

Annual EEO Report

This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KZUL-FM of Lake Havasu City, AZ and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning June 1, 2020 through May 31, 2021.

The FCC's EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer.

Covering the Period from to
Station(s) Comprising Station Employment Unit: KZUL-FM

Section 1: Vacancy Information

Full time positions hired	Filled by recruitment source
Marketing Executive	Facebook
Marketing Executive	Facebook
Production Engineer	Radio Spot
Marketing Executive	Radio Spot
Front Desk	In Station Posting
Compliance and Traffic	In Station Posting
Marketing Executive	Facebook
Marketing Executive	Facebook

Total Number of Persons Interviewed During Applicable Period: 29

Section 2: Recruitment source information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
Facebook	12	4
Station Posting	3	2
Radio Spot	14	2
Craigslist	0	0

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Employment Group

Mad Dog Wireless Supplemental Activities 2020 / 2021

1) Staff Training with Station GM 2020 & 2021 - Weekly

The station GM engages ALL Staff in weekly Training revolving around: sales techniques, Internal and External communication skills, Emerging technologies, demographic shifts. The purpose of the weekly training is to keep the entire staff up to date on trends, competitive situations, changes in protocol, etc. and to develop job skills and encourage promotion within the industry.

2) The After Hours Job Fair - May 27th 2021

We host The After Hours Job Fair. It is specifically held after hours in order to allow for those with Jobs to attend without having to take time off from work. This Job Fair is advertised on Air and via social media. The Fair is held from 5pm - 8pm. In addition to senior staff, ALL employees participate in the interview process. This builds an understanding of our hiring process and builds valuable practical communication experience for the entire staff. It provides opportunities to the greater community to engage in or be informed about careers in broadcasting.

3) Rotary meetings - 2020 & 2021 - Weekly

Dom Dragone, Market Manager, attends Rotary meetings every Wednesday of the month. Dom's primary role in the Rotary group is to educate the other members on Radio and its reach. Radio is utilized to promote community events sponsored or supported by the rotary club. Outreach and community charity is paramount within the rotary group. Due to Covid Protocols and mandatory shutdowns, June events were not held. July through October meetings were bi weekly. Covid-19 caused events to shut down again from November 2020 Through February 2021. Monthly meetings resumed as normal from April 2021 forward.

4) Read & Report 2020 – 2021 – Bi-weekly

Consistently throughout the year, ownership requires group participation and discussion in the reading of different books, articles, movies and or shows promoting transferrable job skills. Each book or program is chosen in order to facilitate growth and understanding of how the subject affects the individual employee's growth and how it relates to the company's goals and initiatives as a whole. The books are read and discussed bi-weekly in a group setting.

5) Peer to Peer Training session – Monthly

Once a Month an employee is to come-up with a job skills training session for the entire company. The employee presents the training on items such as: Internal Processes, Social Media, New Business Trends, Sales Process, New Competition, Industry expertise and More. The employee is assigned the training with a Month's notice and encouraged to choose the topic and way that it is presented on their own.

6) Internship Program – May 4, 2021 – Present

The station hired a local college student (Lauren G.) as an intern. The goal of the program is to develop skills in both on-air and off-air positions in the radio broadcasting industry. The intern shadows station employees and is learning to produce, promote, and run an on-air production.