



GULF - CALIFORNIA BROADCAST COMPANY

Gulf California Broadcast Company Annual EEO Public File Report

The purpose of this EEO Public File Report is to comply 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 the following stations: **KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD** and **KYAV-LD** is required to be placed in the public inspection files of these stations, and posted on the station's website.

The information contained in this report covers the time period beginning **August 1, 2019** to and including **July 31, 2020**.

The FCC's 2002 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 new EEO Rule, which should be separately identified), identified by name, address, contact person and e-mail.
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.
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

**Appendix 1 to
Annual EEO Public File Report**
Covering the period from **August 1, 2019** to **July 31, 2020**

Station(s) Compromising Station Employment Unit:

**KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and
KYAV-LD**

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hiree	Total # of interviewees from all sources for this position
1	ACCOUNT EXECUTIVE #1	REFERRAL- Shawn Abramowitz	3
2	ACCOUNT EXECUTIVE #2	INTERNAL TRANSFER	1
3	WEATHERCASTER/MMJ	KESQ.COM/CAREER CENTER	4
4	NEWS REPORTER	KESQ.COM/CAREER CENTER	4
5	NEWS REPORTER/MMJ	INTERNAL TRANSFER	4
6	PHOTOJOURNALIST	REFERRAL-Blake Arthur	5
7	SENIOR OPERATION MANAGER	INTERNAL TRANSFER	1
8	ACCOUNT EXECUTIVE #3	REFERRAL-Steve Boyer	3
9	BILINGUAL REPORTER/MMJ	KESQ.COM/CAREER CENTER	4
10	INVESTIGATIVE REPORTER	KESQ.COM/CAREER CENTER	4
11	DIGITAL CONTENT DIRECTOR	INTERNAL TRANSFER	3
12	NEWS PRODUCER #1	KESQ.COM/CAREER CENTER	3
13	NEWS PRODUCER #2	KESQ.COM/CAREER CENTER	3
14	NEWS PRODUCER #3	KESQ.COM/CAREER CENTER	4
15	LOCAL SALES MANAGER KUNA	INTERNAL TRANSFER	1
16	AUDIO OPERATOR	KESQ.COM/CAREER CENTER	2
17	NEW PRODUCER #4	KESQ.COM/CAREER CENTER	4

Total number of persons interviewed during Applicable Period 53

.Covering the period from **August 1, 2019** to **July 31, 2020**

Station(s) Compromising Station Employment Unit:

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD

Section 2: Recruitment Source Information

Recruitment Source (name, address, phone, contact person)	Total # of interviewees this source has provided during this period	Position # for which source was used.	Source Requested notification. Yes/No
Internal/Transfer-Gulf California Broadcast Company/NPG 31276 Dunham Way Thousand Palms CA 92276	5	2,5,7,15,16	No
KESQ.Com/Career Center hr@kesq.com	37	1,1,3,3,4,4,4,4,5,5, 5,6,6,8,9,9,9,10, 10,11,11,12,12,12, 13,13,13,14,14,14, 14,16,17,17,17,17	No
Valley Wide Job Expo desertjobexpo.com 46-350 Arabia St. Indio CA 92201 Cindy Davis			No
TV Jobs Employment www.tvjobs.com			No
National Association of Broadcasters 1771 N. Street NW Washington DC 20036 www.nab@nab.org			No
NPGCO.com 825 Edmond St. St. Joseph, MO 60601 www.maryann.felts@npgco.com			No
Craigslist Craigslist.org/job posting			No
Spots N Dots www.spotndots.com			No
National Association of Hispanic Journalists kolivas@nahj.org			No

College Of The Desert-Job Board 43-500 Monterey Ave. Palm Desert CA 92260			No
Referrals Gulf California Broadcast CO.	8	1,3,6,6,6,8,10,11	No
Walk In-Call In-Unsolicited Applicants 31276 Dunham Way Thousand Palms CA 92276			No
Linkedin.com			No
Frank M. Magid Consultants 1Research Center Marion IA 52302	1	10	No
Medialine medialine.com			No
Missouri/Arizona University Recruiting Events Columbia MO 65211			No
EEO Mailing list #1,2 and 3 Gulf California Broadcast 31276 Dunham Way Thousand Palms Ca 92276			No
Face Book	1	8	No
Rehires-Gulf California Broadcast Company			No
ABC-News Los Angeles	1	3	No



**GULF - CALIFORNIA
BROADCAST COMPANY**

Supplemental Outreach Initiatives

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

#5

Type of activity listed under Outreach Initiative worksheet: #5 Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date of station participation: Fall/Spring-2019-2020

Participating employees: Tim Kiley - Assistant News Director, Rebecca Johnson -News and Kent Kay-Creative Services/Promotions Director.

Host/Sponsor of activity: Gulf California broadcast Company News Department and Creative Services/ Promotions Department.

Brief description of activity and station participation: The News and Creative Services/Promotion departments have actively recruited interns from Colleges and High Schools by using our Local Website, KESQ.com/Career Site, Corporate Website and Recruitment Notices. This year we had Interns, Luis Lua, Aunnica Torres, Celine De La Loza, Kailey Diaz, Lesley Chavez and Madison Morgan.

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

#16

Type of activity listed under Outreach Initiative worksheet: #16 Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Date of station participation: 1/15/20

Participating employees: Timothy Kiley and Kent Kay

Host/Sponsor of activity: Tour for Cathedral City High School, Junior and Senior students.

Brief description of activity and station participation:

Kent and Tim mentored at the high school's Design Academy and would meet with the students on a monthly basis. The mentees also toured Gulf California Broadcast Studios to see where they work and interviewed them on camera for a video they were working on about the mentorship program.

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

#10

Type of activity listed under Outreach Initiative worksheet: Participate in at least four events or programs, sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: February 3, 2020 Christopher Flicker Chief Photographer

Director Host/Sponsor of activity: Mt. Vista Elementary School

Brief description of activity and station participation:

Christopher spoke to Lucy Maloney's 4th grade class from Mt. Vista Elementary school in the valley. He spoke with them about Photography and Weather in the area. They made cards for our Weather team at KESQ and KUNA. He also filmed the class.

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD

#1

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

Type of activity listed under Outreach Initiative worksheet: #1 Participate in at least one job fair by station personnel who have substantial responsibility in making hiring decisions.

Date of station participation: September 12th 2019

Participating employees: Mohab Suliman, Becky Johnson, Shawn Abramowitz, Kent Kay, Sergio Gutierrez and Jeff Stahl, Catherine Ferguson and John Hefner.

Host/Sponsor of activity: 24th Valley Wide Employment Expo.-Fantasy Springs Convention Center

Brief description of activity and station participation: September 12th 2019-For the past 24 years, Riverside County has provided businesses an opportunity to network and recruit qualified people for their hiring needs. They provide job seekers with an excellent opportunity to meet and apply with local employers. They are a Veteran friendly Expo and especially welcome Veteran job seekers and employers. Gulf California was one of the main Sponsors of the event and provided broadcast airtime.

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

#10

Type of activity listed under Outreach Initiative worksheet: Participate in at least four events or programs, sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: NPG 2020 College Recruiting Trip- 4/03/20

Participating employees: Michael Fabac Corp News Director and Laura Clark VP of Human Resources

Director Host/Sponsor of activity: UNIVERISTY OF ARIZONA

Brief description of activity and station participation:

NPG our Corporate Office has identified a list of potential candidates from this year's Zoom interviews. ARIZONA had their students working and learning remotely. NPG was very transparent about the current hiring freeze-and the students were also hearing similar messages from other companies. We will be reaching out to those in whom we are interested in and keep them updated on our hiring process. In the past all interviews were conducted with the students on campus. This year the Zoom meetings were also very effective.

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

#10

Type of activity listed under Outreach Initiative worksheet: Participate in at least four events or programs, sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: FRESH FACES 2020 VIDEO PROFILE

Director Host/Sponsor of activity: MAGID

Brief description of activity and station participation:

Magid Talent Services is pleased to profile more than 100 upcoming graduates pursuing work in local media. Their campaign was called Fresh Faces 2020, which profiled local talent by position, name and video. These talents were all available for hire.

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

#10

Type of activity listed under Outreach Initiative worksheet: Participate in at least four events or programs, sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: 12/2/2019

Participating employees: Christopher Tarpening-Senior Photographer

Director Host/Sponsor of activity: AFTRA NEWS CAMP

In December Christopher mentored at the AFTRA News Camp in Malibu giving the young college students that wanted to be in the field of Journalism the opportunity to learn. Christopher was the Camera Man and Editor for one of the News Teams. This year he also had the opportunity to mentor the Spanish Speaking Journalists. Even though there were language barriers, they learned from each other and had a great time.

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

#10

Type of activity listed under Outreach Initiative worksheet: Participate in at least four events or programs, sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: NPG 2020 College Recruiting - **Participating employees:** Michael Fabac Corp News Director and Laura Clark VP of Human Resources

Director Host/Sponsor of activity: University of Missouri

Brief description of activity and station participation:

NPG our Corporate Office has identified a list of potential candidates from this year's Zoom interviews. Mizzou had their students working and learning remotely. We were very transparent about our current hiring freeze-and the students are hearing similar messages from other companies. We will be reaching out to those in whom we are interested in and keep them updated on our hiring process. In the past all interviews were conducted with the students on campus. This year the Zoom meetings were also very effective.