

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

**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, 2023, through July 31, 2024**

<b>Full-Time Position</b>	<b>Recruitment Sources Used</b>	<b>Recruitment Source for Successful Applicant</b>	<b>Total No. Interviewed from All sources</b>
<b>On Air Talent</b>	See Attached Recruitment Sources 1-31	Employee Referral (Source #1)	7
Total number of persons interviewed during applicable period:			7

**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><b><u>Menu 16. – Employment Opportunity Information Dissemination:</u></b>            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>	8/01/23 – 7/31/24	Promotions Dir, Programming Dir., Traffic Mgr., Business Mgr., Local Sales Mgr., General Mgr.	Lotus Communications Corp
<p><b><u>Menu 9. – Mentoring Program:</u></b>            Lotus Bakersfield Corp. has set up a Mentoring Program for individuals in the Traffic Department 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 monthly Group Mentoring via interactive Web-Conference training and individual meetings as needed.</p>	8/1/23 – 7/31/24	Traffic Mgr.	Lotus Communications Corp
<p><b><u>Menu 9. – Mentoring Program:</u></b>            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>	8/1/23 – 5/17/24	General Mgr., Sales Mgr., Account Executives (5)	Lotus Bakersfield Corp
<p><b><u>Menu 8. – Personnel Training:</u></b>            Our Local Sales Manager requested to take the “Fundamentals of Digital Marketing” course with Google University. Lotus Bakersfield Corp. provided the means and equipment for her to take the course which she successfully completed on 8/24/2023.</p>	8/24/23	Local Sales Manager	Lotus Bakersfield Corp
<p><b><u>Menu 11. – Sponsorship of Community Event:</u></b>            Lotus Bakersfield Corp., participated as a media sponsor for the 27<sup>th</sup> Annual Hispanic Business Expo hosted by the Kern County Hispanic Chamber of Commerce. The event included business workshops, exhibitors and networking opportunities including the opportunity to discuss employment opportunities with Lotus Bakersfield Corp as well as broadcasting careers in general.</p>	8/30/23	General Mgr.	Kern County Hispanic Chamber of Commerce/Lotus Bakersfield Corp
<p><b><u>Menu 14. – Management Training:</u></b>            The Lotus Communications Corp. Annual Managers’ meeting was held Monday, November 27 through Wednesday, November 29, 2023, 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 Corporate Human Resources staff to review and discuss the on-going effort to provide equal opportunities for current and future job openings.</p>	11/27/23 – 11/29/23	Corporate Officers, General Mgr., Business Mgr.	Lotus Communications Corp

<p>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 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><b>Menu 16. – Information Dissemination:</b>  Public Service Announcement (PSA Lamont Job Fair): (HOST: CANDE MANN, ORGANIZATION: KERN COUNTY HUMAN SERVICES; GUEST: JOSH CONNERS, JOB DEVELOPER, LENGTH 60 SECONDS)  Josh Connors invited our listeners to the Lamont JobFest Job Fair in Lamont California on February 22, 2024, as part of Job Fest 2024. 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>	<p>1/1/24, 2/22/24</p>	<p>On Air DJ – Cande Mann</p>	<p>Kern County Department of Human Services  Lotus Bakersfield Corp</p>
<p><b>Menu 1. – Job Fair:</b>  Lotus packets and applications were given out at the Lamont Job Fest 2024 at the David Head Center on Thursday, February 22, 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>	<p>2/22/24</p>	<p>Program Director &amp; Promotions Assistants</p>	<p>Kern County Department of Human Services</p>
<p><b>Menu 4. – Career Days:</b>  Lotus Bakersfield Corp participated in the McFarland Middle School College and Career Day on Thursday, February 29, 2024. We had our Promotions Assistants on site to talk to students about On Air Personality &amp; 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>	<p>2/29/24</p>	<p>Promotions Assistants</p>	<p>McFarland Middle School</p>
<p><b>Menu 10. – Educational Institution Event:</b>  Lotus Bakersfield Corp participated in the Read Across America Career Day at Del Mar Vista Math and Science Academy in Delano on 3/7/24. We had two employees from our Sales and Promotions Departments 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>	<p>3/7/24</p>	<p>Promotions Asst &amp; Account Executive</p>	<p>Del Mar Vista Math and Science Academy in Delano</p>
<p><b>Menu 1. – Job Fair:</b>  Lotus packets and applications were given out at the Bakersfield Job Fest 2024 at Mechanics Bank Arena on</p>	<p>3/24/24</p>	<p>Program Director &amp; Promotions Assistants</p>	<p>Kern County Department of Human Services</p>

<p>Wednesday, March 13, 2024. This is the largest Job Fair in Kern County. 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>			
<p><b><u>Menu 14. – Mandatory Harassment Prevention Training:</u></b>  Lotus Bakersfield Corp. is committed to providing a positive work environment that recognizes and respects all of our current and potential employees. To affirm that notion, all station management was required to complete a course offered by Employers Group on Harassment Prevention Training. A section of the course included EEO training for hiring managers. It encompassed promoting Equal Employment Opportunity and our policy of non-discrimination as it relates to hiring in the workplace.</p>	<p>3/26/24 – 4/30/24</p>	<p>All Staff and Managers</p>	<p>Lotus Communications Corp; Employers Group</p>
<p><b><u>Menu 4. – Career Days:</u></b>  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 4<sup>th</sup> – 10<sup>th</sup> 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>	<p>4/28/23</p>	<p>Promotions Dir, Programming Dir.</p>	<p>Kern High School District</p>
<p><b><u>Menu 7. – Scholarship Program:</u></b>  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>	<p>5/1/24 - 6/30/24</p>	<p>All Full Time Employees and their Children</p>	<p>Kern County Broadcaster's Association</p>
<p><b><u>Menu 4. – Career Days:</u></b>  Lotus Bakersfield Corp participated in the 33<sup>rd</sup> Annual Professional Development Conference hosted by the United Way of Kern County. Our General Manager and Program Director were invited to sit on a professional "Media" panel. They took questions from the audience and discussed their personal journey working in broadcasting and emphasized the many opportunities broadcasting can provide.</p>	<p>6/26/24</p>	<p>General Mgr. Program Dir.</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	1	On Air Talent
2	Non-Employee Referral (Clients, Other Professionals, Walk-ins, Etc)	0	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	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	On Air Talent
5	Lotus Bakersfield Corp – Websites 5100 Commerce Drive Bakersfield, CA 93309CENTRAL Phone (661) 327-9711/Fax (661) 327-0797 <a href="http://www.radiolobo.com">www.radiolobo.com</a> <a href="http://www.elgailto.com">www.elgailto.com</a> <a href="http://www.laley965.com">www.laley965.com</a>	0	On Air Talent
6	Lotus Bakersfield Corp – Community Calendar 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797	0	On Air Talent
7*	California State University, Bakersfield 9001 Stockdale Highway Bakersfield, CA 93311 Contact: Counselors (661) 654-2782 <a href="http://www.csub.edu">www.csub.edu</a>	0	On Air Talent
8	Bakersfield College – Job Placement Office 1801 Panorama Drive Bakersfield, CA 93305 <a href="http://www.bakersfeildcollege.edu">www.bakersfeildcollege.edu</a>	0	On Air Talent
9*	Bakersfield Adult School 501 South Mt Vernon Avenue Bakersfield, CA 93307 Contact: (661) 835-1855	0	On Air Talent
10	Employment Development Department – State of California Cal-Jobs jobs bank 800 Capitol Mall MIC 83 Sacramento, CA 95814 <a href="http://www.caljobs.ca.gov">www.caljobs.ca.gov</a> (Online Input)	0	On Air Talent
11	All Access <a href="http://www.allaccess.com">www.allaccess.com</a>	0	On Air Talent
12	Employers Training Resource 2001 28th Street Suite C Bakersfield, CA 93301 Contact: (661) 336-6893 Email: <a href="mailto:officeadin@kchcc.org">officeadin@kchcc.org</a>	0	On Air Talent
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	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	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 : <a href="mailto:cabrere@co.kern.ca.us">cabrere@co.kern.ca.us</a> / <a href="mailto:evetts@co.kern.ca.us">evetts@co.kern.ca.us</a>	5	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
16*	San Joaquin Valley College 201 New Stine Road Bakersfield, CA 93309 Contact: (661) 834-0126	0	On Air Talent
17*	University of Phoenix 4900 California Avenue Tower A Suite 300 Bakersfield, CA 93309 Contact: (661) 633-0300	0	On Air Talent
18*	Santa Barbara Business College 5300 California Avenue Bakersfield, CA 93309 Contact: (661) 835-1100	0	On Air Talent
19	University of La Verne 1201 24 <sup>th</sup> Street Suite D200 Bakersfield, CA 93301 Contact: (661) 328-1430 <a href="http://www.laverne.com">www.laverne.com</a>	0	On Air Talent
20	Cerro Coso Community College P.O. Box 3204 Lake Isabella, CA 93240 Contact: (760) 379-5501	0	On Air Talent
21	Taft College 29 Emmons Park Drive Taft, CA 93268 Contact (661)-746-5382 <a href="http://www.collegecentral.com/taftcollege">www.collegecentral.com/taftcollege</a>	0	On Air Talent
22	Indeed.com <a href="http://www.indeed.com">www.indeed.com</a>	1	On Air Talent
23	Kern Patriot Partnership 1120 Golden State Ave. Bakersfield, CA 93301 Contact: (661) 868-7300	0	On Air Talent
24	Kern High School District 5801 Sundale Avenue Bakersfield, CA 93309 Contact: (661) 827-3100 <a href="http://www.khsk.k12.ca.us">www.khsk.k12.ca.us</a>	0	On Air Talent
25	Bakersfield College – Career Expo Career Education Department 1801 Panorama Drive Bakersfield, CA 93305 Phone: (661) 395-3582	0	On Air Talent
26	Facebook <a href="http://www.facebook.com">www.facebook.com</a>	0	On Air Talent
27	Dress for Success 1416 17 <sup>th</sup> Street Bakersfield, CA 93301 Contact: (661) 748-1809 Fax: (661) 748-1839	0	On Air Talent
28	California Broadcasters Association – Job Bank 915 “L” Street Suite 1150 Sacramento, CA 95814 Contact: (916) 444-2237 <a href="http://www.yourcba.com">www.yourcba.com</a>	0	On Air Talent
29	Veterans Affairs 1110 Golden State Ave Bakersfield, CA 93301 Phone: (661) 323-8387 Fax: (661) 325-8387	0	On Air Talent
30	Lotus Communications Corporation (Career Page) 3301 Barham Blvd, Suite 200 Los Angeles, CA 90068 Phone: (323) 878-1234 <a href="http://www.lotuscorp.com">www.lotuscorp.com</a>	0	On Air Talent
31	Kern Women’s Business Center 201 New Stine Road Suite 300 Bakersfield, CA 93309 (661) 549-5224 <a href="mailto:kwbcinfo@mcscorp.org">kwbcinfo@mcscorp.org</a>	0	On Air Talent
	TOTAL	7	