

Gold Coast Radio, LLC - EEO Program Report

Narrative Statement

As reflected in the attached 2020* and 2021 EEO Public File Reports, Stations KMLA and KMLM-FM (the "Stations") have had three full-time job openings during the past two - year period under review for which efforts were made to disseminate information about the new openings. Moreover, in addition, the Stations have, during the past two years, been engaged in a number of recruitment initiatives to better educate the public about careers in broadcasting and to improve the skills of the Stations' staff. Such initiatives have included outreach efforts to encourage visitors to tour the Stations and to apply for job openings and to encourage local school students to intern at the Stations - both efforts hampered by recent Pandemic restrictions. In addition, such initiatives have included the regular airing of a substantial number of spots inviting applications for Station positions. Also, the Stations' Business Department, Traffic Department and Sales staff attended a Marketron traffic training webinar on "The Future of Radio", the Sales Manager and Sales staff attended Marketron webinars on "Learning Digital Sales" and "Mobile Sales Strategy" and the Stations' Sales and Promotions staff attended webinar training with So-Cast on website building – all as part of on-going training programs to improve staff job skills. Finally, in working with and educating the local community, the Stations' Promotions Director and staff attended the Isbell Middle School COVID-19 - controlled graduation to advise students about careers in radio broadcasting.

*In reviewing the original-posted 2019-2020 EEO Public File Report in preparation of the Stations' renewal materials, it was determined that several outreach initiatives had been inadvertently omitted from the original Report's "Activity Log", but which have since been added to the Revised Report uploaded to the Stations' online public files.