

**LOTUS BAKERSFIELD CORP
ANNUAL EEO PUBLIC FILE REPORT
FOR THE PERIOD
AUGUST 1, 2017 – JULY 31, 2018**

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), KCHJ-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, 2017 through July 31, 2018

Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant	Total No. Interviewed from All sources
Sales Assistant	See Attached Recruitment Sources 1-3,5-30	Employee Referral (Source #1)	13
On-Air Personality	See Attached Recruitment Sources 1-30	Lotus Bakersfield Corp – On Air Announcements (Source #4)	36
On-Air Personality	See Attached Recruitment Sources 1-30	Employee Referral (Source #1)	6
Account Executive	See Attached Recruitment Sources 1-3, 5-30	Indeed.com (Source #22)	8
Sales Assistant	See Attached Recruitment Sources 1-3, 5-30	Indeed.com (Source #22)	11
On-Air Personality	See Attached Recruitment Sources 1-30	Employee Referral (Source #1)	7
Total number of persons interviewed during applicable period:			81

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><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.</p>	8/01/17 – 7/31/18	Programming Mgr., Promotions Dir, Operation Mgr., Traffic Mgr., Business Mgr., Regional Sales Mgr., General Sales Mgr., General Mgr.	Lotus Communications Corp
<p><u>Menu 6. - Job Bank Posting:</u> Lotus Bakersfield Corp posts all job vacancies in the CalJOBS job bank which gives immediate notification to the largest pool of job seekers in the state according to the California Employment Development Department. (www.caljobs.ca.gov)</p>	8/01/17 – 7/31/18	Business Mgr. & HR Representative	California Employment Development Division (EDD)
<p><u>Menu 7. – Scholarship Program:</u> 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. How Much: \$500 Scholarships were awarded</p>	1/1/18 - 5/31/18	All Full Time Employees and their Children	Kern County Broadcaster’s Association
<p><u>Menu 14. - Manager’s Training:</u> The Lotus Business Manager’s Conference was held June 18 – 21, 2018. Attendees included Lotus Corporate Chief Financial Office, Controllers, Accounting Personnel and the Business Managers of all Lotus Radio Properties. Items of discussion included EEO Compliance; The Lotus Bakersfield Corp anti-discrimination policy, the continued use of the FCC Outreach Program and inquiries into how to be more effective in the use of the recruitment list which includes women, minority organizations, educational institutions, public and private employment agencies, employee referrals, use of “on-air” job notifications, bulletin board, walk-in’s.</p>	6/18/18 – 6/21/18	Chief Financial Officer, Corporate Controllers, Accounting Personnel and the Business Managers of all Lotus Radio Properties	Lotus Communications Corporation
<p><u>Menu 4. – Career Days:</u> Lotus participated in the McFarland MMS Career & College Day on May 18, 2018. We had our General Sales Manager and our On Air DJ “Kachoria” complete a presentation and answer students questions about the company and different departments within Lotus Bakersfield Corp as well as broadcasting careers in general. They also gave a specific job description of 1 Full Time Sales Assistant Position that was available</p>	5/18/18	General Sales Mgr. & On Air Talent	McFarland Middle School

<p>Menu 1. - Job Fair: Lotus packets and applications were given out at the Fob Fest 2018 at the Taft Historic Fort on Thursday, April 19, 2018. The participants requested job applications and information about Lotus Bakersfield Corp. We had an HR Representative and a Program Director present to answer potential applicant's questions about the company and different departments within Lotus Bakersfield Corp and gave specific job description of 1 Full Time On Air Talent Position we had available.</p>	4/19/18	Program Director & HR Representative	Kern County Department of Human Services
<p>Menu 8. - Job Training: Lotus Bakersfield Corp facilitated the purchase of On Line Radio Advertising Bureau training courses for our Digital Department employee. These courses will help our employees acquire skills that could qualify them for higher level positions. Our Digital Coordinator completed the courses required for the designation of "Certified Digital Marketing Consultant" from the Radio Advertising Bureau.</p>	3/23/18	Digital Coordinator	Radio Advertising Bureau & Lotus Bakersfield Corp
<p>Menu 8. - Job Training: Lotus Bakersfield Corp facilitated the purchase of On Line Radio Advertising Bureau training courses for our Sales Department employees. These courses will help our employees acquire skills that could qualify them for higher level positions. Our Regional Sales Manager completed the courses required for the designation of "Certified Digital Marketing Consultant" from the Radio Advertising Bureau</p>	3/2/18	Regional Sales Mgr.	Radio Advertising Bureau & Lotus Bakersfield Corp
<p>Menu 8. - Job Training: Lotus Bakersfield Corp facilitated the purchase of a National Notary Training course for our Traffic Department Staff. This course will help our employees acquire skills that could qualify them for higher level positions. Our Traffic Manager completed the course and the resulting test to qualify as a Notary Republic as authorized by the California Secretary of State.</p>	2/15/18	Traffic Mgr.	National Notary Association & Lotus Bakersfield Corp
<p>Menu 8. - Job Training: Lotus Bakersfield Corp facilitated the purchase of a National Notary Training course for our Traffic Department Staff. This course will help our employees acquire skills that could qualify them for higher level positions. Our Traffic Assistant completed the course and the resulting test to qualify as a Notary Republic as authorized by the California Secretary of State.</p>	2/15/18	Traffic Asst.	National Notary Association & Lotus Bakersfield Corp
<p>Menu 8. - Job Training: Lotus Bakersfield Corp facilitated the purchase of a National Notary Training course for our Business Manager. This course will help our employees acquire skills that could qualify them for higher level positions. Our Business Manager completed the course and the resulting test to qualify as a Notary Republic as authorized by the California Secretary of State.</p>	2/15/18	Business Mgr.	National Notary Association & Lotus Bakersfield Corp

<p>Menu 14. - Manager's Training: The Lotus Communications Corp. Annual Managers' meeting was held November 12 -16, 2017 in Tucson, Arizona. Part of the corporate agenda was dedicated to our continuing effort to review and provide information and training to ensure equal opportunity and the prevention of discrimination. All station management personnel met with the Chief Compliance Officer. As part of the procedural review 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. In addition, Lotus stations conduct monthly EEO meetings reinforcing their non-discrimination mission statement and provide an opportunity to discuss upcoming and future Outreach programs.</p>	<p>11/12/17 - 11/16/17</p>	<p>General Mgr.</p>	<p>Lotus Communications Corp</p>
<p>Menu 8. - Job Training: Lotus Bakersfield Corp facilitated sending our Regional Sales Manager to Rising Through the Ranks Management Course conducted by the Radio Advertising Bureau. This course is dedicated to the support and advancement of women in radio sales management.</p>	<p>8/16/17 - 8/17/17</p>	<p>Regional Sales Mgr.</p>	<p>Radio Advertising Bureau (RAB), BMI, Mentoring Women in Radio (MIW) and Lotus Bakersfield Corp</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	6 1 1 0 3 3	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
2	Non-Employee Referral (Clients, Other Professionals, Walk-ins, Etc)	0 1 0 1 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
3	Lotus Bakersfield Corp – Bulletin Boards 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
4	Lotus Bakersfield Corp – On Air Announcements 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797	0 1 4 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
5	Lotus Bakersfield Corp – Websites 5100 Commerce Drive Bakersfield, CA 93309CENTRAL Phone (661) 327-9711/Fax (661) 327-0797 www.radiolobo.com www.elgailto.com www.concierto965.com	0 0 1 0 0 1	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
6	Lotus Bakersfield Corp – Community Calendar 5100 Commerce Drive Bakersfield, CA 93309 Phone (661) 327-9711/Fax (661) 327-0797 Office Lobby Bulletin Board	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
7*	California State University, Bakersfield 9001 Stockdale Highway Bakersfield, CA 93311 Contact: Counselors (661) 654-2782 www.csub.edu	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
8	Bakersfield College – Job Placement Office 1801 Panorama Drive Bakersfield, CA 93305 Contact Career Services (661) 395-4550 www.bakersfeildcollege.edu	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
9*	Bakersfield Adult School 501 South Mt Vernon Avenue Bakersfield, CA 93307 Contact Gena Lieske – (661) 835-1855	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality

# Source	Recruitment Source: (With Contact Information)	Total Number Interviewees Provided By Source During Period	Full-time Positions for Which This source was Utilized
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 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
11	All Access www.allaccess.com	0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
12	Employers Training Resource 2001 28th Street Suite C Bakersfield, CA 93301 Contact: Charles West (661) 336-6893 Email: officeadin@kchcc.org	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
13*	UEI College 3737 Rosedale Highway Bakersfield, CA 93309 Contact: Joseph Johnson (661) 427-4310 Fax: (949) 923-6840 Email: johnsonj@uei.edu	1 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
14*	National University 4560 California Avenue Suite 300 Bakersfield, CA 93309 Contact: Job Placement (661) 864-2360 Fax: (661) 864-2368	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
15	Regional Occupational Center 501 South Mt Vernon Avenue Bakersfield, CA 93307 Contact: (661) 831-3327 Fax: (661) 398-8239	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
16*	San Joaquin Valley College 201 New Stine Road Bakersfield, CA 93309 Contact: Shelly McKinsie – (661) 834-0126	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
17*	University of Phoenix 4900 California Avenue Tower A Suite 300 Bakersfield, CA 93309 Contact: (661) 633-0300	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
18*	Santa Barbara Business College 5300 California Avenue Bakersfield, CA 93309 Contact: (661) 835-1100	1 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
19	University of La Verne 1201 24 th Street Suite D200 Bakersfield, CA 93301 Contact: (661) 328-1430 www.laverne.com	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
20	Cerro Coso Community College P.O. Box 3204 Lake Isabella, CA 93240 Contact: (760) 379-5501	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality

# Source	Recruitment Source: (With Contact Information)	Total Number Interviewees Provided By Source During Period	Full-time Positions for Which This source was Utilized
21	Taft College 29 Emmons Park Drive Taft, CA 93268 661-746-5382	0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
22	Indeed.com www.indeed.com	5 33 0 7 8 2	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
23	Kern Patriot Partnership 1120 Golden State Ave. Bakersfield, CA 93301 661-868-7300	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
24	Kern High School District 5801 Sundale Avenue Bakersfield, CA 93309 Contact: (661) 827-3100 www.khsk.k12.ca.us	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
25	Bakersfield College – Job Fair 1801 Panorama Drive Bakersfield, CA 93305 Contact: Denise Crawford – (661) 395-4659 Fax: (661) 395-4774 Email: dcrawfor@bakersfieldcollege.edu	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
26	Facebook Radio Lobo 102.9 FM (KIWI) Concierto 96.5FM (KPSL) Max 92.1 FM (KVMX)	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
27	Dress for Success 1416 17 th Street Bakersfield, CA 93301 Contact: (661) 748-1809 Fax: (661) 748-1839	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
28	California Broadcasters Association – Job Bank 915 “L” Street Suite 1150 Sacramento, CA 95814 Contact: Joe Berry – (916) 444-2237 Email: jberry@yourcba.com www.yourcba.com	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
29	Veterans Affairs 1110 Golden State Ave Bakersfield, CA 93301 Phone: (661) 323-8387 Fax: (661) 325-8387	0 0 0 0 0 0	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
30	JOB FEST – Kern County Job Fair Series Kern County Department of Human Services Contact: Frank Cabrera (Delano) or Shanda Evett (Bakersfield) 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 0 0 0 0 1	Sales Assistant On-Air Personality On-Air Personality Account Executive Sales Assistant On-Air Personality
	TOTAL	81	