

## EEO PUBLIC FILE REPORT

**Reporting Period:** June 1, 2023 through May 31, 2024

**Employment Unit Covered by This Report:** SIERRA H BROADCASTING, INC.

**Station(s) in Employment Unit** KAJM (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
Marketing / Promotions Director	See Recruitment Source list on or before August 3, 2023	Employee Referral	9/18/2023
On Air Talent	See Recruitment Source list on or before August 3, 2023	Employee Referral	11/01/2023
Account Executive	See Recruitment Source list on or before August 3, 2023	Website Job Posting	11/06/2023
On Air Talent – APD	See Recruitment Source list on or before August 3, 2023	Market Referral	11/06/2023
Account Executive	See Recruitment Source list on or before August 3, 2023	Website Job Posting	01/01/2024
Account Executive	See Recruitment Source list on or before August 3, 2023	Market Referral	01/01/2024
Account Executive	See Recruitment Source list on or before August 3, 2023	Market Referral	05/08/2024
Account Executive	See Recruitment Source list on or before August 3, 2023	Market Referral	05/08/2024
Program Director	See Recruitment Source list on or before August 3, 2023	Employee Referral	04/01/2024

**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 <a href="http://www.allaccess.com">www.allaccess.com</a>	No	5/1/2020	

<b>Recruitment Source</b>	<b>Did Recruitment Request Notification? (Yes/No)</b>	<b>Start Date:</b>	<b>End Date:</b>
Arizona Media Association Contact: Chris Klein 555 N Central Ave #302 Phoenix, AZ 85004 (602)252-4833 <a href="https://azmedia.org">https://azmedia.org</a>	<b>No</b>	<b>10/01/2013</b>	
Arizona Latino Media Association Attn: Career Services P.O. Box 1168 Phoenix, AZ 85001 602-444-8473 <a href="mailto:azlatinomedia@gmail.com">azlatinomedia@gmail.com</a>	<b>No</b>	<b>5/1/2020</b>	
Arizona OIC Contact : Career Services 39 East Jackson Street Phoenix, AZ 85004 (602)513-8311	<b>No</b>	<b>10/01/2013</b>	
Arizona State University Contact: Career Services Student Services Bldg. 1151 S forest Avenue #39 Tempe, AZ 85287 480-965-2350	<b>No</b>	<b>10/01/2013</b>	
ASU Walter Cronkite School Contact :Michael Wong 555 N Central Ave #302 Phoenix, AZ 85004 (602) 496-5055	<b>No</b>	<b>10/01/2013</b>	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 <a href="mailto:lalvarez@turnanewleaf.org">lalvarez@turnanewleaf.org</a> (602) 601-7200	<b>Yes Email</b>	<b>6/10/2020</b>	
AZ Hispanic Chamber of Commerce Contact: Career Services 1020 E Missouri Ave Phoenix, AZ 85014 (602) 279-1800	<b>No</b>	<b>10/01/2013</b>	
Career Fairs attended.	<b>Yes</b>	<b>10/01/2013</b>	
Chicanos Por La Causa Contact: Human Resources 1112 E. Buckeye Rd Phoenix, AZ 85034 602-257-0700	<b>No</b>	<b>10/01/2013</b>	
Conservatory of Recording Arts & Sciences (CRAS) Attn: Career Services 1205 N Fiesta Blvd Gilbert ,AZ 85233 <a href="mailto:rludeman@cras.edu">rludeman@cras.edu</a> 480-584-7661	<b>Yes Email</b>	<b>6/15/2020</b>	
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>	<b>Yes Email</b>	<b>4/14/2021</b>	
DeVry Institute Contact: Career Services 2149 W. Dunlap Ave. Phoenix, AZ 85021 (602) 749-4554	<b>No</b>	<b>10/01/2013</b>	

<b>Recruitment Source</b>	<b>Did Recruitment Request Notification? (Yes/No)</b>	<b>Start Date:</b>	<b>End Date:</b>
East Valley Institute of Technology (EVIT) Attn: Pulse Radio/ Dave Juday 1601 W. Main St. Mesa, Arizona 85201 <a href="mailto:djuday@evit.com">djuday@evit.com</a> 480-461-4000	<b>Yes Email</b>	<b>11/09/2022</b>	
Employee/ Network Referral	<b>No</b>	<b>10/01/2013</b>	
Fresh Start Women's Foundation Attn: Career Services 1130 E McDowell Rd Phoenix, AZ 85006 602-261-7221	<b>No</b>	<b>05/01/2020</b>	
Glendale Community College Attn: Career Services 6000 W Olive Ave Glendale, AZ 85302 623-845-3283	<b>No</b>	<b>05/01/2020</b>	06/01/2021 All community college posts must go through Maricopa Community College.
Grand Canyon University Attn: Career Services 3000 W Camelback Rd Phoenix, AZ 85017 602-639-6115	<b>Yes Post online</b>	<b>09/10/2020</b>	
Greater Phoenix Black Chamber Contact: Career Services 2390 E Camelback Rd, Ste 130 Phoenix, AZ 85016 (602)-307-5200	<b>No</b>	<b>10/01/2013</b>	
Greater Phoenix Urban League Contact: Jerry McPherson 1402 S. 7 <sup>th</sup> Ave Phoenix, AZ 85007 602-254-5611 <a href="mailto:jmcperson@gphxulyp.org">jmcperson@gphxulyp.org</a>	<b>Yes Email</b>	<b>7/09/2020</b>	
Indeed, Inc. 6433 Champion Grandview Way Bldg. 1 Austin, TX 78750 (800)462-5842 <a href="http://www.indeed.com">www.indeed.com</a>	<b>No</b>	<b>10/01/2013</b>	
Internal Candidate/Promotion On site job posting 1710 E Indian School Road, #205 Phoenix, AZ 85016 (480)991-9400	<b>Yes</b>	<b>10/01/2013</b>	
LinkedIn 1000 Westmont Ave Sunnyvale, CA 94085 (650)687-3600	<b>No</b>	<b>10/01/2013</b>	
Maricopa Community Colleges 2411 West 14 <sup>th</sup> Street Tempe, AZ 85281 480-731-800 <a href="http://www.maricopa.edu/careers">www.maricopa.edu/careers</a> <i>will post on 10 college sites</i>	<b>No</b>	<b>5/01/2020</b>	
Maricopa County NAACP Contact: Reverend Oscar Tillman 1818 S 16 <sup>th</sup> St.. Phoenix, AZ 85034 (602) 252-4064	<b>No</b>	<b>10/01/2013</b>	
Maricopa Workforce Connections 4425 W Olive Ave, Ste.200 Glendale, AZ 85302 Sara.zappia@maricopa.gov 602-372-4200	<b>Yes Email</b>	<b>06/15/2020</b>	

Recruitment Source	Did Recruitment Request Notification? (Yes/No)	Start Date:	End Date:
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	10/01/2013	
Phoenix Indian Center 4520 N. Central Ave. Suite 250 Phoenix, AZ 85012 (602)-264-6768	No	10/01/2013	
RAMP (Radio & Music Pro) 25876 The Old Road #254 Valencia, CA 91381 <a href="https://ramp247.com">https://ramp247.com</a> <a href="https://radioinsight.com">https://radioinsight.com</a>	No	08/03/2023	
Rio Salado Community College Attn: Career Services 2323 W. 14 <sup>th</sup> St. Tempe, AZ 85281 (480)-517-8000	No	10/01/2013	06/01/2021 All community college posts must go through Maricopa Community College.
Sierra H Broadcasting Station Websites: www. Sierrah.com KAJM : <a href="https://www.mega1043.com/">https://www.mega1043.com/</a> KZCE: <a href="https://www.101bounce.com/">https://www.101bounce.com/</a> Sierra H: <a href="https://sierrah.com/">https://sierrah.com/</a> Contact: Human Resources 1710 E. Indian School Rd. Suite 205 Phoenix, Arizona 85016 (480) 991-9400	Yes	10/01/2013	
Scottsdale Community College Contact: Career Adviser 9000 E Chaparral Rd Scottsdale, AZ 85256 480-423-6000	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 <a href="http://www.TVandRadiojobs.com">www.TVandRadiojobs.com</a>	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	10/01/2013	

**Total Number of Interviewees Referred:** For the period from June 1, 2023 through May 31, 2024, this Employment Unit interviewed 25 applicants for full-time job vacancies. These Interviewees were referred by the following sources:

Recruitment Source	Number of Interviewees Referred
Employee /Network Market Referral	16
Internal Candidate/Job Posting	4
Station Websites Job Posting / Broadcast	2
Indeed	2
Radio Insight Posting (RAMP)	1
<b>Total:</b>	<b>25</b>

## **Performance/ Community Initiatives Undertaken:**

Sierra H Broadcasting is committed to fostering diversity and inclusivity in the workplace and is proud to be an equal opportunity employer. We are dedicated to ensuring that our job vacancies receive broad outreach within the community. To achieve this, we actively collaborate with local community organizations to identify and refer qualified applicants to our stations. Additionally, Sierra H Broadcasting consistently posts all full-time positions with women and minority trade groups and job banks. Our ongoing commitment to diversity and inclusivity is reflected in our continuous engagement with the following organizations:

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

Sierra H Broadcasting has incorporated language on its station websites and on-air broadcasts to inform the public about career opportunities within the broadcasting industry.

Members of our stations frequently engage with educational institutions and community organizations regarding career opportunities in radio and their experience in the broadcast industry. On-air staff participated in the Arizona Cardinals Conversations panel on October 5, 2023 which featured local professionals who are dominating the broadcast scene. Sales staff participated in the Glendale Community College Latinx Career Panel October 5, 2023 and the Cruz Scholarship Selection Committee May 28, 2024. They shared insights into their careers in radio broadcasting. In addition, our promotions staff interacted with students at various events, including ASU Preparatory Academy on December 15, 2023, and March 01, 2024, the Phoenix College Preparatory Academy Career Week Mixer on April 26, 2024, and the Carrington College Open House on September 28, 2023, and May 5, 2024. These interactions provided students with the opportunity to engage with our employees and inquire about radio broadcasting. Our CEO participated in an interview with ASU Walter Cronkite School students, highlighting the career journey of one of our on-air staff members. Throughout the year, our employees also attended events such as Local First Arizona mixers and AZ Hispanic Chamber of Commerce gatherings. At these events, they actively engaged with members as broadcast representatives, discussing community collaboration and innovative methods to connect students and professionals with various events and educational opportunities through the power of media.

During the reporting period, the stations also participated in two job fairs. These job fairs include: The Grand Canyon University (GCU) Hiring event & Meet the Marketing Agencies held on November 2, 2023 at the Colangelo College of Business campus. The Paradise Valley Community College (PVCC) Career Fair, Entrepreneurialism & Management Marketplace Conversations held on April 3, 2024, at the PVCC Phoenix, AZ campus. The HR Manager & Promotions Director attended these events and spoke with participants to answer questions regarding careers in radio broadcasting. Attendees were directed to our website to apply.

Sierra H Broadcasting offers internship opportunities for college students across various departments including promotions/marketing, programming, business, engineering, and sales. The internship program operates year-round, accommodating the Spring, Summer, Fall, and Winter semesters of the college academic year. Participating

students gain practical experience with the stations and have the chance to earn college credit. The station collaborates with schools to ensure students receive the credit they've earned, and interns are supervised by one or multiple station managers. Internship programs typically span 13 weeks. During the last reporting period, the stations hosted two interns specializing in marketing and promotions. These interns worked closely with the Marketing/Promotions Director, gaining hands-on experience in their desired career path within a professional setting. Sierra H Broadcasting remains actively engaged in recruiting interns across all departments.

Sierra H Broadcasting extends invitations to schools, youth groups, community organizations, and other interested parties for informative tours aimed at shedding light on the broadcasting industry and potential careers within it. These tours cater to a diverse audience, including students, job seekers, clients, and community members. Station tours are open to listener walk-ins and individuals keen on exploring employment opportunities. Requests for tours from various groups and individuals are accommodated throughout the year, allowing for a comprehensive understanding of our stations and the broadcasting field as a whole.

Sierra H Broadcasting is deeply involved in the Arizona Media Association, playing an active role in serving, advocating for, and educating the community about the broadcast industry. Specifically, Sierra H Broadcasting's Traffic Manager collaborates closely with the ABA on their statewide PSA campaign programs, contributing to initiatives aimed at benefiting the community at large.

Sierra H Broadcasting implements an internal mentorship program available to all employees, enabling them to expand their knowledge beyond their current job roles within the radio industry. This initiative empowers employees to acquire the necessary skills to qualify for other positions, including those at higher levels. Upon an employee's request, a mentor specializing in the desired area provides training and exposure to the skills, knowledge, and competencies required for the targeted role. Throughout the reporting period, numerous staff members engaged in the station's mentorship program, either as mentors or mentees, fostering professional growth and development within the organization.

Managers and supervisors undergo training on Equal Employment Opportunity (EEO) guidelines and various employment matters upon hire and annually thereafter. This year's annual training took place on April 10, 2024, emphasizing our policies and the importance of treating employees consistently. These sessions aim to equip management-level personnel with the knowledge and tools necessary to ensure the station's compliance with federal EEO rules and regulations, as well as fair hiring practices.

Sierra H Broadcasting staff underwent year-round training aimed at equipping them with the skills essential for thriving in the fiercely competitive market. Throughout the reporting period, various training sessions were conducted. The sales team engaged in Nielsen Qualitative training sessions on June 6, 2023, and received budget training on August 1, 2023, through P1 Learning. Additionally, they participated in Nielsen Rhiza training on October 3, 2023. New account executives completed the P1 radio sales training course facilitated by the AZ Media Association. Sales associates actively engaged in weekly live role-playing exercises. On-air talent and the Music Director completed Nielsen training in August 2023. The traffic manager underwent accounting and payroll training in June 2023. All staff members attended or reviewed the 2024 Arizona Media Research study webinar hosted by the Arizona Media Association on April 24, 2024. This study provided valuable insights into Arizonians' media consumption habits, aiding Sierra H in devising strategic initiatives to benefit our audience, clients, and community. Furthermore, all staff members participated in a one-day retreat at the Scottsdale Resort and Spa on January 1, 2017. The meeting centered around radio strategies and Sierra H's goals and objectives.