



## **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, 2018** to and including **July 31, 2019**.

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, 2018 to July 31, 2019**

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

	<b>Full-time Positions Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>	<b>Total # of interviewees from all sources for this position</b>
1	<b>News Producer #1</b>	<b>Referral</b>	<b>4</b>
2	<b>Anchor/Reporter-MMJ</b>	<b>TV Jobs</b>	<b>5</b>
3	<b>Local Sales Manager #1</b>	<b>Internal</b>	<b>7</b>
4	<b>Local Sales Manager #2</b>	<b>Referral-</b>	<b>5</b>
5	<b>Anchor/MMJ</b>	<b>KESQ.Com/Career Center</b>	<b>4</b>
6	<b>Audio Operator-PT</b>	<b>Rehired</b>	<b>1</b>
7	<b>News Producer #2</b>	<b>Referral-KABC</b>	<b>3</b>
8	<b>News Producer #3</b>	<b>Facebook-Cal State Fullerton</b>	<b>3</b>
9	<b>Account Executive #1</b>	<b>Referral-Glenn Capeloto</b>	<b>4</b>
10	<b>Account Executive #2</b>	<b>Valley Wide Job Expo</b>	<b>5</b>
11	<b>Account Executive #3</b>	<b>Internal</b>	<b>3</b>
12	<b>Account Executive #4</b>	<b>KESQ.COM/Career Center</b>	<b>5</b>
13	<b>Audio Operator-PT</b>	<b>KESQ.COM/Career Center</b>	<b>3</b>
14	<b>Video Editor-PT</b>	<b>Linked in</b>	<b>4</b>
15	<b>Account Executive #5</b>	<b>Referral/Joyce White</b>	<b>4</b>
16	<b>Account Executive #6</b>	<b>KESQ.COM/Career Center</b>	<b>3</b>
17	<b>Account Executive #7</b>	<b>Referral</b>	<b>4</b>
18	<b>News Editor-PT</b>	<b>KESQ.COM/Career Center</b>	<b>3</b>
19	<b>Account Executive #8</b>	<b>Referral</b>	<b>3</b>

20	<b>News Editor-FT</b>	<b>Internal</b>	<b>1</b>
21	<b>Anchor/MMJ</b>	<b>Internal-Transfer</b>	<b>3</b>
22	<b>Audio Operator-PT</b>	<b>Rehire</b>	<b>1</b>
23	Paid Sales Intern	<b>Referral/Kent Kay</b>	<b>2</b>
24	Paid News Intern	<b>KESQ.COM/Career Center</b>	<b>4</b>
25	<b>News Producer</b>	<b>Referral/Tim Kiley</b>	<b>4</b>
26	News/Weather/Sports/ MMJ	<b>KESQ.COM/Career Center</b>	<b>2</b>
27	Traffic Coordinator	<b>Internal</b>	<b>2</b>
28	Local Sales Coordinator	Referral	<b>3</b>
29	Account Executive #9	<b>KESQ.COM/Career Center</b>	<b>3</b>

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

Section 1: Vacancy Information

	<b>Full-time Positions Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>	<b>Total # of interviewees from all sources for this position</b>
30	<b>Promotion Producer</b>	<b>Facebook</b>	<b>11</b>

Covering the period from **August 1, 2018** to **July 31, 2019**

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

<b>Recruitment Source (name, address, phone, contact person)</b>	<b>Total # of interviewees this source has provided during this period</b>	<b>Position # for which source was used.</b>	<b>Source Requested notification.  Yes/No</b>
<b>Internal/Transfer-Gulf California Broadcast Company/ NPG 31276 Dunham Way Thousand Palms CA 92276</b>	18	1,3,3,3,3,3,4,4,4,4, 4,11,15,19,20,21,2 7,30	No

<b>KESQ.Com/Career Center</b> <a href="mailto:hr@kesq.com">hr@kesq.com</a>	59	1,2,2,2,5,5,5,5,7,7, 8,8,9,9,9,10,10,10, 10,11,11,12,12,12, 12,12,13,13,14,14, 14,15,16,16,16,17, 17,17,18,18,18,19, 21,21,23,24,24,24, 24,25,25,26,27,28, 28,29,29,29,30	No
<b>Valley Wide Job Expo</b> desertjobexpo.com 46-350 Arabia St. Indio CA 92201 Cindy Davis	1	10	No
<b>TV Jobs Employment</b> <a href="http://www.tvjobs.com">www.tvjobs.com</a>	2	2,2	No
<b>National Association of Broadcasters</b> 1771 N. Street NW Washington DC 20036 <a href="mailto:www.nab@nab.org">www.nab@nab.org</a>			No
<b>NPGCO.com</b> 825 Edmond St. St. Joseph, MO 60601 <a href="mailto:www.maryann.felts@npgco.com">www.maryann.felts@npgco.com</a>			No
<b>Craigslist</b> Craigslist.org/job posting			No
<b>Spots N Dots</b> <a href="http://www.spotndots.com">www.spotndots.com</a>			No
<b>California Broadcasters Association</b> <a href="http://www.yourcba.com">www.yourcba.com</a> <a href="mailto:Jobposters@yourcba.com">Jobposters@yourcba.com</a>			No
<b>Riverside Community College</b> 4800 Magnolia Riverside CA 92506-2725 <a href="http://www.rec.edu">www.rec.edu</a>			No
<b>National Association of Hispanic Journalists</b> <a href="mailto:kolivas@nahj.org">kolivas@nahj.org</a>			No

<b>Career Builders</b> <a href="http://careerbuilders.com">careerbuilders.com</a>			No
<b>College Of The Desert-Job Board</b> 43-500 Monterey Ave. Palm Desert CA 92260			No
<b>Referrals</b> Gulf California Broadcast CO.	16	1,3,3,7,9,15,15,17,19,23,25,25.26,28,30,30,	No
<b>Gulf California Recruiting Video</b> 31276 Dunham way Thousand Palms CA 92276 Riverside County			No
<b>Art Institute of America</b> <a href="http://artinstitute.com">artinstitute.com</a>			No
<b>Well DunneTalent</b> <a href="mailto:kate@welldunne.com">mailto:kate@welldunne.com</a>			No
<b>Walk In-Call In-Unsolicited Applicants</b> 31276 Dunham Way Thousand Palms CA 92276			No
<b>Linkedin.com</b>	3	1,13,14	No
<b>Frank M. Magid Consultants</b> 1Research Center Marion IA 52302			No
<b>Medialine</b> <a href="http://medialine.com">medialine.com</a>			No
<b>Missouri/Arizona University Recruiting Events</b> Columbia MO 65211			No
<b>EEO Mailing list #1,2 and 3</b> Gulf California Broadcast 31276 Dunham Way Thousand Palms Ca 92276			No
<b>Face Book</b>	7	8,30,30,30,30,30,30	No
<b>Journalism Workshop</b> Palm Springs CA			No
<b>Rehires-Gulf California Broadcast Company</b>	2	6,22	No

<b>Instagram</b>	1	30	No
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**GULF - CALIFORNIA  
BROADCAST COMPANY**

# **Supplemental Outreach Initiatives**



**KESQ, KDFX, KCWQ, KUNA FM, KUNA AM KPSP  
KYAN**

## **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:** August 15, 2018

**Participating employees:** Timothy Kiley

**Host/Sponsor of activity:** KESQ TV/Aria Senior Living in Palm Desert

**Brief description of activity and station participation:**

On August 15, 2018 Tim Kiley gave a tour of the station to 10 senior residents from Aria Senior Living in Palm Desert. They learned about how News works and what it takes to put a Newscast on the air. They talked a lot about editorial decisions and how the media decides what to cover.

**KESQ, KUNA TV, KDFX, KCWQ, KUNA FM, KUNA AM, KPSP AND KY AV**

**#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 20<sup>th</sup> 2018

**Participating employees:** Mohab Suliman, Rebecca Johnson, Shawn Abramowitz, Kent Kay, Sergio Gutierrez and Jeff Stahl, Catherine Ferguson.

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

**Brief description of activity and station participation:** September 20<sup>th</sup> 2018-For the past 23 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, KDFX, KCWQ, KUNA FM, KUNA AM KPSP KYAN**

# OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

#4

**Type of activity listed under Outreach Initiative worksheet:**

Participation in at least four events sponsored by organization representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

**Date of station participation:** September 20th, 2018

**Participating employees:** Haley Clawson-Chief Weathercaster

**Host/Sponsor of activity:** Valle Del Sol School 51-433 Education Way, Coachella CA 92236 / David Budai-teacher and his sixth grade class

**Brief description of activity and station participation:** Demonstrated two science experiments to explain temperature and density. Answered any questions the students had about weather or the news industry.

# KESQ, KDFX, KCWQ, KUNA FM, KUNA AM, KPSP AND KYAV

## 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:** October 10, 2018

**Participating employees:** Timothy Kiley-Assistant News Director

**Host/Sponsor of activity:** Etiwanda High School, 13500 Victoria Street, Rancho Cucamonga CA 91739

### **Brief description of activity and station participation:**

On October 10th 2018, Tim Kiley went and spoke to 90 students at Etiwanda High School in Rancho Cucamonga. This was for a Career day that the school was holding. Tim spoke to 3 groups of 30 kids for 45 minutes each session. They talked about choosing Journalism as a career path and what skills and schooling is needed to make that happen. Tim showed examples of his work and shared his passion for the industry.

**KESQ, KDFX, KCWQ, KUNA FM, KUNA AM KPSP KYAN**

## **OUTREACH INITIATIVE RECORD KEEPING WORKSHEET**

**#4**

**Type of activity listed under Outreach Initiative worksheet:**

Participation in at least four events sponsored by organization representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

**Date of station participation:** October 17<sup>th</sup> 2018

**Participating employees:** Haley Clawson-Chief Weathercaster

**Host/Sponsor of activity:** St. Theresa's School in Palm Springs. 2800 E. Ramon Road, Palm Springs CA 92264.

**Brief description of activity and station participation:** Gave a presentation to grades K-8<sup>th</sup> as well as answered any questions the students had about weather or the news industry.

**KESQ, KDFX, KCWQ, KUNA FM, KUNA AM KPSP KYAN**

## **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: October 17, 2018**

**Participating employees: Timothy Kiley**

**Host/Sponsor of activity: KESQ TV/Desert Hot Springs High School**

**Brief description of activity and station participation:**

On October 17<sup>th</sup> Tim Kiley gave a tour to 15 students from Desert Hot Springs High School. They were a part of the Media Arts Pathway program. They talked about the many different kinds of jobs in News and what skills and background was needed for each. They toured the station and got to see behind the scenes during a Newscast. The students are starting to put on their own weekly Newscast and wanted to learn about workflow and technology.

**KESQ, KDFX, KCWQ, KUNA FM, KUNA AM KPSP  
KYAN**

## **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:** November 2, 2018

**Participating employees:** Timothy Kiley

**Host/Sponsor of activity:** KESQ TV/Girl Scouts of America

**Brief description of activity and station participation:**

Girl Scouts from Sacred Heart School toured KESQ TV Studios. Each of the students learned about how a broadcast signal leaves our station and arrives in people's homes. They learned about how our anchors prepare and deliver the news.

**KESQ, KDFX, KCWQ, KUNA FM, KUNA AM KPSP  
KYAN**

## **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:** December 17 & 18, 2018

**Participating employees:** Timothy Kiley-Assistant News Director

**Host/Sponsor of activity:** KESQ TV/Two Bunch Palms Elementary School

**Brief description of activity and station participation:**

Tim Kiley gave a tour to first grade students from Two Palms Elementary school on December 17 and 18<sup>th</sup> 2018. A total of six classes and 80 students came through over the two day tour. They talked about all the jobs involved in putting the newscast on the air. The student were able to see the newsroom, the studio and the control room during an on air news broadcast.



**KESQ, KUNA TV, KDFX, KCWQ, KUNA FM, KUNA AM, KPSP AND KY AV**

**#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:** March 26, 2019

**Participating employees:** Catherine Ferguson, Mohab Suliman

**Host/Sponsor of activity:** College Of The Desert, 43-500 Monterey Avenue, Palm Desert CA 92260

**Brief description of activity and station participation:**

**Gulf California Broadcast Company participated in the College of the Desert's Job & Internship fair as a sponsor helping to give back to the community by providing information to train the next generation. In sponsoring such an event we hope to support the mission of the college of the Desert to provide educational enrichment, economic development and quality of life in the Coachella Valley and surrounding communities.**

# KESQ, KDFX, KCWQ, KUNA FM, KUNA AM, KPSP AND KYAV

## 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:** ASU Recruiting Trip 3/27-3/29/19

**Participating employees:** Rebecca Johnson-News Director

**Director Host/Sponsor of activity:** Arizona State University

### **Brief description of activity and station participation:**

On March 27-March 29, Rebecca attending a recruiting trip for NPG at Arizona State University. Our NPG recruiting team consisted of several leaders from the corporate and station level, as well as a recent graduate of ASU who is a current employee. We met with a group of students who are graduating this year. We shared information about our company and open positions. Rebecca also learned about their aspirations and experience. For many other students, she reviewed their worked and offered constructive feedback.

**KESQ, KDFX, KCWQ, KUNA FM, KUNA AM KPSP  
KYAN**

## **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:** April 1-3, 2019

**Participating employees:** Timothy Kiley Assistant News Director

**Host/Sponsor of activity:** KESQ TV-in conjunction with Cal State Fullerton

**Brief description of activity and station participation:**

4/1/19- Kevin Garcia shadowed our Reporter throughout the day.

4/2/19- Gunner Teixeira shadowed our News Editor throughout the day.

4/3/19- Alexie Aguayo shadowed a News Producer and Reporter the day.

**KESQ, KDFX, KCWQ, KUNA FM, KUNA AM, KPSP AND  
KYAV**

## **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 2019 College Recruiting Trip- 4/10/19

**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 campus recruiting trips! They visited with students from University of Missouri. We all received notes on each candidate and names of the interviewees to reach out to. They recruited for all locations in the NPG Network.

# KESQ, KDFX, KCWQ, KUNA FM, KUNA AM, KPSP AND KYAV

#5

## OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

**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:** Summer 2018-2019

**Participating employees:** Tim Kiley - Assistant News Director, Rebecca Johnson - News Director, Chip Shenkan - Sales Manager and Catherine Ferguson.

**Host/Sponsor of activity:** Gulf California Broadcast Company - News and Sales Department.

**Brief description of activity and station participation:** We established a paid internship program for the summer, 4 years ago. We had one paid intern in Sales and one in News. The Gulf California Broadcast Company sales internship is open to currently enrolled college/university juniors, senior and graduate students. The intern must be currently enrolled in communications, Marketing, Broadcast Sales, English, A Professional Sales program, or related field. The News intern candidate must be currently enrolled in, or recently graduated from a program for Journalism, Broadcasting, English or a related field.

# KESQ, KUNA TV, KDFX, KCWQ, KUNA FM, KUNA AM, KPSP AND KYAV

#5

## OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

**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-2018-2019

**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.