

**LOTUS BAKERSFIELD CORP
ANNUAL EEO PUBLIC FILE REPORT
FOR THE PERIOD
AUGUST 1, 2025 – JULY 31, 2026**

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, 2025, through July 31, 2026

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	Employee Referral (Source #1)	11
Total number of persons interviewed during applicable period:			11

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
<u>Menu 4. – Participation in a Community Event:</u> Lotus Bakersfield Corp successfully engaged with the community at the Bakersfield High School Parent and Family Center Event on Monday, August 4th, 2025. • <u>Career Mentorship:</u> Promotions Assistants connected directly with students to discuss diverse career paths in the broadcasting industry. • <u>Community Support:</u> The event provided practical student resources, including free backpacks and haircuts. • <u>Industry Promotion:</u> Team members inspired the next generation to explore future opportunities in television, radio, and digital media.	8/4/25	Promotions Dir., Promotions Asst	Kern High School District – Parent and Family Center
<u>Menu 9. – Mentoring Program:</u> Lotus Bakersfield Corp. established a specialized Mentoring Program for its Sales Department. The initiative targets professionals seeking to build confidence and technical expertise in digital media. The program utilizes a hybrid learning model led by mentor Kapi Thomas. She conducted weekly interactive web-conference training sessions for all participants. She also facilitated individual support via one-on-one meetings as needed to address specific challenges. Her core objectives were to enhance confidence, empower sales representatives to pitch digital products comfortably, and build knowledge by deepening the team's understanding of complex digital media landscapes. The ultimate goal is to equip participants with skills to help them move forward in their career path.	8/7/25 – 12/29/25	General Mgr., Local Sales Mgr., Account Executives (3)	Lotus Digital Corp and Lotus Bakersfield Corp
<u>Menu 11. – Sponsorship of a Community Event:</u> Lotus Bakersfield Corp sponsored and participated in the South High School Back to School Resource Fair on Friday, August 8, 2025. We had our Promotions Assistants on site to talk to students about careers in Broadcasting. The event included free school supplies, backpacks, haircuts, and food boxes. There was a clothing closet to help students dress for success and valuable community resources available. All students were encouraged to seek any one of the many career paths in the broadcasting industry.	8/8/25	Promotions Dir., Promotions Asst	United Way, Lotus Bakersfield Corp, and The Kern High School District
<u>Menu 11. – Sponsorship of Community Event:</u> Lotus Bakersfield Corp., participated as a media sponsor for the 28th Annual Hispanic Business Expo hosted by the Kern County Hispanic Chamber of Commerce and Alta One Federal Credit Union. The event included business workshops, exhibitors, and networking opportunities. Our Account Executive participated on 2 question and answer panels in both English and Spanish. She was provided with the opportunity to discuss employment opportunities with Lotus Bakersfield Corp as well as broadcasting careers in general.	8/28/25	General Mgr., Account Executive	Kern County Hispanic Chamber of Commerce and Lotus Bakersfield Corp and Alta One Federal Credit Union
<u>Menu 4. – Participation in a Community Event:</u> Lotus Bakersfield Corp participated in the Bakersfield High School Hispanic Heritage Month Celebration on Tuesday, September 16th, 2025. We had our Promotions Assistants on site talk to students and parents about careers and	9/16/25	Promotions Dir., Promotions Asst	Kern High School District – Parent and Family Center

opportunities in broadcasting. Our staff answered questions and aided all event attendees.			
<u>Menu 11. – Sponsorship of a Community Event:</u> Lotus Bakersfield Corp sponsored and participated in the Noche de Negocios Pequenos event on Tuesday, September 30th, 2025, from 6 p.m. to 8 p.m. We had our Promotions Assistants on site to talk to attendees about careers in broadcasting. The event included assistance with understanding rules & regulations, permitting & licensing, community resources, education, scholarships & loans. All attendees were encouraged to seek any one of the many career paths in the broadcasting industry.	9/30/25	Promotions Dir., Promotions Asst	United Way, Lotus Bakersfield Corp, and Corazon Latino
<u>Menu 4. – Participation in a Community Event:</u> Lotus Bakersfield Corp participated in the Bakersfield High School Corazon Latino Bakersfield event on Thursday, October 2nd, 2025. We had our Promotions Assistants on site to talk to students, parents and small business owners about careers and opportunities in broadcasting. Our staff answered questions and aided all event attendees. The event organizers praised our energy, positivity, and enthusiasm.	10/2/25	Promotions Dir., Promotions Asst	Kern High School District – Parent and Family Center
<u>Menu 16. – Information Dissemination:</u> Public Service Announcement (PSA Job Fair-Job Fest - TAFT 10/9/25 - LENGTH 15 SECONDS) Cande man and Isidro invited our listeners to Taft College on Thursday, October 23rd, 2025, as part of Job Fest 2025/2026. They 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.	10/9/25- 10/23/25	On Air DJ “Isidro,” On-Air DJ “Cande man”	Kern County Department of Human Services Lotus Bakersfield Corp
<u>Menu 3. – Co-Sponsoring Job Fair:</u> Lotus packets and applications were given out at the Taft Job Fest 2025/2026, at Taft College on Thursday, October 23rd, 2025. This is an annual Job Fair organized by the Kern County Department of Human Services in conjunction with Lotus Bakersfield Corp. 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.	10/23/25	Promotions Dir., Promotions Asst	Kern County Department of Human Services and Lotus Bakersfield Corp
<u>Menu 16. – Information Dissemination:</u> 30-minute Public Affairs program broadcast Weekly, every Sunday, on KQKZ, KIWI, KCHJ, KPSL, KWAC (PSA “Job Fest Radio Show”): In support of Job Fest 2025/2026, Frank Cabrera and Josh Connor dive into the latest trends in employment, explore powerful network strategies, and bring listeners insider information straight from top employers. The show also highlights the Job Fest Job Fairs happening right here in Kern County with insights into companies and employers like Lotus Bakersfield Corp and other broadcasters in our community.	3/1/26 - 7/31/26	On Air DJ “La Socia”, On Air DJ “Cande man”, On Air DJ “Isidro”	Kern County Department of Human Services Lotus Bakersfield Corp
<u>Menu 4. – Career Days:</u> Lotus packets and applications were given out at the Wasco Independence Career Fair at Wasco Independence High School on Monday, March 9th, 2026. 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.	3/9/26	Promotions Dir., Promotions Asst	Wasco Independence High School
<u>Menu 16. – Information Dissemination:</u> Public Service Announcement (PSA Job Fair-Job Fest - BAKERSFIELD 2/23/26 - LENGTH 15 SECONDS)	2/23/26- 3/11/26	On Air DJ “Isidro,” On-Air DJ “Cande man”	Kern County Department of Human Services

Cande man and Isidro invited our listeners to the Bakersfield Job Fest 2025/2026, at Dignity Health Arena on Wednesday, March 11th, 2026. They 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.			Lotus Bakersfield Corp
<u>Menu 3. – Co-Sponsoring Job Fair:</u> Lotus packets and applications were given out at the Bakersfield Job Fest 2025/2026, at Dignity Health Arena on Wednesday, March 11th, 2026. This is the largest Job Fair in Kern County with over 2000 job seekers in attendance. It is organized by the Kern County Department of Human Services with sponsorship from Lotus Bakersfield Corp. 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.	3/11/26	Promotions Director & Promotions Assistants	Kern County Department of Human Services and Lotus Bakersfield Corp
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the Kern County Career Expo and STEMposium on Thursday March 26th at 8:30 a.m. The Event took place at the Career Technical Education Center (CTEC) in Bakersfield. The event targeted 4 th – 10 th grade students throughout Kern County. The students were able to pose questions about Lotus Bakersfield Corp., and broadcasting careers in general. There were approximately 4000 students in attendance	3/26/26	Promotions Dir., Programming Dir.	Kern High School District
<u>Menu 16. – Information Dissemination:</u> Public Service Announcement (PSA Job Fair-Job Fest - LAMONT 3/9/26 - LENGTH 15 SECONDS) Cande man and Isidro invited our listeners to the Lamont Job Fest 2025/2026, at the David Head Center on Thursday, April 2nd, 2026. They 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.	3/9/26-4/2/26	On Air DJ "Isidro," On-Air DJ "Cande man"	Kern County Department of Human Services Lotus Bakersfield Corp
<u>Menu 3. – Co-Sponsoring Job Fair:</u> Lotus packets and applications were given out at the Lamont Job Fest 2025/2026, at the David Head Center on Thursday, April 2nd, 2026. This is a Job Fair organized by the Kern County Department of Human Services with sponsorship from Lotus Bakersfield Corp. 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.	4/2/26	Promotions Dir., Promotions Asst	Kern County Department of Human Services and Lotus Bakersfield Corp
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the Tacos & Taxes Resource Fair on Saturday, April 11, 2026, at South High School. The Resource Fair ran from 9 a.m. to 5 p.m. and included workshops by community businesses including Lotus Bakersfield Corp. Discussions included the importance of local radio, and the positive effects local radio has on the community including the many employment opportunities enjoyed by radio station employees.	4/11/26	Program Dir., Promotions Assistants	United Way of Central Eastern California
<u>Menu 16. – Information Dissemination:</u> 30-minute Public Affairs program broadcast on KQKZ, KIWI, KCHJ, KPSL, (PSA: Bakersfield Women's Business Conference): (HOST: LA SOCIA,CANDEMAN; ORGANIZATION: THE BAKERSFIELD WOMEN'S BUSINESS CONFERENCE; GUEST: LIZETTE GOMEZ, CO-CHAIR OF BWBC) Lizette Gomez, co-chair of the Bakersfield Women's Business Conference, sat down in front of our mic to inform our	4/12/26, 4/19/26	On Air DJ –"La Socia", On Air DJ "Cande man"	Bakersfield Women's Business Conference Lotus Bakersfield Corp

listeners about the 36 th annual conference that will take place on April 23 rd at the Dignity Health Theater & Convention Center. She detailed the variety of ways the conference will help women all over Kern County. She went into detail about the Workshops, Exhibitors, Speakers, the Mixer for women to mingle with community leaders, employers, and inspirational guests and the Keynote Speaker Sophia Amoruso. She summarized the event as follows: The event educates, empowers & entertains women with workshops, networking & speakers. She encouraged women to attend to help level up their careers, and to see what can help awaken their magic.			
<u>Menu 3. – Co-Sponsoring Job Fair:</u> The Lake Isabella Job Fest 2025/2026 Job Fair at the Mountain View Baptist Church on Thursday April 23 rd , 2026, was organized by the Kern County Department of Human Services with sponsorship from Lotus Bakersfield Corp.	4/23/26	General Mgr., Promotions Dir.,	Kern County Department of Human Services and Lotus Bakersfield Corp
<u>Menu 11. – Sponsorship of a Community Event:</u> Lotus Bakersfield Corp., partnered with The Bakersfield Women's Business Conference as a Media Sponsor for the 36 th annual Bakersfield Women's Business Conference (BWBC) on April 23 rd , 2026, at the Dignity Health Theater & Convention Center. BWBC 2026 provided a wide range of resources to attendees. The full day experience boasts more than 24 workshop sessions, 80+ exhibitor booths, networking opportunities, and an amazing keynote luncheon. Additionally, Lotus Bakersfield Corp., personnel in the Management, Sales and Promotion departments attended. An annual conference with a goal to provide information, skills development, and encouragement for women at a crossroads; seeking higher education; first time employment; making a career change or looking to advance their careers.	4/23/26	Promotions Staff, Sales Staff, General Mgr.	Bakersfield Women's Business Conference and Lotus Bakersfield Corp
<u>Menu 4. – Participation in a Community Event:</u> Lotus Bakersfield Corp participated in the Bakersfield High School Cinco De Mayo Week of Educational Activities on May 4 th , 2026. We had our On Air Talent on site to play music and talk to students about what it is like to work in broadcasting in a question-and-answer format.	5/4/26	On Air Talent & Promotions Assistant	Bakersfield High School
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the Oliver Middle School Cinco De Mayo Career Day on May 5 th , 2026. We had our Promotions Assistants on site to talk to students about careers and opportunities in broadcasting. Our staff answered questions and encouraged the students to seek any one of the many career paths in the broadcasting industry. The organizer sent a note: "Your attendance helped make the event meaningful by allowing our students to explore future college and career paths, as well as ask important questions and learn from professionals in the community."	5/5/26	Promotions Dir., Promotions Asst	Oliver Middle School
<u>Menu 4. – Participation in a Community Event:</u> Lotus Bakersfield Corp participated in the Youth 2 Leaders Delano Puentes Parent Conference at Delano High School on Saturday May 16 th , 2026. The conference is a meaningful gathering dedicated to empowering families and connecting them to resources, support, and inspiration they need to be active partners in their children's education and future. Parents connected with educators, community leaders, and fellow parents to discuss ways to enhance student achievement and the tools they will need to guide their children to a brighter future. Over 200 parents were estimated to have attended.	5/16/26	Promotions Dir., Promotions Asst	Youth 2 Leaders Education Foundation

<u>Menu 16. – Information Dissemination:</u> Public Service Announcement (PSA Job Fair-Job Fest - SHAFTER 5/4/26 - LENGTH 15 SECONDS) Cande man and Isidro invited our listeners to the Shafter Job Fest 2025/2026, at Shafter Veteran’s Hall on Thursday, May 21st, 2026. They 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.	5/4/26-5/21/26	On Air DJ “Isidro,” On-Air DJ “Cande man”	Kern County Department of Human Services Lotus Bakersfield Corp
<u>Menu 3. – Co-Sponsoring Job Fair:</u> Lotus packets and applications were given out at the Shafter Job Fest 2025/2026, at Shafter Veterans Hall on Thursday, May 21st, 2026. This is a Job Fair organized by the Kern County Department of Human Services with sponsorship from Lotus Bakersfield Corp. 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.	5/21/26	Promotions Dir., Promotions Asst	Kern County Department of Human Services and Lotus Bakersfield Corp
<u>Menu 16. – Information Dissemination:</u> Public Service Announcement (PSA Job Fair-Job Fest - DELANO 5/22/26 - LENGTH 15 SECONDS) Cande man and Isidro invited our listeners to the Delano Job Fest 2025/2026, at Robert F Kennedy High School on Thursday, June 11th, 2026. 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.	5/22/26-6/11/26	On Air DJ “Isidro,” On-Air DJ “Cande man”	Kern County Department of Human Services Lotus Bakersfield Corp
<u>Menu 3. – Co-Sponsoring Job Fair:</u> Lotus packets and applications were given out at the Delano Job Fest 2025/2026, at Robert F Kennedy High School on Thursday, June 11th, 2026. This is a Job Fair organized by the Kern County Department of Human Services with sponsorship from Lotus Bakersfield Corp. 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.	6/11/26	Promotions Dir., Promotions Asst	Kern County Department of Human Services and Lotus Bakersfield Corp
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the Delano Career & Resource Fair 2026 at Delano City Hall on Thursday June 25 th , 2026. We had our Promotions Director and Promotions Assistants on site to talk to potential job seekers about their knowledge and experience of working in Broadcasting. They discussed the many varied career paths. All attendees were encouraged to seek any one of the many career paths in the radio industry	6/25/26	Promotions Dir., Promotions Asst	City of Delano
<u>Menu 11. – Sponsorship of a Community Event:</u> Lotus Bakersfield Corp participated in the Regreso a la Escuela Resource Fair on Thursday, July 30, 2026, at South High School. The Resource Fair ran from 9 a.m. to 12 p.m. and included: • <u>Career Mentorship:</u> Promotions Assistants connected directly with students to discuss diverse career paths in the broadcasting industry. • <u>Community Support:</u> The event provided practical student resources, including free backpacks and haircuts. • <u>Industry Promotion:</u> Team members inspired the next generation to explore future opportunities in television, radio, and digital media.	7/30/26	Program Dir., Promotions Assistants	United Way of Central Eastern California and Lotus Bakersfield Corp

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	1	Account Executive
2	Non-Employee Referral (Clients, Other Professionals, Walk-ins, Etc)	1	Account Executive
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	Account Executive
4	Lotus Bakersfield Corp – On Air Announcements 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797	0	Account Executive
5	Lotus Bakersfield Corp – Websites 5100 Commerce Drive Bakersfield, CA 93309CENTRAL Phone (661) 327-9711/Fax (661) 327-0797 www.radiolobo.com www.retro921.com www.elgailto.com www.965ritmo.com	0	Account Executive
6	Lotus Bakersfield Corp – Community Calendar 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797	0	Account Executive
7*	California State University, Bakersfield 9001 Stockdale Highway Bakersfield, CA 93311 Contact: Counselors (661) 654-2782 www.csub.edu	0	Account Executive
8	Bakersfield College – Job Placement Office 1801 Panorama Drive Bakersfield, CA 93305 www.bakersfieldcollege.edu	1	Account Executive
9*	Bakersfield Adult School 501 South Mt Vernon Avenue Bakersfield, CA 93307 Contact: (661) 835-1855	0	Account Executive
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	Account Executive
11	All Access www.allaccess.com	0	Account Executive
12	Employers Training Resource 2001 28th Street Suite C Bakersfield, CA 93301 Contact: (661) 336-6893 Email: officeadin@kchcc.org	0	Account Executive
13*	America's Job Center of California (Job Squad) 1600 E. Belle Terrace Bakersfield, CA 93307 Phone: (661) 325-4473 Fax: (661) 833-2267	1	Account Executive
14*	National University 4560 California Avenue Suite 300 Bakersfield, CA 93309 Contact: Job Placement (661) 864-2360 Fax: (661) 864-2368	0	Account Executive
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	6	Account Executive

# 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	Account Executive
17*	University of Phoenix 4900 California Avenue Tower A Suite 300 Bakersfield, CA 93309 Contact: (661) 633-0300	0	Account Executive
18*	Santa Barbara Business College 5300 California Avenue Bakersfield, CA 93309 Contact: (661) 835-1100	0	Account Executive
19	University of La Verne 1201 24 th Street Suite D200 Bakersfield, CA 93301 Contact: (661) 328-1430 www.laverne.com	0	Account Executive
20	Cerro Coso Community College P.O. Box 3204 Lake Isabella, CA 93240 Contact: (760) 379-5501	0	Account Executive
21	Taft College 29 Emmons Park Drive Taft, CA 93268 Contact (661)-746-5382 www.collegecentral.com/taftcollege	0	Account Executive
22	Indeed.com www.indeed.com	0	Account Executive
23	Kern Patriot Partnership 1120 Golden State Ave. Bakersfield, CA 93301 Contact: (661) 868-7300	0	Account Executive
24	Kern High School District 5801 Sundale Avenue Bakersfield, CA 93309 Contact: (661) 827-3100 www.khsk.k12.ca.us	1	Account Executive
25	Bakersfield College – Career Expo Career Education Department 1801 Panorama Drive Bakersfield, CA 93305 Phone: (661) 395-3582	0	Account Executive
26	Facebook www.facebook.com	0	Account Executive
27	Dress for Success 1416 17 th Street Bakersfield, CA 93301 Contact: (661) 748-1809 Fax: (661) 748-1839	0	Account Executive
28	California Broadcasters Association – Job Bank 915 “L” Street Suite 1150 Sacramento, CA 95814 Contact: (916) 444-2237 www.yourcba.com	0	Account Executive
29	Veterans Affairs 1110 Golden State Ave Bakersfield, CA 93301 Phone: (661) 323-8387 Fax: (661) 325-8387	0	Account Executive
30	Lotus Communications Corporation (Career Page) 3301 Barham Blvd, Suite 200 Los Angeles, CA 90068 Phone: (323) 878-1234 www.lotuscorp.com	0	Account Executive
31	Kern Women's Business Center 201 New Stine Road Suite 300 Bakersfield, CA 93309 (661) 549-5224 kwbcinfo@mcscorp.org	0	Account Executive
	TOTAL	11	