

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

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, 2024, through July 31, 2025

Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant	Total No. Interviewed from All sources
On Air Talent	See Attached Recruitment Sources 1-31	Employee Referral (Source #1)	6
Account Executive	See Attached Recruitment Sources 1-31	Employee Referral (Source #1)	6
Sales Assistant	See Attached Recruitment Sources 1-31	Employee Referral (Source #1)	5
Total number of persons interviewed during applicable period:			17

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 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.	8/01/24 – 7/31/25	Promotions Dir, Programming Dir., Traffic Mgr., Business Mgr., Local Sales Mgr., General Mgr.	Lotus Bakersfield Corp
<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 choose 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.	8/9/24 – 5/16/25	General Mgr., Local Sales Mgr., Account Executives (5)	Lotus Bakersfield Corp
<u>Menu 14. – Management Training:</u> The Lotus Communications Corp. Annual Managers' meeting was held Monday, November 6 through Wednesday, November 8, 2024, 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 sizable portion of the community they serve. Although the FCC is now permitting broadcasters to meet their obligation to widely disseminate information about their job openings solely using 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.	11/6/24 – 11/8/24	Corporate Officers, General Mgr., Business Mgr., Local Sales Mgr.	Lotus Communications Corp

<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 December 10, 2024	12/10/24	Business Mgr.	Employers Group
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the McFarland Middle School College and Career Day on Tuesday, March 4, 2025. 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 careers in broadcasting sales and promotions. All students were encouraged to seek any one of the many career paths in the radio industry.	3/4/25	Promotions Assistants	McFarland Middle School
<u>Menu 16. – Information Dissemination:</u> 15 sec Public Service Announcement and 30-minute Public Affairs program broadcast on KIWI, KCHJ, KPSL and KWAC (PSA: Bakersfield Job Fair): (HOST: LA SOCIA, ORGANIZATION: KERN COUNTY HUMAN SERVICES; GUEST: FRANK CABRERA, JOB DEVELOPER) Frank Cabrera informed our audience about the largest job fair in Kern County, which is taking place on March 12 th , at the Mechanics Bank Arena. He noted that Lotus Bakersfield Corp would be one of the more than 120 employers on site accepting applications and conducting interviews for a vast array of positions. He encouraged our audience to make their way to the Dignity Health Arena on March 12, 2025 in search of better opportunity.	2/1/25-3/12/25	On Air DJ – La Socia	Kern County Department of Human Services Lotus Bakersfield Corp
<u>Menu 11. – Event Sponsorship:</u> Lotus Bakersfield Corp. created the International Women’s Day Brunch on Saturday March 8, 2025, to bring women in our community together and learn about Lotus Bakersfield Corp., and what radio has to offer in our community. The four-hour brunch included speakers from Lotus Bakersfield and workshops designed to unlock the creativity and inspiration in the attendees. It was designed to celebrate strength, ambition, sisterhood, and women running radio broadcasting in Kern County.	4/24/25	Promotions Staff, General Mgr., Sales Staff	Lotus Bakersfield Corp
<u>Menu 1. – Job Fair:</u> Lotus packets and applications were given out at the Bakersfield Job Fest 2025, at Dignity Health Arena on Wednesday, March 12, 2025. This is the largest Job Fair in Kern County with over 2000 job seekers in attendance. 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.	3/12/25	Promotions Director & Promotions Assistants	Kern County Department of Human Services
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in Latinas in Business and Leadership hosted by the Kern County Hispanic Chamber of Commerce and Bakersfield College on March 13, 2025. Our General Manager sat on a guest panel of 5 Latinas in Business. She engaged in dialogue about a wide-ranging topic including successes, challenges, and collaboration in Broadcasting. She took questions from the moderator as well as the audience and discussed her personal journey working in broadcasting and emphasized the many opportunities broadcasting can provide.	3/13/25	General Mgr.	Kern County Hispanic Chamber of Commerce Bakersfield College
<u>Menu 4. – Career Days:</u>	3/18/25	Local Sales Mgr.	Kern High School District

Lotus Bakersfield Corp participated in the Arts, Media, and Entertainment presentation to Career Education Students at the Kern High School District Career Technical Education Center Wednesday March 18, 2025. Our Sales Manager Juliette Yates hosted a 30-minute presentation and question & answer session discussing experience, education, career, and advice for those students thinking about pursuing a career in Broadcasting.			
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the Migrant Education Parent Conference at Del Oro High School on Saturday March 22, 2025. The conference featured a variety of interactive workshops covering essential topics such as Parent Advocacy, General Education, Mental Health, and more. 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.	3/22/25	General Mgr., Program Dir., Promotions Assistant	Kern County Superintendent of Schools Migrant Education Region 5 Youth 2 Leaders Education Foundation
<u>Menu 16. – Information Dissemination:</u> 15 sec Public Service Announcement and 30-minute Public Affairs program broadcast on KQKZ Retro 92.1 FM (PSA: Lamont Job Fair): (HOST: CANDE MANN, ORGANIZATION: KERN COUNTY HUMAN SERVICES; GUEST: JOSH CONNERS, JOB DEVELOPER) Josh Conner stopped by our studios to inform our listeners about the Lamont Job Fest happening on April 3rd from 9am-Noon. According to Josh, this job fair will be more intimate and thus give more time for substantial interaction between employer and potential employee. Lastly, he pointed out the large variety of jobs available from the government and private sectors, including Lotus Bakersfield Corp.	3/1/25- 4/2/25	On Air DJ – Cande Mann	Kern County Department of Human Services Lotus Bakersfield Corp
<u>Menu 1. – Job Fair:</u> Lotus packets and applications were given out at the Lamont Job Fest 2025, at the David Head Center on Thursday, April 3, 2025. 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.	4/3/25	Program Dir., Promotions Assistants	Kern County Department of Human Services
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the Kern County Career Expo and STEMposium on Friday April 4th at 9am. 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 3000 students in attendance	4/4/25	Promotions Dir., Programming Dir.	Kern High School District
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the Edison Middle School College and Career Day on Tuesday, April 10, 2025. We had our Promotions Director and Promotions Assistants on site to talk to students about their knowledge and experience of working in Broadcasting. They discussed the many varied career paths. All students were encouraged to prepare for success in high school and beyond.	4/10/25	Program Dir., Promotions Assistants	Edison Middle School
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the Tacos & Taxes Resource Fair on Saturday, April 12, 2025, at South High School. The Resource Fair ran from 9am to 5pm and included workshops by community businesses including Lotus	4/12/25	Program Dir., Promotions Assistants	United Way of Central Eastern California

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.			
<u>Menu 16. – Information Dissemination:</u> 30-minute Public Affairs program broadcast on KQKZ, KIWI, KCHJ, KPSL, KWAC (PSA: Bakersfield Women's Business Conference): (HOST: LA SOCIA, 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 with La Socia to inform our listeners about the 35 th annual conference that will take place on April 24 th 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, and even the Mixer for women to mingle with community leaders, employers, and inspirational guests. She summarized the event as follows: The Event educates, empowers & entertains women with workshops, networking & speakers. You do not want to miss it.	4/9/25, 4/18/25	On Air DJ – La Socia	Bakersfield Women's Business Conference Lotus Bakersfield Corp
<u>Menu 11. – Event Sponsorship:</u> Lotus Bakersfield Corp., partnered with The Bakersfield Women's Business Conference as a Vehicle Display Sponsor for the 35 th annual Bakersfield Women's Business Conference (BWBC) on April 24 th , 2025, at the Dignity Health Theater & Convention Center. BWBC 2025 provided a wide range of resources to aid attendees to "Embody the Royal You". 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 Traffic, 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.	4/24/25	Promotions Staff, Sales Staff, Traffic Staff, General Mgr.	Bakersfield Women's Business Conference
<u>Menu 4. – Career Days:</u> Lotus Bakersfield Corp participated in the Bakersfield High School Cinco De Mayo Week of Educational Activities on May 7, 2025. 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.	5/7/25	On Air Talent & Promotions Assistant	Bakersfield High School
<u>Menu 1. – Job Fair:</u> Lotus packets and applications were given out at the Delano Job Fest 2025 on Thursday, May 22, 2025. The participants requested job applications and information about Lotus Bakersfield Corp. We had a Promotions Director and Promotions Assistants on hand to answer potential applicants' questions about the company and different departments within Lotus Bakersfield Corp	5/22/25	Program Dir., Promotions Assistants	Kern County Department of Human Services
<u>Menu 1. – Job Fair:</u> Lotus packets and applications were given out at the Shafter Job Fest 2025 on Thursday, June 12, 2025. The participants requested job applications and information about Lotus Bakersfield Corp. We had a Promotions Director and Promotions Assistants on hand to answer potential applicants' questions about the company and different departments within Lotus Bakersfield Corp	6/12/25	Program Dir., Promotions Assistants	Kern County Department of Human Services

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	3 2 2	On Air Talent Account Executive Sales Assistant
2	Non-Employee Referral (Clients, Other Professionals, Walk-ins, Etc)	1 1 0	On Air Talent Account Executive Sales Assistant
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	On Air Talent Account Executive Sales Assistant
4	Lotus Bakersfield Corp – On Air Announcements 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797	0 0 0	On Air Talent Account Executive Sales Assistant
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.elgaillto.com www.965ritmofm.com	1 0 0	On Air Talent Account Executive Sales Assistant
6	Lotus Bakersfield Corp – Community Calendar 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797	0 0 0	On Air Talent Account Executive Sales Assistant
7*	California State University, Bakersfield 9001 Stockdale Highway Bakersfield, CA 93311 Contact: Counselors (661) 654-2782 www.csub.edu	0 0 0	On Air Talent Account Executive Sales Assistant
8	Bakersfield College – Job Placement Office 1801 Panorama Drive Bakersfield, CA 93305 www.bakersfieldcollege.edu	0 0 0	On Air Talent Account Executive Sales Assistant
9*	Bakersfield Adult School 501 South Mt Vernon Avenue Bakersfield, CA 93307 Contact: (661) 835-1855	0 0 0	On Air Talent Account Executive Sales Assistant
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 1 0	On Air Talent Account Executive Sales Assistant
11	All Access www.allaccess.com	0 0 0	On Air Talent Account Executive Sales Assistant
12	Employers Training Resource 2001 28th Street Suite C Bakersfield, CA 93301 Contact: (661) 336-6893 Email: officeadin@kchcc.org	0 0 0	On Air Talent Account Executive Sales Assistant
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	On Air Talent Account Executive Sales Assistant
14*	National University 4560 California Avenue Suite 300 Bakersfield, CA 93309 Contact: Job Placement (661) 864-2360 Fax: (661) 864-2368	0 0 0	On Air Talent Account Executive Sales Assistant

# Source	Recruitment Source: (With Contact Information)	Total Number Interviewees Provided By Source During Period	Full-time Positions for Which This source was Utilized
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 3 0	On Air Talent Account Executive Sales Assistant
16*	San Joaquin Valley College 201 New Stine Road Bakersfield, CA 93309 Contact: (661) 834-0126	0 0 0	On Air Talent Account Executive Sales Assistant
17*	University of Phoenix 4900 California Avenue Tower A Suite 300 Bakersfield, CA 93309 Contact: (661) 633-0300	0 0 0	On Air Talent Account Executive Sales Assistant
18*	Santa Barbara Business College 5300 California Avenue Bakersfield, CA 93309 Contact: (661) 835-1100	0 0 0	On Air Talent Account Executive Sales Assistant
19	University of La Verne 1201 24 th Street Suite D200 Bakersfield, CA 93301 Contact: (661) 328-1430 www.laverne.com	0 0 0	On Air Talent Account Executive Sales Assistant
20	Cerro Coso Community College P.O. Box 3204 Lake Isabella, CA 93240 Contact: (760) 379-5501	0 0 0	On Air Talent Account Executive Sales Assistant
21	Taft College 29 Emmons Park Drive Taft, CA 93268 Contact (661)-746-5382 www.collegecentral.com/taftcollege	0 0 0	On Air Talent Account Executive Sales Assistant
22	Indeed.com www.indeed.com	1 2 0	On Air Talent Account Executive Sales Assistant
23	Kern Patriot Partnership 1120 Golden State Ave. Bakersfield, CA 93301 Contact: (661) 868-7300	0 0 0	On Air Talent Account Executive Sales Assistant
24	Kern High School District 5801 Sundale Avenue Bakersfield, CA 93309 Contact: (661) 827-3100 www.khsk.k12.ca.us	0 0 0	On Air Talent Account Executive Sales Assistant
25	Bakersfield College – Career Expo Career Education Department 1801 Panorama Drive Bakersfield, CA 93305 Phone: (661) 395-3582	0 0 0	On Air Talent Account Executive Sales Assistant
26	Facebook www.facebook.com	0 0 0	On Air Talent Account Executive Sales Assistant
27	Dress for Success 1416 17 th Street Bakersfield, CA 93301 Contact: (661) 748-1809 Fax: (661) 748-1839	0 0 0	On Air Talent Account Executive Sales Assistant
28	California Broadcasters Association – Job Bank 915 "L" Street Suite 1150 Sacramento, CA 95814 Contact: (916) 444-2237 www.yourcba.com	0 0 0	On Air Talent Account Executive Sales Assistant
29	Veterans Affairs 1110 Golden State Ave Bakersfield, CA 93301 Phone: (661) 323-8387 Fax: (661) 325-8387	0 0 0	On Air Talent Account Executive Sales Assistant

# Source	Recruitment Source: (With Contact Information)	Total Number Interviewees Provided By Source During Period	Full-time Positions for Which This source was Utilized
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	On Air Talent Account Executive Sales Assistant
31	Kern Women's Business Center 201 New Stine Road Suite 300 Bakersfield, CA 93309 (661) 549-5224 kwbcinfo@mcscorp.org	0 0 0	On Air Talent Account Executive Sales Assistant
TOTAL		17	