



Annual EEO Public File Report 2021

The purpose of this EEO Public File Report ("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 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 and is required to be placed in the public inspection files of these stations, and posted on their web sites (as applicable).

The information contained in this Report covers the time period beginning [August 1, 2020](#) to and including [July 31, 2021](#) (the "Applicable Period").

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 comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment resource(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 successful candidate 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.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed in Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the successful candidate started the job. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone, over video conference or by e-mail.

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Appendix 1

Covering the Period from [August 1, 2020](#) to [July 31, 2021](#)

Stations Comprising 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 & Date	Recruitment Source of Successful Candidate	Total Number of Interviewees from All Sources for This Position
1	Audio Operator 01/20/2021	KESQ.com	3
2	Account Executive 03/10/2021	KESQ.com	5
3	Producer 05/03/2021	Arizona State University Outreach Interviews	5
4	Editor 06/01/2021	Internal Promotion	3
5	Anchor/MMJ 06/07/2021	University of Missouri Outreach Interviews	4
6	MMJ 06/07/2021	Inter Company Transfer	5
7	Radio Disc Jockey 06/10/2021	Employee Referral	3
8	Weather Anchor/MMJ 06/21/2021	MAGID Research	5
9	Account Executive 06/28/2021	KESQ.com	5
10	Anchor/MMJ 07/13/2021	Employee Referral	8

Total Number of Persons Interviewed During Applicable Period: 46

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Appendix 2

Covering the Period from [August 1, 2020](#) to [July 31, 2021](#)

Stations Comprising 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, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Source Requested Job Vacancy Notifications (Yes/No)	Full-time Positions for Which This Source Was Utilized
A	Internal Candidates 31276 Dunham Way Thousand Palms, CA 92276	1	No	4.
B	TVJOBS.COM Broadcast Employment Services PO BOX 4116 Oceanside, CA 92052 (760) 754-8177 admin@tjjobs.com	0	No	3, 4, 5, 6, 7, 8, 9, 10.
C	KESQ.com / NPGCO.com / KUNA.com 31276 Dunham Way Thousand Palms, CA 92276	27	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10.
D	Medialine.com P.O. Box 51909, Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	0	No	3, 4, 5, 6, 7, 8, 9, 10.
E	Handshake.com App Academy/Arizona State U/Azusa Pacific U/Biola U/CA Baptist U/CA College of the Arts/CA Institute of Technology-CalTech/CA Polytechnic State U-SLO&Pomona/CA State U-Bakersfield/CA State U-Chico/Cal State LA/CA State U-Dominguez Hills/CA State U-East Bay/CA State U-Sacramento/CA State U-San Bernardino/CA State U-San Marcos/CA State U-Stanislaus/Centre College/Chapman U/Claremont Consortium/Claremont Graduate U/Claremont McKenna College/Coastline College/Concordia U-Irvine/Contra Costa College/CSU Fullerton/De Anza College/Diablo Valley College/Dominican U of CA/Foothill College/Harvey Mudd College/Holy Names U/Hope International U/Humboldt State U/Kansas State U/Keck Graduate Institute/La Sierra U/Lambda School/Las Positas College/Life Pacific U/Los Medanos College/Los Rios Community College/Lyola Marymount U/Menlo College/Mills College/Missouri State U/Missouri U of Science & Tech/Missouri Western State U/Mount Saint Mary's U-LA/Occidental College/Ohlone College/Pacific Union College/Park U/Pepperdine U/Pitzer College/Point Loma Nazarene U/Pomona College/Saint Mary's College of CA/San Diego State U/San Francisco State U/San Jose State U/Santa Clara U/Scripps College/Soka U of America/Sonoma State U/Southwestern College/Stanford U/The Master's U/U of CA-Berkeley/U of CA-Davis/U of CA-San Diego/U of CA-Irvine/U of CA-LA/U of CA-Riverside/U of CA-SB/U of CA-Santa Cruz/U of CA-Merced/U of Central Missouri/U of La Verne/U of Missouri-Columbia/U of Missouri-Kansas City/U of Redlands/U of San Diego/U of San Francisco/U of So CA/U of the Pacific/Vanguard U of So	1	No	4, 6, 7, 9.

	CA/Westmont College/Whittier College/Woodbury U			
G	California Lutheran University 60 West Olsen Road, Thousand Oaks, CA, 91360-2787 (805) 493-3135 www.callutheran.edu/career_services	0	No	3, 4, 5, 6, 7, 8, 9, 10.
H	Frank N. Magid & Assoc., INC. One Research Center, Marion, Iowa 52302 (319)377-7345	2	No	8, 10.
K	Indeed.com (Paid Source) 1800-462-5842	0	No	4, 6, 7, 9.
L	California Broadcasters Association (YourCBA.com) 915 L Street, Ste 1150 Sacramento, CA 95814 (916)444-2237	0	No	3, 4, 5, 6, 7, 8, 9, 10.
O	Arizona State University Outreach Interviews 1151 South Forest Avenue Tempe, AZ 85281	1	No	3.
P	University of Missouri Outreach Interviews Columbia, MO 65211	2	No	5, 8.
Q	Syracuse University Outreach Interviews 900 South Crouse Avenue Syracuse, NY 13244 1-315-443-1870	1	No	6.
R	Word of Mouth/Employee Referral	5	No	1, 3, 7, 8, 10.
S	Walk In/Call In	3	No	7, 10.
T	Agent Referral	1	No	10
U	Rehire	0	No	0
V	Linked In (LinkedIn.com)	2	No	5, 6.

STATEMENT OF EEO POLICY

Gulf California Broadcast Company, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at its stations. We seek the help of local organizations in referring qualified applicants to our stations. Organizations that wish to receive vacancy information for KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD should contact the Human Resources Coordinator, by calling (805) 882-3976 or by writing to FCC EEO Officer, Gulf California Broadcast Company, 31276 Dunham Way, Thousand Palms, CA 92276.

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Appendix 3

Covering the Period from [August 1, 2020](#) to [July 31, 2021](#)

Station Comprising Station Employment Unit: KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD.

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD.

Statement of EEO Policy

Gulf California Broadcast Company believes in equal employment opportunities for all, regardless of race, color, religion, sex, national origin, age, disability or any other legally protected classification.

The Company's policy is to hire and promote the most qualified applicants and to comply with all federal, state and local equal employment opportunity laws.

This policy governs employment and all the company's terms and conditions of employment, including, but not limited to, policies and practices affecting recruitment, recruitment advertising, hiring, promotion, demotion, transfers, reclassification, and selection for training, compensation, benefits, company-sponsored educational programs and any other aspect of employment.

1. Internship Programs: (#5)

Gulf California Broadcast Company has always been involved in helping members of the community achieve their educational goals. GCBC implemented a paid 12-week summer internship program budgeting for one intern in the news department and one in the sales department. Due to the COVID-19 Pandemic and remote work conditions, the company felt it was best to postpone our paid internships for the summer of 2020 and the summer of 2021 or until such a time when we felt it was safer to bring more employees back into the physical work location. Our former interns have had great success in being hired to full-time positions throughout our stations and other stations around the country. We expect that to be the case again in the future. Like with all potential hires, they must go through the usual EEO wide recruiting procedures. However, despite remote working conditions we were still able to accommodate our unpaid internship partnership with College of the Desert. In the Summer of 2020, we hosted two unpaid interns via remote work. In the fall of 2020, we hosted two more. And in the spring of 2021, and again in the summer of 2021 we hosted 2 each season. These interns work with our production team and they participate for college credit.

2. EEO Training: (#14)

Equal Employment Opportunity Meetings are held on a continual basis as needed for current education to department heads as to their role and responsibilities in the EEO process. We ensure that all department heads are fully educated on their reporting documentation and have regular discussions ensuring that all departments are hiring in a non-discriminatory fashion. As part of the weekly Department Head meeting these issues are documented when discussed in the minutes which are kept in the business office's EEO file.

In March 2021, Micah Stark, Director of Operations, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting,

outreach and record keeping.

In March 2021, Sonia Montano, Director of Traffic Operations, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

3. Description of Supplemental Outreach Initiatives: (Job Fairs#1, Community Groups #4, Educational Institutions #10)

On September 23rd of 2020, Kent Kay, Director of Creative Services, participated in a virtual job fair hosted by College of the Desert. As a representative of the company, he was able to engage with students, share internship and job opportunities available, and answer students questions on educational requirements and career paths in the field.

On September 23rd of 2020, Becky Johnson, Creative Services Producer, spoke at College of the Desert. She spoke to students about education and career paths leading to jobs in the broadcast production industry.

On October 15th of 2020, Kent Kay, Director of Creative Services, participated in a virtual employment expo hosted by the Riverside County Coachella Valley organization. He interacted with a variety of students and adult job seekers in the area. He spoke about career paths in our field and job opportunities currently available.

In March 2021, Senior Level Corporate Management Team Members took part in college outreach interviews at Arizona State University, Syracuse University and University of Missouri. In total, they interviewed 56 students and sent notes and resumes for all out to all hiring managers at Gulf California Broadcast and other locations in California and across the U.S. Two of the students interviewed were eventually hired at Gulf California Broadcast Company.

Throughout the period, Catherine Considine, Account Executive, served as a mentor for Big Brothers Big Sisters. She mentors children as well as attends all events benefitting the organization. As such, she is able to be an ambassador for our stations in this community. She engages in regular conversation about educational pathways and career opportunities in broadcast television sales and positions.

Throughout the period, Kent Kay, Director of Creative Services, mentored students and interns on broadcasting production skills and techniques. He also critiqued work and tapes presented by students and interns working toward a career in broadcast television.

Throughout the period, Becky Johnson, Creative Services Producer, mentored students and interns on broadcasting production skills and techniques. She also critiqued work and tapes presented by students and interns working toward a career in broadcast television.

4. California Broadcasters Association Participation:

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM, KCWQ-LD, KPSP-CD and KYAV-LD is a member of the California Broadcasters Association and regularly receives guidance and updates from the Association in regards to changes and updates in FCC and EEO guidance's.