

EEO PUBLIC FILE REPORT

Reporting Period:

June 1, 2022 through May 31, 2023

Employment Unit Covered by This Report:

SIERRA H BROADCASTING, INC.

Station(s) in Employment UnitKAJM (FM), Camp Verde, Arizona
KZCE (FM), Cordes Lake, Arizona**List all Full Time Job Vacancies Filled by Station in the Employment Unit and Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy:**

Job Title of FT Vacancy	Recruitment Source (RS)	RS Referring Hire	Date Filled
On Air Talent (KAJM)	See Recruitment Source list on or before September 10, 2020	Referral	10/01/2022
Marketing/ Promotions Director	See Recruitment Source list on or before September 10, 2020	Internal Promotion	03/01/2023
	See Recruitment Source list on or before September 10, 2020 See Recruitment Source list on or before September 10, 2020 See Recruitment Source list on or before September 10, 2020		

Recruitment Source list;

The following sources receive notification of Station job openings. The sources marked Yes have requested and received notification of full-time job openings.

Recruitment Source	Did Recruitment Request Notification? (Yes/No)	Start Date:	End Date:
Academy of Radio Broadcasting Contact: Career Services 4914 E. McDowell Road Suite 107 Phoenix, Arizona 85008 (602) 267-8001	No	10/01/2013	06/01/2021 Phoenix, Arizona Location is now closed
Area Agency on Aging Attn: Career Services 1366 E Thomas Rd, Suite 108 Phoenix, AZ 85014 602-241-6159	No	5/1/2020	
All Access Music Group P.O. Box 6587 Malibu, CA 90264 (310)457-6616 www.allaccess.com	No	5/1/2020	
Arizona Broadcasters Association Contact: Chris Klein 555 N Central Ave #302 Phoenix, AZ 85004 (602)252-4833	No	10/01/2013	
Arizona Latino Media Association Attn: Career Services P.O. Box 1168 Phoenix, AZ 85001 602-444-8473 azlatinomedia@gmail.com	No	5/1/2020	

Recruitment Source	Did Recruitment Request Notification? (Yes/No)	Start Date:	End Date:
Arizona OIC Contact : Career Services 39 East Jackson Street Phoenix, AZ 85004 (602)513-8311	No		
Arizona State University Contact: Career Services Student Services Bldg. 1151 S forest Avenue #39 Tempe, AZ 85287 480-965-2350	No	10/01/2013	
ASU Walter Cronkite School Contact :Michael Wong 555 N Central Ave #302 Phoenix, AZ 85004 (602) 496-5055	No	10/01/2013	6/01/2021 all recruitment done through Arizona State University
AWEE- A New Leaf Contact: Lorraine Alvarez 4520 N Central Ave, Suite 550 Phoenix, AZ 85021 lalvarez@turnanewleaf.org (602) 601-7200	Yes Email	6/10/2020	
AZ Hispanic Chamber of Commerce Contact: Career Services 1020 E Missouri Ave Phoenix, AZ 85014 (602) 279-1800	No	10/01/2013	
Career Fairs attended	Yes	10/01/2013	
Chicanos Por La Causa Contact: Human Resources 1112 E. Buckeye Rd Phoenix, AZ 85034 602-257-0700	No	10/01/2013	
Conservatory of Recording Arts & Sciences (CRAS) Attn: Career Services 1205 N Fiesta Blvd Gilbert ,AZ 85233 rludeman@cras.edu 480-584-7661	Yes Email	6/15/2020	
Department of Economic Security Arizona Rehabilitation Services Attn: Timothy Stump/Terrell Welch 515 N 51st Ave Phoenix, AZ 85043 602-771-9263 <i>Will post to over 60 organizations</i>	Yes Email	4/14/2021	
DeVry Institute Contact: Career Services 2149 W. Dunlap Ave. Phoenix, AZ 85021 (602) 749-4554	No	10/01/2013	
East Valley Institute of Technology (EVIT) Attn: Pulse Radio/ Dave Juday 1601 W. Main St. Mesa, Arizona 85201 djuday@evit.com 480-461-4000	Yes Email	11/09/2022	
Employee/ Network Referral	No	10/01/2013	7
Fresh Start Women's Foundation Attn: Career Services 1130 E McDowell Rd Phoenix, AZ 85006 602-261-7221	No	05/01/2020	
Glendale Community College Attn: Career Services 6000 W Olive Ave Glendale, AZ 85302 623-845-3283	No	05/01/2020	06/01/2021 All community college posts must go through Maricopa Community College.

Recruitment Source	Did Recruitment Request Notification? (Yes/No)	Start Date:	End Date:
Grand Canyon University Attn: Career Services 3000 W Camelback Rd Phoenix, AZ 85017 602-639-6115	Yes Post online	09/10/2020	
Greater Phoenix Black Chamber Contact: Career Services 2390 E Camelback Rd., Ste 130 Phoenix, AZ 85016 (602)-307-5200	No	10/01/2013	
Greater Phoenix Urban League Contact: Jerry McPherson 1402 S. 7 th Ave Phoenix, AZ 85007 602-254-5611 jmcpherson@gphxulyp.org	Yes Email	7/09/2020	
Indeed, Inc. 6433 Champion Grandview Way Bldg. 1 Austin, TX 78750 (800)462-5842 www.indeed.com	No	10/01/2013	
Internal Candidate/Promotion On site job posting 1710 E Indian School Road, #205 Phoenix, AZ 85016 (480)991-9400	Yes	10/01/2013	3
LinkedIn 1000 Westmont Ave Sunnyvale, CA 94085 (650)687-3600	No	10/01/2013	
Maricopa Community Colleges 2411 West 14 th Street Tempe, AZ 85281 480-731-800 www.maricopa.edu/careers <i>will post on 10 college sites</i>	No	5/01/2020	
Maricopa County NAACP Contact: Reverend Oscar Tillman 1818 S 16 th St.. Phoenix, AZ 85034 (602) 252-4064	No	10/01/2013	
Maricopa Workforce Connections 4425 W Olive Ave ,Ste.200 Glendale, AZ 85302 Sara.zappia@maricopa.gov 602-372-4200	Yes Email	06/15/2020	
Phoenix College Contact: Career Services 1202 W. Thomas Rd Phoenix, AZ 85013 (602)285-7422	No	10/01/2013	06/01/2021 All community college posts must go through Maricopa Community College.
Northern Arizona University Attn: Career Services 1100 E. Sheldon Street #129 Prescott, AZ 86301-3220 (928)523-3922	No		
Phoenix Indian Center 4520 N. Central Ave. Suite 250 Phoenix, AZ 85012 (602)-264-6768	No	10/01/2013	
Rio Salado Community College Attn: Career Services 2323 W. 14 th St. Tempe, AZ 85281 (480)-517-8000	No	10/01/2013	06/01/2021 All community college posts must go through Maricopa Community College.

Recruitment Source	Did Recruitment Request Notification? (Yes/No)	Start Date:	End Date:
Sierra H Broadcasting Station Websites: www. Sierrah.com KAJM : https://www.mega1043.com/ KZCE: https://www.101bounce.com/ Sierra H: https://sierrah.com/ Contact: Human Resources 1710 E. Indian School Rd. Suite 205 Phoenix, Arizona 85014 (480) 991-9400	Yes	10/01/2013	
Scottsdale Community College Contact: Career Adviser 9000 E Chaparral Rd Scottsdale, AZ 85256 480-423-60000	No	10/01/2013	06/01/2021 All community college posts must go through Maricopa Community College.
TV and Radio Jobs 5956 Ruthwood Drive Calabasas, CA 91302 (818) 879-0858 www.TVandRadiojobs.com	No	5/01/2020	
United States Veterans Initiative Attn: Career Services 3507 N Central Ave, Suite 302 Phoenix, AZ 85012 602-427-0406	No	5/01/2020	
University of Arizona Contact: Career Services Robert L Nugent Bldg. 1212 E University Blvd Tucson, AZ 85721 (520-621-6734	No		

Total Number of Interviewees Referred: For the period from June 1, 2021 through May 31, 2022, this Employment Unit interviewed 23 applicants for full-time job vacancies. These Interviewees were referred by the following sources:

Recruitment Source	Number of Interviewees Referred
Employee /Network Referral	7
Internal Candidate/Job Posting	3
Station Websites Job Posting / Broadcast	
Career Fairs	
Total:	10

Performance/ Community Initiatives Undertaken:

Sierra H Broadcasting is an equal opportunity employer and is dedicated to providing broad outreach regarding job vacancies at the stations. We seek the help of local community organizations in referring qualified applicants to our stations. Sierra H Broadcasting continues to post every full-time position, with women and minority trade groups and job banks. We continually post positions with the following organizations:

- Arizona State University
- Arizona Broadcaster Association
- Greater Phoenix Urban League
- Indeed
- Department of Economic Security
- www.101bounce.com
- www.mega1043.com
- <https://sierrah.com/>
- Social Media Post
- On air recruitment broadcast

Sierra H Broadcasting has included language on their station websites and on-air broadcasts to inform the general public of career opportunities available in the broadcasting industry.

Members of our stations often speak to various educational institutions and community organizations regarding career opportunities in radio and their experience in the broadcast industry. On-air staff spoke to the audio class at Millennium High School on March 3, 2023 for their career day. On-air staff participated in the career panels at Paradise Valley Community College on February 15, 2023 (society & culture) & March 28, 2023 (visual & performing arts). On-air talent employees participated in interviews with Allaccess.com June 7, 2022 & November 15, 2022. They discussed their careers and experience in radio broadcasting. On-air talent spoke to students at Bostrom High School on November 30, 2022, Laveen Elementary School on March 10, 2023, and ASU Preparatory Academy on December 9, 2022 & March 24, 2023. The students were able to engage with the talent and ask questions regarding radio broadcasting. On air talent and staff also participated in The Phoenix Kidney Walk on April 16, 2023, UMOM walk May 06, 2023 and Picnic in the Park on March 12, 2023, as radio representatives of the stations. Throughout the year, employees attended the Local First Arizona mixers and the AZ Hispanic Chamber of Commerce events. They engage with members as a broadcast representative discussing community collaboration, and creative ways to connect students and professionals to a variety of events and educational opportunities using the reach of media.

During the reporting period, the stations also participated in three job fairs. These job fairs include: The Paradise Valley Community College (PVCC) Career Fair held on October 12, 2022, at the PVCC Phoenix, AZ campus. The Grand Canyon University (GCU) Marketing Agencies & Firms Career Fair held on November 1, 2022 at the Colangelo College of Business campus. The ASU Spring 2023 Career & Internship Fair held February 22, 2023, at the Tempe, AZ campus. HR Manager, Sales Manager & Promotions Director were in attendance at these events and spoke with participants to answer questions regarding careers in radio broadcasting. Attendees were directed to our website to apply. Human Resources spoke with the Grand Canyon University project manager on December 8, 2022 regarding partnership opportunities for GCU students and Sierra H Broadcasting.

Sierra H Broadcasting provides internship programs for college students in the fields of promotions/marketing, programming, business, engineering and sales. The stations maintain an internship program that runs throughout the year including Spring, Summer, Fall and Winter semesters of the college school year. College students are provided an opportunity to work with the stations and earn college credit for real world experience. The station provides the necessary information to the schools so that students receive earned credit and students receive guidance under the supervision of one or several station managers. Programs are typically 13 weeks in duration. During the reporting period the stations had a total of five interns. The interns were for promotions, marketing and business. They worked directly with the Business Manager and Promotions/ Marketing Manager learning the job and experiencing their career of interest in a professional environment. Sierra H Broadcasting continues to actively recruit for interns in all department.

Sierra H Broadcasting offers tours to schools, youth groups, community groups and other entities to provide information about the broadcasting industry and careers in the broadcasting industry to the public and to students. Station tours included listener walk-ins on June 21, 2022, individuals interested in employment on April 25, 2023 and Touchstone Behavioral Health students on site recording commercial spots to name a few. Throughout the year various groups and individuals tour our stations upon request.

Sierra H Broadcasting actively participates in the Arizona Broadcaster Association helping to serve, advocate, and educate the community regarding the Broadcast industry. Sierra H Broadcasting Traffic Manager actively works with the ABA on their statewide PSA campaign programs.

Sierra H Broadcasting has an internal mentorship policy in which all employees may learn any aspect of radio that is outside of the employee's current job responsibility. This allows the employee to acquire the skills necessary to qualify for other positions, including higher level positions. At the employee's request, a mentor in the area in which the employee wishes to learn will train the employee and expose him or her to the skills, knowledge and competency necessary for the job. During the reporting period several members of our staff participated in the station's mentorship program as either a mentor or mentee.

Upon hire, and annually, managers and supervisors are trained on EEO guidelines and various employment issues. This year's annual training was held on September 23, 2022, with a focus on implicit unconscious bias. These sessions provide training to management level personnel responsible for ensuring the stations compliance with Federal EEO rules and regulations and fair hiring practices.

Sierra H Broadcasting staff attended year-round training designed to enable employees to acquire the skills necessary to become successful in this highly competitive market. During the reporting period, additional training included: The National Sales Manager attended The Radio Masters Sales Summit in Miami, Florida from September 22-23, 2022. The sales team participated in the Nielsen Qualitative training virtually on April 11, 2023. The sales associates also

participate in various live, role-playing exercises on a weekly basis. From the programming department, the Program Director has attended and disseminated to staff several professional development opportunities, including The Jacobs Media Tech Survey 2023 webinar on May 10, 2023. These trainings covered everything from morning show strategies to playlist development, and social media and streaming best practices. As an ongoing element, the Program Director subscribes to Tracy Johnson Radio Insiders, a programmer's tool, and resource for talent development. All Staff attended and or reviewed the 2023 Arizona Media Research study webinar provided by the Arizona Broadcasters Association in collaboration with Smith Geiger Research on May 10, 2023. This study informed our staff on how Arizonians consume media, which will help Sierra H with strategic efforts to benefit our audience, clients, and community. The Business Manager participates in monthly business management coaching provided by AZ Growth Advisors located in Phoenix, AZ. Coaching involves helping businesses achieve their growth goals, through highly effective leaders.