

EEO PUBLIC FILE REPORT

Reporting Period:

June 1, 2024 through May 31, 2025

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
Director of Operations / Content	See Recruitment Source list on or before August 3, 2023	Exigent Circumstances	4/7/25
	See Recruitment Source list on or before August 3, 2023		
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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	

Recruitment Source	Did Recruitment Request Notification? (Yes/No)	Start Date:	End Date:
Arizona Media Association Contact: Chris Klein 555 N Central Ave #302 Phoenix, AZ 85004 (602)252-4833 https://azmedia.org	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	
Arizona OIC Contact : Career Services 39 East Jackson Street Phoenix, AZ 85004 (602)513-8311	No	10/01/2013	
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	

Recruitment Source	Did Recruitment Request Notification? (Yes/No)	Start Date:	End Date:
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	
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.
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	
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	

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 https://ramp247.com https://radioinsight.com	No	08/03/2023	
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.
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 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 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	10/01/2013	

Total Number of Interviewees Referred: For the period from June 1, 2024 through May 31, 2025, 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	1
Internal Candidate/Job Posting	
Station Websites Job Posting / Broadcast	
Indeed	
Radio Insight Posting (RAMP)	
Total:	1

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
- www.mega1043.com
- <https://sierrah.com/>
- Social Media Post / LinkedIn
- 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 to discuss career opportunities in radio and share their experiences in the broadcasting industry. On-air staff participated in the ASU Leadership Institute's selection process May 21-22, 2025, helping alumni enhance their leadership skills in both their professions and communities. They also participated in events such as the St. Agnes School Fiesta, held April 5–6, 2025, at the Phoenix campus, and the El Sereno Middle School Create Now Career Fair on April 26, 2025, at the LA campus, where they provided students with insights into careers in radio broadcasting.

Additionally, our promotions staff interacted with students during events like the Balsz School District Kick-Off on August 2, 2024, and Carrington College's Open House on October 23, 2024. These events allowed students to engage directly with our team and ask questions about the broadcasting field. On December 9, 2024, our Program Director also gave an interview to a student from Cactus High School who expressed interest in pursuing a career in broadcasting.

Throughout the year, our employees took part in community networking events such as Local First Arizona mixers and Arizona Hispanic Chamber of Commerce gatherings. At these events, they represented the station, fostering conversations about community partnerships and exploring innovative ways to connect students and professionals to educational and career opportunities through media.

During the reporting period, our stations participated in two job fairs. These included the Grand Canyon University (GCU) Hiring Event & Meet the Marketing Agencies Fair, held on November 6, 2024, at the Colangelo College of Business, and the Phoenix College Career Fair, held on November 12, 2024, at the Phoenix College campus in Arizona. Both the HR Manager and Promotions Director attended these events, engaging with participants and answering questions about career opportunities in radio broadcasting. Interested attendees were encouraged to visit our website to submit applications.

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 one intern from CRAS – Conservatory of Recording Arts and Sciences specializing in production and programming. This intern worked closely with the Program 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 receive training on Equal Employment Opportunity (EEO) guidelines and other employment-related matters upon hire and annually thereafter. This year's annual training was conducted on May 28, 2025, with a focus on company policies, current EEO topics, and the importance of maintaining consistent treatment of employees. The purpose of these sessions is to equip management personnel with the knowledge and tools needed to ensure compliance with federal EEO regulations and to support fair and equitable hiring practices.

Sierra H Broadcasting staff participated in ongoing training throughout the year to strengthen their skills and stay competitive in a rapidly evolving market. During the reporting period, a variety of training sessions were held. The sales team took part in Digital Marketing training on July 29, 2024; AI and Chat training with Write Label on July 9, 2024; Media Monitors platform training on July 23, 2024; Incenrev training on September 5, 2024; and Infinite Digital Platform training on September 17, 2024, February 28, 2025, and March 28, 2025. Additionally, sales associates participated in weekly live role-playing exercises to enhance their communication and sales techniques.

On the programming side, the Programming Director completed RCS Zetta software training during the week of March 9–14, 2025, further supporting operational efficiency and technical expertise within the team.

The Business Manager attended the *Welcome to Risk Management* webinar, presented by ADP, on January 24, 2025, to deepen understanding of risk management practices and compliance measures relevant to station operations.

All staff members attended or reviewed the State of Media webinar hosted by the Arizona Media Association on April 9, 2025. This study provided valuable insights into Arizonians' media consumption habits, aiding Sierra H in devising strategic initiatives to benefit our audience, clients, and community.