



LOTUS

F R E S N O C O R P .

ANNUAL EEO PUBLIC FILE REPORT FOR THE PERIOD AUGUST 1, 2023 – JULY 31, 2024

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 and KSEQ-FM.

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, 2023 through July 31, 2024

Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant	Total No. Interviewed from All sources
Account Executive	See Attached Recruitment Sources 1 - 45	Stations Website (Source #40)	4
Account Executive	See Attached Recruitment Sources 1 - 45	Stations Website (Source #40)	7

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
<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 #4 – <i>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.</i></p> <p>There were approximately 1,200 kids and their families in attendance. We talked to the attendees that came by our booth about the importance of literacy, and how reading will help in future jobs and careers. Whether the career interest is teaching, medical field, radio/media, acting...reading is fundamental. Even though the kids are not old enough to work for Lotus, we talked to them about career opportunities that a radio station has to offer. We gave the kids insight on what we do and the positions that we're looking to fill in sales and promotions.</p>	06/10/23	Mr. Clean Promotions Director Juan Salas Promotions Assistant	Reading Extravaganza
<p>Menu Option #4 – <i>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.</i></p> <p>There were between 250-300 students in attendance. We informed students that visited the booth about the job opportunities at Lotus Fresno, Corp. in sales. Students were engaged with us, and some were interested in pursuing broadcasting after High School. One student mentioned that he and a couple of friends started a podcast and were interested in having their own radio show one day.</p>	10/26/23	Mr. Clean Promotions Director Juan Salas Promotions Assistant	Sequoia High School *Career Day*
<p>Menu Option #4 – <i>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.</i></p> <p>There was approximately 1,000+ students in attendance. We informed students that came by our booth about the Lotus job opportunities in sales. Greg talked about on-air/programing and how he got his start in radio which drew the interest of quite of few students. There was one or two students that mentioned that they're considering majoring in communications when they get into college.</p>	03/04/24	Mr. Clean Promotions Director Greg Hoffman KSEQ Program Director Juan Salas Promotions Assistant	Clovis North High School *Latino Student Success Conference*

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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 800 students in attendance. We talked to students about the different departments and positions that make up our group of radio stations. Some students didn't realize that it takes multiple departments to make a group of radio stations work. We also talked with the students about things that interest them when they think about radio. There were students that are considering pursuing radio as a career.</p>	03/19/24	Juan Salas Promotions Assistant	Hanford West High School *Hanford West Career Day*
<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 1,500 people that attended the Madera County Job Fair. We had a lot of people come by our booth asking about job opportunities within our company. We told them about the sales positions that we're hiring for. There were a couple people that visited the booth that had potential for sales.</p>	04/04/24	Mr. Clean Promotions Director Juan Salas Promotions Assistant	Madera County Job 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 150 students in attendance. We talked to the students about preparing for their future and how it's never too early to think about what career you're interested in pursuing after high school and/or college. We shared our experiences from school into the work world and how we each got our start in radio. The students were shocked to believe that the Promotions Director got his start in radio when he was just 17 right out of high school. We told the kids about our positions with the company and the current opening in sales. There were a few students that showed promise and could possibly be the next salesperson.</p>	04/17/24	Mr. Clean Promotions Director Juan Salas Promotions Assistant	Bullard High School *Career Day*
<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 500 students in attendance. Greg hosted the event which engaged local elementary, middle and high school students and was free and open to the public. There were various hands-on STEM Activities and workshops. Greg talked to the students about preparing for their future and how it's never too early to think about what career you're interested in pursuing after high school and or college.</p>	04/27/24	Greg Hoffman KSEQ Program Director Juan Salas Promotions Assistant	Reedley College STEM 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>KSEQ partnered with Visalia Unified School District for their "Takeover Tour." KSEQ talent visited a total of six Visalia Unified High Schools to help VUSD promote living a healthy lifestyle, (mind, body, and spirit.) The focus is on positive thinking, being a positive student, putting others before yourself, making positive choices, being drug and alcohol free, and being positive person in the community. DJ Erb mixed/played music at each of the events, and there was a local artist that performed and shared a positive message with the students at each event.</p>	03/21/24 through 05/22/24	Mr. Clean Promotions Director Juan Salas Promotions Assistant Danny Salas Andre Covington Kimmie Marquez DJ Erb *On-Air Talent	Visalia Unified School District *Takeover Tour*

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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 over 300 students in attendance. Greg talked to the students about preparing for their future now! He engaged the students to talk about what they want for a career. He also talked to the kids about how he got into radio and to always remain positive in everything that they do. Students were engaged with Greg's positivity and enjoyed us being there.</p>	05/24/24	Greg Hoffman KSEQ Program Director Juan Salas Promotions Assistant	Fort Miller Middle School
<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 1,000 people/kids in attendance. We talked to the kids and families that came by our booth about the importance of literacy, and reading will help you in your future job/career. Whether your career interest is teaching, medical field, radio/media, acting, reading is fundamental. While we talked to the kids about the importance of reading. We also talked to them about career opportunities that Lotus has to offer. Even though they're not old enough to work for the company. We gave the kids incite on what we do and the positions that we're looking to fill in sales and promotions.</p>	06/08/24	Greg Hoffman KSEQ Program Director Juan Salas Promotions Assistant	Reading Extravaganza

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*	CA EMPLOYMENT DEVELOPMENT DEPT. Sofia Morales 2555 S. Elm Ave. Fresno CA 93706-5086 (559) 230-4413	0	1. Account Executive 2. Account Executive
2*	CALIFORNIA STATE UNIVERSITY, FRESNO Maggie Hollingsworth 5241 N. Maple, M/S TA61 Fresno CA 93740 (559) 278-2381	0	1. Account Executive 2. Account Executive
3*	CENTRAL CALIFORNIA HISPANIC CHAMBER OF COMMERCE John Hernandez 2331 Fresno St. Fresno CA 93721 (559) 485-6640	0	1. Account Executive 2. Account Executive
4*	CENTRAL VALLEY OPPORTUNITY CENTER Mark Lozada 441 E Yosemite Ave. Madera CA 93638-3504 (559) 674-0971	0	1. Account Executive 2. Account Executive
5	CENTRO LA FAMILIA Margarita Rocha 2014 Tulare Street, #711A Fresno CA 93721 (559) 237-2961	0	1. Account Executive 2. Account Executive
6*	CSUF-DEPT OF COUNSELING, SPECIAL EDUC AND REHAB Jennie Chavez 5005 North Maple Ave. M/S ED3 FRESNO CA 93740-8025 (559) 278-0451	0	1. Account Executive 2. Account Executive

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7*	DENHAM PERSONNEL SERVICES Michelle S. Merrill-Case 1540 E. Shaw Ave., Ste. 112 Fresno CA 93710 (559) 222-5284	0	1. Account Executive 2. Account Executive
8*	EL CONCILIO DE FRESNO Lily Torres 1532 Fresno St. Fresno CA 93706 (559) 485-0679	0	1. Account Executive 2. Account Executive
9	FRESNO AREA WORKFORCE INVESTMENT CORP. Sonia Williams 2035 Tulare Street Fresno CA 93721 (559) 650-5020	0	1. Account Executive 2. Account Executive
10*	FRESNO CENTER FOR NEW AMERICANS Cassandra Moua 4879 E Kings Canyon Road Fresno CA 93727 (559) 255-8395	0	1. Account Executive 2. Account Executive
11*	FRESNO CO. ECONOMIC OPP. COMMISSION Alfredo Cuellar 1920 Mariposa Mall, Suite 300 Fresno CA 93721 (559) 263-1021	0	1. Account Executive 2. Account Executive
12*	FRESNO CO. PUBLIC LIBRARY Bernice Kao 2420 Mariposa Street Fresno CA 93721 (559) 488-3628	0	1. Account Executive 2. Account Executive

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13*	<p>FRESNO COUNTY FARM BUREAU Bailey DeGraw 1274 N. Hedges Ave Fresno CA 93728 (559) 237-0263</p>	0	<p>1. Account Executive 2. Account Executive</p>
14*	<p>FRESNO COUNTY HISPANIC COMMISSION Domingo Zapata 1803 Broadway Street Fresno CA 93721 (559) 268-6476</p>	0	<p>1. Account Executive 2. Account Executive</p>
15	<p>FRESNO N.O.W. Nora Clark P.O. Box 4675 Fresno CA 93721-4675 (559) 221-7229</p>	0	<p>1. Account Executive 2. Account Executive</p>
16*	<p>INSTITUTE OF TECHNOLOGY - CLOVIS Amanda Nash 564 W. Herndon Clovis CA 93612 (559) 297-4500</p>	0	<p>1. Account Executive 2. Account Executive</p>
17*	<p>MADERA CO. ECONOMIC DEV. COMMISSION Bobby Kahn 2425 W. Cleveland Ave., #101 Madera CA 93637 (559) 675-7768</p>	0	<p>1. Account Executive 2. Account Executive</p>
18*	<p>MADERA CO. WORKFORCE DEVELOP. OFFICE Traci Scott Contreras 441 E. Yosemite Ave Madera CA 93638-3504 (559) 662-4600</p>	0	<p>1. Account Executive 2. Account Executive</p>

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19*	MEXICAN CONSULATE 7435 N Ingram Ave. Fresno CA 93721-6101 (559) 445-2615	0	1. Account Executive 2. Account Executive
20*	NAACP Michael Lefall 1900 Mariposa Mall, #100-C Fresno CA 93721 (559) 485-5778	0	1. Account Executive 2. Account Executive
21*	PRIDE STAFF Maria Andrade 7535 N. Palm Avenue, Suite 103 Fresno CA 93711 (559) 432-2022	0	1. Account Executive 2. Account Executive
22*	PROTEUS INC. John Bailey 1815 Van Ness Fresno CA 93722 (559) 442-8871	0	1. Account Executive 2. Account Executive
23	SAN JOAQUIN VALLEY COLLEGE Valery Van Matre 295 E. Sierra Fresno CA 93710 (559) 448-8282	0	1. Account Executive 2. Account Executive
24*	SCCCD-MADERA CENTER Janell Mendoza 30277 Ave. 12 Madera CA 93638 (559) 675-4515	0	1. Account Executive 2. Account Executive

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25*	ULTIMATE STAFFING SERVICES 205 E. River Park Circle #140 Fresno CA 93720 (559) 256-1940	0	1. Account Executive 2. Account Executive
26	VIDA EN EL VALLE John Esparza 1626 E Street Fresno CA 93706-2006 (559) 225-7753	0	1. Account Executive 2. Account Executive
27	WEST HILLS COMMUNITY COLLEGE Nancy Clover 300 Cherry Lane Coalinga CA 93210 (559) 934-2000	0	1. Account Executive 2. Account Executive
28	WOMEN'S TRADE CLUB OF FRESNO CO. Sheryl Haynie P.O. Box 16141 Fresno CA 93755-6141 (559) 225-8550	0	1. Account Executive 2. Account Executive
29*	WORKFORCE CONNECTION CLC PARTNERSHIP Mark Lozada 3302 N. Blackstone Ave., Suite 221 Fresno CA 93726 (559) 230-4401	0	1. Account Executive 2. Account Executive
30	YOUNG WOMEN CHRISTIAN ASSOCIATION Micki Lowry 1600 M Street Fresno CA 93728 (559) 237-4706	0	1. Account Executive 2. Account Executive

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31	RADIO STATION ON-AIR AD	0	1. Account Executive 2. Account Executive
32	MARKET REFERRAL	0	1. Account Executive 2. Account Executive
33	STATION EMPLOYEE REFERRAL	0	1. Account Executive 2. Account Executive
34	CAREERBUILDDERS.COM	0	1. Account Executive 2. Account Executive
35	ALLACCESS.COM	0	1. Account Executive 2. Account Executive
36	CRAIGSLIST.COM	0	1. Account Executive 2. Account Executive

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37	YOURCBA.COM	0	1. Account Executive 2. Account Executive
38	FORMER EMPLOYEE	0	1. Account Executive 2. Account Executive
39	JOB FAIRS	0	1. Account Executive 2. Account Executive
40	STATIONS WEBSITE	4 7	1. Account Executive 2. Account Executive
41	MONSTER.COM	0	1. Account Executive 2. Account Executive
42	STATIONS FACEBOOK	0	1. Account Executive 2. Account Executive

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43	INDEED.COM	0	1. Account Executive 2. Account Executive
45	LINKEDIN.COM	0	1. Account Executive 2. Account Executive
	TOTAL	11	