



Annual EEO Public File Report 2022

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, 2021](#) to and including [July 31, 2022](#) (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, 2021](#) to [July 31, 2022](#)

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	Account Executive 09/13/2021	Word of Mouth/Employee Referral	2
2	News Producer 10/18/2021	Internal Candidate	4
3	News Producer 10/25/2021	Word of Mouth/Employee Referral	5
4	Multimedia Journalist 01/19/2022	Internal Candidate	7
5	News Producer 01/24/2022	KESQ.com	5
6	Radio Disc Jockey 01/27/2022	KESQ.com	4
7	Multimedia Journalist 02/17/2022	Word of Mouth/Employee Referral	7
8	Account Executive 03/07/2022	KESQ.com	12
9	News Producer 04/18/2022	Indeed.com	4
10	Multimedia Journalist 04/18/2022	Word of Mouth/Employee Referral	7
11	News Producer 04/30/2022	Word of Mouth/Employee Referral	4
12	Promotions Producer 05/16/2022	Word of Mouth/Employee Referral	4
13	News Producer 05/29/2022	Internal Candidate	5
14	News Producer 06/01/2022	College of the Desert	4
15	Meteorologist/Multimedia Journalist 06/07/2022	KESQ.com	7
16	News Producer 06/08/2022	Arizona State University Outreach	4
17	Editor 06/26/2022	Internal Candidate	6
18	Editor 06/26/2022	Internal Candidate	8
19	Commercial Producer 06/27/2022	Word of Mouth/Employee Referral	5

20	News Producer 07/13/2022	Social Media	5
21	Audio Operator 07/24/2022	Internal Candidate	4

Total Number of Persons Interviewed During Applicable Period: 113

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Appendix 2

Covering the Period from [August 1, 2021](#) to [July 31, 2022](#)

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	5	No	2, 4, 17, 18, 21.
B	TVJOBS.COM Broadcast Employment Services PO BOX 4116 Oceanside, CA 92052 (760) 754-8177 admin@tjjobs.com	4	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21.
C	KESQ.com / NPGCO.com / KUNA.com 31276 Dunham Way Thousand Palms, CA 92276	38	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21.
D	Medialine.com P.O. Box 51909, Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	0	No	1, 2, 3, 8, 15.
E	Handshake.com See list of schools with the Statement of EEO Policy below.	6	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21.
G	California Lutheran University 60 West Olsen Road, Thousand Oaks, CA, 91360-2787 (805) 493-3135 www.callutheran.edu/career_services	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 16, 17, 18, 19, 20, 21.
H	Frank N. Magid & Assoc., INC. One Research Center, Marion, Iowa 52302 (319)377-7345	0	No	0
K	Indeed.com (Paid Source) 1800-462-5842	21	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 13, 14, 15, 16, 17, 18, 19, 20, 21.
L	California Broadcasters Association (YourCBA.com) 915 L Street, Ste 1150 Sacramento, CA 95814 (916)444-2237	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21.
O	Arizona State University Outreach Interviews 1151 South Forest Avenue Tempe, AZ 85281	1	No	16.
P	University of Missouri Outreach Interviews Columbia, MO 65211	0	No	0
Q	Word of Mouth/Employee Referral	21	No	1, 2, 3, 4, 7, 9, 10, 11, 12, 13, 15, 16, 19, 20.

R	Walk In/Call In	0	No	0
S	Agent Referral	0	No	0
T	Rehire	0	No	0
U	Linked In (LinkedIn.com)	0	No	0
V	Social Media Messaging	9	No	5, 9, 10, 13, 15, 18, 20.
W	College of the Desert Outreach 43500 Monterey Avenue Palm Desert, CA 92260	0	No	14.
X	El Informador Del Valle – Paid Ad 82-015 Highway 111 Indio, CA 92201	0	No	1, 8.
Y	ZipRecruiter.com – Paid Ad	7	No	1, 8.
Z	Facebook.com – Paid Ad	1	No	12.
AA	Mandy.com – Paid Ad	0	No	19.

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.

Arizona State University

Biola University

California Baptist University

California Polytechnic State
University – San Luis Obispo

California Polytechnic
University - Pomona

California State University -
Bakersfield

California State University Chico

California State University
Los Angeles – Cal State LA

California State University,
Channel Islands

California State University,
Northridge

California State University,
San Bernardino

Kansas State University

Pepperdine University

San Francisco State University

Santa Clara University

University of California, San
Diego

University of California, Los
Angeles

University of California, Santa
Barbara

University of Central Missouri

University of Missouri -
Columbia

University of San Diego

Westmont College

Whittier College

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Appendix 3

Covering the Period from [August 1, 2021](#) to [July 31, 2022](#)

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. In the summer of 2022 we hosted a paid news department intern for a period of 12 weeks. 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.

Despite remote working conditions we offered our unpaid internship partnership with College of the Desert. During the period, we hosted 2 promotions and commercial production unpaid interns. These interns worked with our production team and they participated 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.

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

In October 2021, Timothy Kiley, Assistant News Director, sat on a panel for Allyship in

Storytelling presented by NATAS PSW. He discussed broadcasting in the community as well as education for the career and job openings.

In February 2022, Shawn Abramowitz, Local Sales Manager, spoke at Mt. San Jacinto School about Marketing and Advertising jobs in the industry and at KESQ. They discussed career paths in Marketing and Advertising and the importance it has in the local communities.

In February 2022, Timothy Kiley, Assistant News Director, mentored students from Cathedral City School. He worked with them on better understanding educational paths and careers in broadcasting.

In February 2022, Rebecca Johnson, Director of News, spoke to the Leadership Coachella Valley organization at the station. She spoke to them about the impacts of broadcast news in the community locally as well as career opportunities at KESQ.

In February 2022, Shawn Abramowitz, Local Sales Manager, gave a tour of the station to Leadership Coachella Valley. Shawn sat on the board of directors for the period. He spoke about the stations role in the community and answered questions about job openings and career opportunities in the industry.

In March 2022, Senior Level Corporate Management Team Members took part in college outreach interviews at Arizona State University and University of Missouri. In total, they interviewed 34 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.

In March 2022, Rebecca Johnson, Director of News, took part in college outreach and in person interviews at Arizona State University. She personally interviewed students and spoke with other students about the industry, educational requirements and careers in broadcasting.

In May 2022, Timothy Kiley, Assistant News Director, acted as an evaluator or judge for the Career Technical Education Showcase. He judged students presentations and career preparedness groups. He discussed the broadcast industry and answered students' questions about breaking into and working in the field.

In June 2022, Timothy Kiley, Assistant News Director, led multiple tours of the station for local students. They toured the station, watched newscasts, and learned more about how news is made behind the scenes. He spoke with them about education requirements for working in the industry as well as careers and job openings.

Throughout the period, Catherine Considine, Account Executive, worked with Rancho Mirage Chamber of Commerce for recruitment purposes. She sent job openings and spoke to them about the qualifications needed in the industry.

Throughout the period, Kent Kay, Director of Creative Services, mentored students and interns on broadcasting production skills and techniques. During the period, he mentored students personally and worked with them to better understand the broadcast industry and careers in the field. He gave many tours of the station to local organizations and schools, speaking to them about careers in broadcasting. He also critiqued work and tapes presented by students and interns working toward a career in broadcast television. He worked closely with College of the Desert and the La Quinta Arts Foundation – Digital Arts & Media Advisory Council to generate job opening leads and referrals.

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.