



LOTUS

F R E S N O C O R P .

**ANNUAL EEO PUBLIC FILE REPORT
FOR THE PERIOD
AUGUST 1, 2024 – JULY 31, 2025**

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, KKBZ-FM, KSEQ-FM, and KGST-AM.

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, 2024 through July 31, 2025

Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant	Total No. Interviewed from All sources
Account Executive	See Attached Recruitment Sources 1 - 29	Station Website (Source #29)	5

Total number of persons interviewed during applicable period: 5

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 #16 – <i>Employment Opportunity Information Dissemination:</i></p> <p>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>	Monthly	General manager Business Manager Promotions Director Program Directors KSEQ-FM, KKBZ-FM, KHIT-FM, KLBN-FM Traffic Manager Admin Assistant	Lotus Fresno, Corp.
<p>Menu Option #14 – <i>Provision of training to management as to methods of ensuring equal employment opportunity and preventing discrimination.</i></p> <p>The annual Lotus Communications Corp. Managers' meeting was held Wednesday, November 6, 2024 - Friday, November 8, 2024 in Los Angeles, California.</p> <p>The Corporate agenda was dedicated in part to the continuing effort to train and provide station management information to ensure equal opportunity and the prevention of discrimination.</p> <p>The Chief Compliance officer held individual meetings with station management to review and discuss the continuing effort to provide equal opportunities for current and future job openings.</p> <p>All menu options were reviewed to determine their effectiveness and how to proceed and enhance the individual station Outreach program. Station management was encouraged to create Outreach campaigns that reach a diverse and significant portion of the community they serve. The stations continue to widely disseminate information about job openings through various outline portals and their recruitments lists. Stations are required to review their respective recruitment lists to make sure they are updated with organizations that wish to be contacted when job opening occur.</p> <p>As part of Lotus' commitment to ensure a safe working environment for current and future employees, all stations conduct monthly EEO meetings reinforcing their non-discrimination mission statement and provide an opportunity to share ideas about upcoming and future Outreach programs.</p>	11/06/24 to 11/08/24	General Manager	Annual Lotus Communications Corp. Managers' Meeting

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<p>Menu Option #4 – Participation in at least four events sponsored by organizations representing groups in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.</p> <p>There were approximately 3,000+ women and men in attendance. This conferenceserved women of all generations and men who were also in attendance. This event celebrated their accomplishments, careers, opportunities in different fields, personal growth and more. Wespoke to hundreds of attendees throughout the day.</p>	09/17/24	<p>Alex Ruiz -General Manager</p> <p>Mr. Clean -Promotions Director</p> <p>Lotus Fresno Staff</p> <p>Juan Salas -PromotionsAssistant</p>	Central Valley Women's Conference
<p>Menu Option #4 – Participation in at least four events sponsored by organizations representing groups in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.</p> <p>There were approximately 750+ in attendance. We informed students that came by our booth about the Chief Engineer and Marketing Consultant job openings we have. Greg talked about on-air/programing and how he got his start in radio which drew the interest of quite of few students</p>	03/03/25	<p>Greg Hoffman -Program Director</p> <p>Mr. Clean -Promotions Director</p> <p>Juan Salas -PromotionsAssistant</p>	Latino Student Success Conference & Career Fair
<p>Menu Option #1 – Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</p> <p>There were over 350 students in attendance. We talked to students about the Chief Engineer and Marketing Consultant job openings we have. We also talked about our positions and department with Lotus. Some students showed interest because they are communications majors and would like to get into radio or TV.</p>	03/04/25	<p>Mr. Clean -Promotions Director</p> <p>Juan Salas -PromotionsAssistant</p>	Madera Community College Career & Internship Fair
<p>Menu Option #9 – Establishment of a mentoring program for station personnel.</p> <p>Our On-Air Talent provided mentoring to high school and college students who are part of Journalism and Community Broadcasting Programs. He went over his roll as an On-Air Talent, explained to them the studio equipment and the important roll it plays in putting on a show. He also gave them a tour of the building.</p>	03/26/25 to 03/28/25	<p>Andre Covington -KSEQ-FM On-Air Talent</p>	Lotus Fresno, Corp.
<p>Menu Option #8 – Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <p>Provided mentoring to an On-Air Talent who wished to learn more about sales.</p>	04/01/25	<p>Alex Ruiz - General Manager</p> <p>Stephanie Castillo -Account Executive</p> <p>Kimberly Marquez -KSEQ-FM On-Air Talent</p>	Lotus Fresno, Corp.
<p>Menu Option #1 – Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</p> <p>There were approximately 1,000 in attendance. We talked to students about the Chief Engineer and Marketing Consultant job openings we have. We also talked about our positions and departments within Lotus. There were few potential candidates for the Marketing Consultant position. We provided them with the QR Code to scan to download an application and apply for the position.</p>	04/03/25	<p>Mr. Clean -Promotions Director</p> <p>Juan Salas -PromotionsAssistant</p>	Madera County Job Fair

Activity/Description	Date	Staff Participant(s)	Sponsor/Initiator
<p>Menu Option #1 – Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</p> <p>There were approximately 350+ in attendance. We talked to students about the Chief Engineer, Marketing Consultant, and KSEQ part-time on air openings we have. Greg talked with students that showed interest in the part-time on-air position on KSEQ. There were a couple of students that weren't shy and really had great personalities and had potential. It was nice to see the students engaged and interested in pursuing radio as a career.</p>	04/08/25	Greg Hoffman -Program Director Mr. Clean -Promotions Director Juan Salas -PromotionsAssistant	Madera County Job Fair
<p>Menu Option #1 – Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</p> <p>There were approximately 1,000+ in attendance. We had a lot of students interested in the Marketing Consultant and KSEQ Part-Time On-Air positions, so we provided them with more info and if they were interested how to apply. It was nice to see students excited about the radio opportunities we have.</p>	04/10/25	Mr. Clean -Promotions Director Juan Salas -PromotionsAssistant	City College Spring Career Fair
<p>Menu Option #4 – Participation in at least four events sponsored by organizations representing groups in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.</p> <p>There were approximately 200+ students in attendance. Students came by our booth asking what do you need to get into radio. What kind of education do you need, experience, etc. A few students mentioned pursuing media radio or TV after college. We talked with them about how we got our start and the business and what we recommend to them if they're wanting to pursue radio as a career.</p>	04/11/25	Mr. Clean -Promotions Director Juan Salas -PromotionsAssistant	Baird Middle School Career Fair
<p>Menu Option #4 – Participation in at least four events sponsored by organizations representing groups in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.</p> <p>There were over 350+ students in attendance. We talked to students about the job openings we have and how we got our start and the business and what we recommend they do if they're wanting to pursue radio as a career. Students were engaged.</p>	05/02/25	Mr. Clean -Promotions Director Juan Salas -PromotionsAssistant	Wawona Middle School Career Fair
<p>Menu Option #4 – Participation in at least four events sponsored by organizations representing groups in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.</p> <p>There was over 250+ students in attendance. We informed students that visited our booth about the Chief Engineer, Marketing Consultant and On-Air Part-Time job openings. We got some students interested in pursuing radio as a career from the conversations that we had with them.</p>	05/30/25	Mr. Clean -Promotions Director Juan Salas -PromotionsAssistant	Kastner Middle School Career Fair

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	CAL JOBS- WORKFOURCE CONNECTION PO Box 826880, MIC83 Sacramento, CA 94280-001 Website: http://www.caljobs.ca.gov	0	1. Account Executive
2	CAREER RESOURCES CENTER FRESNO PAIFIC UNIVERSITY 1717 S. Chestnut Ave Fresno, CA 93702 Website: https://app.joinhandshake.com/login	0	1. Account Executive
3	CSUF, CAREER SERVICES 5150 N. Maple Ave Fresno, CA 93740 Website: https://employer.gradleaders.com/FresnoState/Employers/Login.aspx?jprid=3781	0	1. Account Executive
4	CSUF-DEPT OF COUSELING, SPECIAL EDUC 5005 North Maple Ave. M/S ED3 Fresno, CA 93740	0	1. Account Executive
5	DENHAM PERSONNEL SERVICES 567 W. Shaw Ave, Ste C1 Fresno, CA 93704	0	1. Account Executive
6	EL CONCILIO DE FRESNO PO Box 4236 Fresno, CA 93740	0	1. Account Executive

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7	FRESNO AREA WORKFORCE CORP. 2125 Kern Street Fresno, CA 93721	0	1. Account Executive
8	FRESNO CENTER FOR NEW AMERICANS 4879 E. Kings Canyon Road Fresno, CA 93727	0	1. Account Executive
9	FRESNO CITY COLLEGE 1101 E. University Ave Fresno, CA 93741 Website: https://fresno.jobspeaker.com/#/hire	0	1. Account Executive
10	FRESNO CO. ECONOMIC OPP.COMMISSION 1920 Mariposa Mall, Suite 300 Fresno, CA 93721	0	1. Account Executive
11	FRESNO CO. PUBLIC LIBRARY 2420 Mariposa Street Fresno, CA 93721	0	1. Account Executive
12	FRESNO COUNTY FARM BUREAU 1274 N. Hedges Ave Fresno, CA 93728	0	1. Account Executive

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13	FRESNO COUNTY HISPANIC COMMISSION 1803 Broadway Street Fresno, CA 93721	0	1. Account Executive
14	INSTITUTE OF TECHNOLOGY-CLOVIS 564 W. Herndon Clovis, CA 93612	0	1. Account Executive
15	MADERA CO. ECONOMIC DEV. COMMISSION 2425 W. Cleveland Ave, #101 Madera, CA 93637	0	1. Account Executive
16	MADERA CO. WORKFORCE DEVELOP. OFFICE 2037 W. Cleveland Avenue Madera, CA 93637	0	1. Account Executive
17	MEXICAN CONSULATE 7435 N. Ingram Ave Fresno, CA 93721	0	1. Account Executive
18	NAACP 1900 Mariposa Mall, #100-C Fresno, CA 93721	0	1. Account Executive

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19	PRIDE STAFF 7535 N. Palm Ave, Suite 103 Fresno, CA 93711	0	1. Account Executive
20	PROTEUS INC. 1815 Van Ness Fresno, CA 93722	0	1. Account Executive
21	SAN JOAQUIN VALLEY COLLEGE 3828 W. Caldwell Ave Visalia, CA 93277	0	1. Account Executive
22	SCCCD-MADERA CENTER 30277 Ave 12 Madera, CA 93638	0	1. Account Executive
23	ULTIMATE STAFFING SERVICES 205 E. River Park Circle #140 Fresno, CA 93720	0	1. Account Executive
24	WEST HILLS COMMUNITY COLLEGE 300 Cherry Lane Fresno, CA 93210	0	1. Account Executive

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25	WOMEN'S TRADE CLUB OF FRESNO, CO. PO Box 16141 Fresno, CA 93755	0	1. Account Executive
26	WORKFOURCE CONNECTION 3302 N. Blackstone Ave #155 Fresno, CA 93726	0	1. Account Executive
27	RADIO STATION ON-AIR AD	0	1. Account Executive
28	JOB FAIRS	0	1. Account Executive
29	STATIONS WEBSITE	5	1. Account Executive
	TOTAL	5	