3/23. We had two employees from our Sales Department read to students and then answer questions about the many opportunities in broadcasting as well as their own personal experiences working for a radio station group. All students were encouraged to seek any one of the many career paths in the radio industry.</p> | 3/3/23 | Sales Assistant & Account Executive | Del Mar Vista Math and Science Academy in Delano |
| <p>Menu 16. – Information Dissemination: Public Service Announcement (PSA Job Fair-Frank La Socia 03/13/23): (HOST: LA SOCIA, ORGANIZATION: KERN COUNTY HUMAN SERVICES; TITLE OF THE PSA: “ PSA Job Fair-Frank La Socia 03/13/23”; GUEST: FRANK CABRERA, JOB DEVELOPER, LENGTH 60 SECONDS) Frank Cabrera invited our listeners to the Mechanics Bank Convention Center in Bakersfield California on Wednesday, March 15, 2023, as part of Job Fest 2023. He advised people who are interested in finding a job to arrive early, dressed for success and present a positive attitude to their potential new employers.</p> | 3/13/23, 3/15/23 | On Air DJ – “La Socia” | Kern County Department of Human Services Lotus Bakersfield Corp |
| <p>Menu 1. – Job Fair: Lotus packets and applications were given out at the Job Fest 2023 at the Mechanics Bank Convention Center on Wednesday, March 15, 2023. The participants requested job applications and information about Lotus Bakersfield Corp. We had a Program Director and Promotions Assistants on hand to answer potential applicant’s questions about the company and different departments within Lotus Bakersfield Corp.</p> | 3/15/23 | Program Director & Promotions Assistants | Kern County Department of Human Services |
| <p>Menu 4. – Career Days: Lotus Bakersfield Corp participated in the McFarland Middle School College and Career Day on Thursday, March 30, 2023. We had our Promotions Assistants on site to talk to students about On Air Personality & Programming careers. The conversations were good, and it expanded to sales and promotions. All students were encouraged to seek any one of the many career paths in the radio industry.</p> | 3/30/23 | Promotions Assistants | McFarland Middle School |
| <p>Menu 4. – Career Days: Lotus Bakersfield Corp participated in the Kern County Career Expo and STEMposium on Friday April 28th at 9am. The Event took place at the Career Technical Education Center (CTEC) in Bakersfield. The event targeted 4th – 10th grade students throughout Kern County. The students were able to pose questions about Lotus Bakersfield Corp., and broadcasting careers in general. There were approximately 3000 students in attendance</p> | 4/28/23 | Promotions Dir, Programming Dir. | Kern High School District |
| <p>Menu 7. – Scholarship Program: 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> | 5/1/23 - 6/30/23 | All Full Time Employees and their Children | Kern County Broadcaster’s Association |
| <p>Menu 10. – Educational Institution Event: Lotus Bakersfield Corp participated in the Vineland School Migrant Center Career Day/Celebrity Reader on Wednesday,</p> | 5/17/23 | Sales Asst., Account Executive | Vineland School Migrant Program |

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| <p>May 17, 2023. We had staff from our Sales Department on site to talk to students about the wide and varied career opportunities in Broadcasting. They emphasized the opportunities that exist in Spanish Language Broadcasting. All students were encouraged to seek any one of the many career paths in the radio industry.</p> | | | |
| <p><u>Menu 8. – Personnel Training:</u> Lotus Bakersfield Corp., personnel in the Traffic, Promotions and Production departments, were invited to attend a seminar by Dr. Cesar Lozano. A speaker, counselor; and writer, Dr. Cesar Lozano discussed many topics including reactions and their consequences, insecurity, violence & delinquency, how to deal with difficult people, and the power of positive attitudes.</p> | <p>5/19/23</p> | <p>Program Dir, Traffic Asst., Promotion Assts</p> | <p>Lotus Bakersfield Corp</p> |
| <p><u>Menu 14. – Management Training:</u> Lotus Communications Corp. combined their bi-annual Managers' meeting with the Media Financial Management Annual Conference on Sunday, May 21 through Wednesday, May 24, 2023, in Los Angeles. The agenda was dedicated in part to our continuing effort to review and provide information and training to ensure equal opportunity and the prevention of discrimination. All Business Manager's attended an HR meeting on May 24th from 9:00am – 2:15pm. While there were wide and varied discussions about employment practices at Lotus Communications, a block of time was devoted to Outreach programs and the importance of EEO Outreach campaigns that reach a diverse and significant portion of the community. As part of Lotus' commitment to ensure a safe working environment for future and current employees, all Business Manager's were reminded of their commitment to conduct monthly EEO meetings reinforcing their non- discrimination mission statement and provide an opportunity to discuss upcoming and future Outreach programs.</p> | <p>5/21/23 – 5/24/23</p> | <p>Corporate Officers, Business Mgr.</p> | <p>Lotus Communications Corp</p> |
| <p><u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the Professional Development Conference hosted by the United Way of Kern County. Our General Manager was invited to host a professional development workshop on leading our community through Diversity, Equity, and Inclusion on Wednesday July 26, 2023. She detailed her personal experience working in broadcasting and emphasized the many opportunities broadcasting can provide.</p> | <p>7/26/23</p> | <p>General Mgr.</p> | <p>The United Way of Kern County</p> |

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 2 1 2 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 2 | Non-Employee Referral (Clients, Other Professionals, Walk-ins, Etc) | 1 0 0 0 1 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 3 | Lotus Bakersfield Corp – Bulletin Boards 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797 Office Lobby Bulletin Board | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 4 | Lotus Bakersfield Corp – On Air Announcements 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 5 | Lotus Bakersfield Corp – Websites 5100 Commerce Drive Bakersfield, CA 93309CENTRAL Phone (661) 327-9711/Fax (661) 327-0797 www.radiolobo.com www.elgailto.com www.laley965.com | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 6 | Lotus Bakersfield Corp – Community Calendar 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 7* | California State University, Bakersfield 9001 Stockdale Highway Bakersfield, CA 93311 Contact: Counselors (661) 654-2782 www.csub.edu | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 8 | Bakersfield College – Job Placement Office 1801 Panorama Drive Bakersfield, CA 93305 www.bakersfeildcollege.edu | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 9* | Bakersfield Adult School 501 South Mt Vernon Avenue Bakersfield, CA 93307 Contact: (661) 835-1855 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 10 | Employment Development Department – State of California Cal-Jobs jobs bank 800 Capitol Mall MIC 83 Sacramento, CA 95814 www.caljobs.ca.gov (Online Input) | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 11 | All Access www.allaccess.com | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 12 | Employers Training Resource 2001 28th Street Suite C Bakersfield, CA 93301 Contact: (661) 336-6893 Email: officeadin@kchcc.org | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |

| # Source | Recruitment Source: (With Contact Information) | Total Number Interviewees Provided By Source During Period | Full-time Positions for Which This source was Utilized |
|----------|--|---|---|
| 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 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 14* | National University 4560 California Avenue Suite 300 Bakersfield, CA 93309 Contact: Job Placement (661) 864-2360 Fax: (661) 864-2368 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 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 : cabrere@co.kern.ca.us / evetts@co.kern.ca.us | 0 0 0 12 1 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 16* | San Joaquin Valley College 201 New Stine Road Bakersfield, CA 93309 Contact: (661) 834-0126 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 17* | University of Phoenix 4900 California Avenue Tower A Suite 300 Bakersfield, CA 93309 Contact: (661) 633-0300 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 18* | Santa Barbara Business College 5300 California Avenue Bakersfield, CA 93309 Contact: (661) 835-1100 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 19 | University of La Verne 1201 24 th Street Suite D200 Bakersfield, CA 93301 Contact: (661) 328-1430 www.laverne.com | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 20 | Cerro Coso Community College P.O. Box 3204 Lake Isabella, CA 93240 Contact: (760) 379-5501 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 21 | Taft College 29 Emmons Park Drive Taft, CA 93268 Contact (661)-746-5382 www.collegecentral.com/taftcollege | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 22 | Indeed.com www.indeed.com | 1 1 1 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 23 | Kern Patriot Partnership 1120 Golden State Ave. Bakersfield, CA 93301 Contact: (661) 868-7300 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 24 | Kern High School District 5801 Sundale Avenue Bakersfield, CA 93309 Contact: (661) 827-3100 www.khsk.k12.ca.us | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 25 | Bakersfield College – Career Expo Career Education Department 1801 Panorama Drive Bakersfield, CA 93305 Phone: (661) 395-3582 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 26 | Facebook www.facebook.com | 0 1 1 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |

| # Source | Recruitment Source: (With Contact Information) | Total Number Interviewees Provided By Source During Period | Full-time Positions for Which This source was Utilized |
|--------------|---|---|---|
| 27 | Dress for Success 1416 17 th Street Bakersfield, CA 93301 Contact: (661) 748-1809 Fax: (661) 748-1839 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 28 | California Broadcasters Association – Job Bank 915 "L" Street Suite 1150 Sacramento, CA 95814 Contact: (916) 444-2237 www.yourcba.com | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 29 | Veterans Affairs 1110 Golden State Ave Bakersfield, CA 93301 Phone: (661) 323-8387 Fax: (661) 325-8387 | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 30 | Lotus Communications Corporation (Career Page) 3301 Barham Blvd, Suite 200 Los Angeles, CA 90068 Phone: (323) 878-1234 www.lotuscorp.com | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| 31 | Kern Women's Business Center 201 New Stine Road Suite 300 Bakersfield, CA 93309 (661) 549-5224 kwbcinfo@mcscorp.org | 0 0 0 0 0 | Account Executive Account Executive Account Executive On Air Talent On Air Talent |
| TOTAL | | 29 | |