

**LOTUS BAKERSFIELD CORPORATION  
ANNUAL EEO PUBLIC FILE  
REPORT  
FOR THE PERIOD  
1 AUGUST, 2009 – JULY 31, 2010**

This Equal Employment Opportunity (EEO) Public File Report is filed in compliance 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 radio stations KWAC 1490 AM (Bakersfield), KIWI 102.9 FM (Bakersfield), KCHJ 1010 AM (Delano) and KPSL 92.1 FM (McKittrick), generally known as The Spanish Radio Group.

**EEO Policy**

Lotus Bakersfield Corporation, an *equal opportunity employer*, is dedicated to providing broad outreach regarding job vacancies and to ensuring equal opportunity in employment and non-discrimination in all of its policies and practices, including the area of employment. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

Recruitment sources used are identified by number and listed with contact information.

**Full-time job vacancies filled during Reporting Period  
1 August, 2009 - July 31, 2010:**

Position	Recruitment Sources Used [Nos. refer to master source list below]	Recruitment Source for Successful Applicant	Total No. Interviewed from All Sources
Board Operator	Recruitment Sources 1-3, 6-21, 23-42	Source [1]: Employee Referral	3
Promotions Director	Recruitment Sources 1-2, 6-42	Source [2]: Non-Employee Referral	4
Receptionist	Recruitment Sources 1, 3, 6-21, 23-42	Source [1]: Employee Referral	1
Account Executive	Recruitment Sources 2-3, 6-21, 23-42	Source [2]: Non-Employee Referral	1
Account Executive	Recruitment Sources 2-3, 6-21, 23-42	Source [2]: Non-Employee Referral	3
Sales Assistant	Recruitment Sources 1, 3, 6-21, 23-42	Source [1]: Employee Referral	1

Total number of persons interviewed this period: 13

## Supplemental Recruitment Activities

In addition to direct job vacancy announcements and hiring procedures, we complied with the initiative outlined in the 2002 EEO Rule Sec. 73.2080 [c] [2] regarding supplemental recruitment activity. For this reporting period, we participated in or conducted the following:

Activity	Date	Staff Participants	Sponsor/Initiator
<p><u>Media trade group Job Bank listing</u> (membership includes substantial participation of women and minorities): Posted job vacancies in the Southern California Broadcast Association's "Job Alert" bulletin (also online); updated biweekly. [Suppl. Option 12]</p>	<p>Continuous [as vacancies open]</p>	<p>EEO Coord.</p>	<p>Southern California Broadcasters Assoc.</p>
<p><u>EEO Training:</u> Managers attended a 9-hour seminar, Subject: "Communication." Session included DISC personality profile, conflict/resolution approaches with personality types, listening exercises and identifying effective communication patterns. Seminar was conducted by Robin Paggi, SPHR Certified. [Suppl. Option 14]</p>	<p>Aug. 28-29, 2009</p>	<p>General Manager, 2 Program Directors, Promotions Director, 7 Account Executives, and EEO Coordinator</p>	<p>Lotus Bakersfield Corp; Cambria</p>
<p><u>EEO Training:</u> Managers attended a 1-hour seminar, Subject: "Progressive Discipline" Session included discussion of what progressive discipline is, internal recommendations, procedures and investigations. Training was conducted by Shana Doty, PHR Certified. [Suppl. Option 14]</p>	<p>Oct. 13, 2009</p>	<p>Business Manager, General Sales Manager, 3 Program Directors, Promotions Director, 2 General Managers, Traffic Manager, Chief Engineer, and EEO Coordinator</p>	<p>Lotus Bakersfield Corp; large conference room</p>

<p><u>Managers Training Sessions</u>  The yearly Lotus Managerial Convention was held at the Golden Nugget Hotel in Las Vegas on December 2, 3 and 4. In attendance were radio station General Managers, and Corporate executives including the General Counsel and Lotus Chief Compliance Officer. The new position of General Counsel was announced by Lotus' CEO who noted that our first General Counsel had been filled by a one-time FCC attorney, and New York and Washington D.C. attorney for FCC matters for Lotus for over a period of 40 years. As in the past various FCC compliance issues are discussed and attendees have the opportunity to discuss and raise issues pertaining to their own particular compliance questions. The Lotus Compliance Officer emphasizes the importance and diversification of the all important "menu options" that appear in the "Annual Local Public File Reports" for all markets.  [Suppl. Option 14]</p>	<p>Dec. 2-4, 2009</p>	<p>Lotus Corporate Officers, Station General Managers, General Counsel, Lotus Chief Compliance Officer</p>	<p>Lotus Communications Corp.</p>
<p><u>Job Fair:</u> Lotus participated with a booth at Bakersfield College's "Career Day" job fair, on campus, 9AM – 3PM. Distributed general station information, job descriptions, with employment applications on hand, with 33 submitted during the event. 2,500 attending and 75 vendors  [Suppl. Option 1]</p>	<p>Apr. 1, 2010</p>	<p>General Manager, Promotions Director, 1 Program Director, General Sales Manager, and Business Manager</p>	<p>Bakersfield College, Kern Community College District</p>

Scholarship Participation: General Manager participated in CSULA's scholarship committee, i.e. Evaluated and helped form of outreach used this year, contributed recommendations, and choose recipient for 2010. [Suppl. Option 7]	Jun. 10, 2010	General Manager	Southern CA Broadcasters Association
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## Recruitment Sources

\* Designates an entity requesting notification.

Source No.	Recruitment Source	No. of interviewees provided by each source for each job during period	Full-time positions for which this source was utilized
1	Employee referral	Board Operator (2), Receptionist (1), Sales Assistant (1)	Board Operator, Promotions Director, Receptionist, Sales Assistant
2	Non-employee referral (Clients, other professionals, walk-ins, etc.)	Board Operator (1), Promotions Director (1), Account Executive (3),	Board Operator, Promotions Director, Account Executive (2),
3	Lotus Bakersfield Corp bulletin board	0	Board Operator, Receptionist, Account Executive (2), Sales Assistant
4	On-air announcements: Lotus Bakersfield	0	0
5	Lotus Bakersfield website <a href="http://www.lotusbakersfield.com">www.lotusbakersfield.com</a>	0	0
6	Accountemps 5001 E. Commercecenter Dr. Bakersfield, CA 93309 Contact: Job Placement 661- 635-0332	0	All
7	Act 1 Personnel Services* 1811 Oak Street. Bakersfield, CA 93301 Contact: Paul Alcala 661-636-0968	0	All
8	African-American Network of Kern Co. P.O. Box 1215 Bakersfield, CA 93302 Contact: Dee Slade, 661-323-9442	0	All
9	American Assoc. of University Women	0	All

	P.O. Box 10222 Bakersfield, CA 93389 Contact: Linda O'Neil 661-587-1888		
10	Apple One Employment Agy.* 5620 California Ave. Bakersfield, CA 93309 Contact: Michelle McGehee 661-334-1474	0	All
11	Bakersfield Adult School* 501 So. Mt. Vernon Ave. Bakersfield, CA 93307 Contact: Gena Lieske 661-835- 1855	0	All
12	Bakersfield Californian Newspaper, and Website [bakersfield.com] P.O. Box 440 Bakersfield, CA 93302 Contact: Ileen Baldrige, Classifieds 661-395-7313	0	All
13	Bakersfield College – Job Placement* 1801 Panorama Dr. Bakersfield, CA 93305 [website also] Contact: Career Services 661-395- 4011	0	All
14	California State Univ. - Bakersfield Career Development Center 54 CAF 9001 Stockdale Hwy. Bakersfield, CA 93311-1099 Contact: Counselors 661- 664- 3033	0	All
15	Career Services Center 1600 East Belle Terrace Bakersfield, CA 93307 Contact: Valerie Dixon 661- 635- 2612	0	All
16	Career Services Center 1600 East Belle Terrace Bakersfield, CA 93307 Contact: Cristina Garza 661- 635- 2600	0	All
17	Career Services Center 1816 Cecil Ave. Delano, CA 93215 Contact: Employment Counselors 661-721-5134	0	All
18	Ebony Counseling* 1301 California Ave. Bakersfield, CA 93301 Contact: Cory Doxey 661-324-4756	0	All

19	El Popular Newspaper 208 Truxtun Ave, Bakersfield, CA 93301 Contact: George Camacho 661-325-7725	0	All
20	Filipino Community of Delano 134 West 20 <sup>th</sup> Ave. Delano, CA 93215 Contact: Elizabeth Ordiz, Bus. Mgr.	0	All
21	Job Opportunities Employers Training Resource 2001—28th Street Suite C Bakersfield CA 93301 Contact: 661-336-6893	0	All
22	Employment Development Dept. – State of California: “Cal Jobs” Job Bank 800 Caoitol Mall MIC 83 Sacramento, CA 95814 <a href="http://www.caljobs.ca.gov">www.caljobs.ca.gov</a> [Online input]	Promotions Director (2)	Promotions Director
23	Hispanic Chamber of Commerce* 3232 Rio Mirada Dr. D-3 Bakersfield, CA 93308 Contact: Lou Gomez 661- 633- 5495	0	All
24	Jobs First Resource Center 100 E. California Ave. Rm.200 Bakersfield, CA 93307 Contact: Employment Counselors 661-633-7055	0	All
25	Kelly Services* 4500 Gosford Road #107 Bakersfield, CA 93313 Contact: Janie Pratt-Mann 661-395-1991	0	All
26	Manpower* 5500 Ming Ave. # 380 Bakersfield, CA 93309 Contact: Caryn Claiborne 661-834-9703	0	All
27	Más Magazine P.O. Box 2344 Bakersfield, CA 93303 Contact: Ileen Baldrige, Classified ads 661-395-7313	0	All
28	Max Bacerra & Assoc. 5060 California Ave. #630 Bakersfield, CA 93309-1682 Contact: Max Bacerra 661-325-2728	0	All

29	M.E.C.H.A. Club – CSUB* 9001 Stockdale Hwy. Bakersfield, CA 93311 Contact: Rey Cuesta 661- 664-2281	0	All
30	N.A.A.C.P. 1900 Mariposa Mall Fresno, CA 93721 Contact: Employment Opportunities 559-484-5778	0	All
31	National University* 4560 California Ave. Suite 300 Bakersfield, CA 93309 Contact: Job Placement 661-864- 2360	0	All
32	Office Team* 5001 E. CommerceCenter Dr. Bakersfield, CA 93309 Contact: Kim Dishman 661-864- 1611	0	All
33	Regional Occupational Center 501 So. Mt. Vernon Ave. Bakersfield, CA 93307 Contact: Randy Townsend 661-831-3327	0	All
34	San Joaquin Valley College* 201 New Stine Rd Bakersfield, CA 93309 Contact: Shelley McKinzie 661-834-0126	0	All
35	Santa Barbara Business College* 5300 California Ave. Bakersfield, CA 93309 Contact: Zella Pettaway 661-835- 1100	0	All
36	Select Personnel* 3611 Stockdale Hwy. Suite F Bakersfield, CA 93309 Contact: Sharmen Jaramillo 661-396-8341	0	All
37	Sigma Chapter, Phi Epsilon Phi 7813 Westdumfries Ct. Bakersfield, CA 93309-4252 Contact: Vivian Weaver 661-834- 5249	0	All
38	Southern California Broadcasters Assn – Job Alert Bulletin 5670 Wilshire Blvd. Suite 1370 Los Angeles, CA 90036 Contact: LaFern Watkins 323-938-3100	Promotions Director (1), Account Executive (1)	All

39	Spherion* 140 So. Montclair Bakersfield, CA 93309 Contact: Ellen Ferrell 661-835-1400	0	All
40	University of Phoenix – Bakersfield* Learning Center 4900 California Ave., Tower A, Ste. 300 Bakersfield, CA 93309 Contact: Gretchen Knaggs 661-633-0300	0	All
41	Valley Staffing Services* 5555 California Ave. Suite 201 Bakersfield, CA 93309 Contact: Nathaniel Morris 661-328-5545	0	All
42	Volt Services Group 4560 California Ave. Suite 201 Bakersfield, CA 93309 Contact: Employment Counselors 661-395-0135	0	All
43	Job Fair Bakersfield College * 1801 Panorama Dr. Bakersfield, CA 93305 Contact: Career Services 661-395-4011	0	0

Total No. of interviewees provided by all sources: 13