

# GOLD COAST BROADCASTING LLC

KCAQ 104.7 FM KFYV 105.5 FM KKZZ 1400 AM KOCP 95.9 FM KUNX 1590 AM KVTA 1520 AM



## ANNUAL EEO PUBLIC FILE REPORT

### YEAR 2010

This annual EEO public file report for Gold Coast Broadcasting LLC (“Gold Coast”) covers recruitment and hiring for the broadcasting stations listed below during the period of August 1, 2009 through July 31, 2010:

Call Sign	Station ID	City of License
KKZZ (AM)	70562	Santa Paula, CA
KOCP (FM)	70563	Camarillo, CA
KVTA (AM)	25091	Port Hueneme, CA
KCAQ (FM)	25092	Oxnard, CA
KUNX (AM)	07746	Ventura, CA
KFYV (FM)	07744	Ojai, CA

During this reporting period, Gold Coast filled the following full-time position:

Account Executive (1)  
Morning Show Hosts (2)<sup>1</sup>

Information on the interviewees and the recruitment sources utilized to fill the Account Executive position follows. A complete list of organizations and/or recruitment sources routinely used by Gold Coast for community outreach is contained in Appendix A to this report. A complete list of organizations or recruitment sources requesting notification of full-time job vacancies is contained in Appendix B. Information on the supplemental recruitment measures engaged in by Gold Coast during the reporting period is contained in Appendix C.

<sup>1</sup> Please note that the hiring of the two morning show hosts occurred in September 2009 pursuant to exigent circumstances. The morning team constituted unique on-air Hispanic talent with an established and recognizable local fan base. Thus, rather than a circumstance in which the licensee had a vacant opening at the station, these hires were made as the result of a unique opportunity to obtain these particular performers.

**Job Title:** Account Executive  
**Number of Interviewees:** 9  
**Recruitment Source of Hiree:** On Air – Radio Broadcast

<b>Recruitment Sources Utilized:</b>	<b>Number of Interviewees Recruitment Source Referred:</b>
California State University, Channel Islands – CA Mini Corps	0
County of Ventura RAIN Project Transitional Living Center	0
Teen Fatherhood Program – Ventura County Public Health	0
Ventura County Star -	0
Center for Employment Training (CET)	0
El Concilio Del Condado de Ventura	0
Employment Development Department (EDD) – Cal JOBS	0
Mexican American Opportunity Foundation	0
Southern California Broadcasters Association (SCBA)	0
Spencer Vocational Services	0
Ventura Unified School District (VUSD) Ventura Adult & Continuing Education / Technology Development Center (TDC)	0
Ventura County Professional Women’s Network	0
Women’s Economic Ventures	0
Santa Barbara Press	0
University of California Santa Barbara (UCSB) Counseling and Career Services	0
All Access Music Group	0
California Lutheran University	0
Moorpark College	0
Oxnard College	0
Gold Coast Broadcasting –In House Posting	2
Gold Coast Broadcasting – Internet Posting	3
Gold Coast Broadcasting – Internal Referral	3
Gold Coast Broadcasting – On Air Broadcast	1

## RECRUITMENT AND/OR COMMUNITY OUTREACH SOURCES UTILIZED

### I. Organizations Entitled To Notification

(After notifying these organizations be sure to place a copy of this form in the file folder opened for this job vacancy.)

1. List all qualifying organizations that were contacted who have requested notification pursuant to FCC Notification requirements: **Three – See Below and Appendix B.**

**2. Notice**

Has notice of this job opening been forwarded to each of these organizations?

Yes [ X ] No [ ] N/A [ ]

**3. Documentation**

Have copies of all notices sent to these organizations been placed in the job vacancy folder created for this job position? Yes [ X ] No [ ] N/A [ ]

**a.)** Name of Source: California State University, Channel Islands – CA Mini Corps  
 Contact Person: Julie Antilla-Garza  
 Address: 1 University Drive Camarillo, CA 93012-8584  
 Telephone: (805) 437-8823 Fax: (805) 437-8824  
 E-mail: julie.antilla-garza@csuci.edu  
 How was notification given to this source? Email

**b.)** Name of Source: County of Ventura RAIN Project Transitional Living Center  
 Contact Person: Debbie Hayde  
 Address: 1732 S. Lewis Road Camarillo, CA 93010  
 Telephone: (805) 388-1356 Fax: (805) 484-7585  
 E-mail: Debbie.Hayde@mail.co.ventura.ca.us  
 How was notification given to this source? Email

**c.)** Name of Source: Teen Fatherhood Program – Ventura County Public Health  
 Contact Person: Thomas Carver  
 Address: 1542 Carson Way Ventura, CA 93004  
 Telephone: (805) 794-7800 Fax: (805) 385-9146  
 E-mail: thomascarver@sbcglobal.net  
 How was notification given to this source? Email

**d.)** Name of Source: Ventura County Star  
[www.venturacountystar.com](http://www.venturacountystar.com)  
 Contact Person: Jan Brown  
 Address: 5250 Ralston Street Ventura, CA 93003  
 Telephone: (805) 477-6745 Fax: (805) 644-1673  
 E-mail: mmccarter@venturacountystar.com  
 How was notification given to this source? Email & Fax

**e.)** Name of Source: Center For Employment Training (CET)  
 Contact Person: Claudia Hernandez  
 Address: 761 S. C Street Oxnard, CA 93030  
 Telephone: (805) 487-9821 Fax: (805) 487-7775  
 Email: chernandez@cet2000.org  
 How was notification given to this source? Fax

- f.) Name of Source:** El Concilio del Condado de Ventura  
**Contact Person:** Arleen Montoya  
**Address:** 301 S. C Street Oxnard, CA 93030  
**Telephone:** (805) 486-9777 Fax: (805) 486-9881  
**Email:** amontoya@elconcilioventura.org  
**How was notification given to this source?** Fax
- g.) Name of Source:** Employment Development Department (EDD) - CalJOBS  
**Contact Person:** N/A  
**Address:** 635 S. Ventura Road Oxnard, CA 93030  
**Telephone:** (805) 382-8614 Fax: (805) 382-8701  
**Email:** N/A  
**How was notification given to this source?** Posted online @ [www.caljobs.ca.gov](http://www.caljobs.ca.gov)
- h.) Name of Source:** Mexican American Opportunity Foundation  
**Contact Person:** Raqual Guerrero  
**Address:** 711 S. C Street, Suite A, Oxnard, CA 93030  
**Telephone:** (805) 385-3789 Fax: (805) 385-3792  
**Email:** N/A  
**How was notification given to this source?** Mail
- i.) Name of Source:** Southern California Broadcasters Association (SCBA)<sup>2</sup>  
**Contact Person:** LaFern Watkins  
**Address:** 5670 Wilshire Boulevard, #1370  
 Los Angeles, CA 90036  
**Telephone:** (323) 904-4105 Fax: (323) 938-8600  
**E-mail:** lafern@scba.com  
**How was notification given to this source?** Email
- j.) Name of Source:** Spencer Vocational Services  
**Contact Person:** Marty Martinez  
**Address:** 79 E. Daily Drive #246  
 Camarillo, CA 93010  
**Telephone:** (805) 889-4993 Fax: N/A  
**E-mail:** martinm@spencervoc.net  
**How was notification given to this source?** Email
- k.) Name of Source:** Ventura Unified School District (VUSD) Ventura Adult & Continuing Education / Technology Development Center (TDC)  
**Contact Person:** Kay Miller  
**Address:** 5200 Valentine Road Ventura, CA 93003  
**Telephone:** (805) 676-7338 Fax: (805) 644-7639  
**E-mail:** kmiller@vace.com  
**How was notification given to this source?** Fax
- l.) Name of Source:** Ventura County Professional Women's Network  
**Contact Person:** Diane de Mailly  
**Address:** P.O. Box 6329 Oxnard, CA 93031  
**Telephone:** (805) 648-6299 Fax: (805) 648-6298  
**E-mail:** info@vcpwn.org  
**How was notification given to this source?** Email

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<sup>2</sup> The Southern California Broadcasters Association further distributes all job openings it receives from member stations to numerous colleges and non-profit, minority and women's organizations throughout Southern California.

- m.)** Name of Source: Women's Economic Ventures  
 Contact Person: Eramisa  
 Address: 400 East Esplanade Drive, Suite 300 Oxnard, CA 93036  
 Telephone: (805) 604-9000 Fax: (805) 604-7784  
 E-mail: Eramisa@wevonline.org  
 How was notification given to this source? Email
- n.)** Name of Source: Gold Coast Broadcasting LLC<sup>3</sup>  
 Contact Person: Marissa Garcia  
 Address: 2284 South Victoria Avenue, Suite 2G, Ventura, CA  
 Telephone: (805) 289-1400 Fax: (661) 999-6700  
 E-mail: jobs@goldcoastbroadcasting.com  
 How was notification given to this source? N/A – In House
- o.)** Name of Source: Santa Barbara News Press  
 Contact Person:  
 Address: P.O. Box 1359, Santa Barbara, CA 93102  
 Telephone: (805) 963-4391  
 E-mail:  
 How was notification given to this source? Email
- p.)** Name of Source: University of California Santa Barbara (UCSB)  
 Counseling and Career Services  
 Contact Person: Olivia  
 Address:  
 Telephone: (805) 893-4418  
 How was notification given to this source? Email
- q.)** Name of Source: All Access Music Group  
 Website: [www.allaccess.com](http://www.allaccess.com)  
 Address: 28955 Pacific Coast Highway # 210  
 Malibu, CA 90265  
 How was notification given to this source? Online
- r.)** Name of Source: Cal Lutheran University  
 Address: 60 West Olsen Road, #2400  
 Thousand Oaks CA 91340-2700  
 Contact: Cindy Lewis  
 Telephone: (805) 493-3199  
 How was notification given to this source? Email
- s.)** Source: Moorpark College  
 Address: 7075 Campus Road,  
 Moorpark CA 93021  
 Contact: Audrey Furrell  
 How was notification given to this source? Email
- t.)** Source: Oxnard College  
 Address: 4000 South Rose Avenue, Oxnard CA 93030  
 Contact: Reggie Talili  
 Telephone: (805) 986-5838  
 How was notification given to this source? Email

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<sup>3</sup> Gold Coast Broadcasting as a recruitment source includes station on-air ads for job applicants, station internet or website ads, in-house postings, employee internal hires or promotions, employee referrals, and walk-ins or call-ins to the stations.

**ORGANIZATIONS REQUESTING NOTIFICATION**

**Source:** California State University – Channel Islands – California Mini Corps  
**Address:** 1 University Drive, Camarillo CA 93012-8584  
**Contact:** Julie Antilla-Garza  
**Telephone:** 805/437-8823

**Source:** County of Ventura RAIN Project Transitional Living Center  
**Address:** 1732 Lewis Road, Camarillo CA 93010  
**Contact:** Diana Vogelbaum  
**Telephone:** 805/388-1356

**Source:** Teen Fatherhood Program – Ventura County Public Health  
**Address:** 1542 Carson Way, Ventura, CA 93004  
**Contact:** Thomas Carver  
**Telephone:** 805/794-7800

## SUPPLEMENTAL RECRUITMENT ACTIVITIES

**Activity:** Intern Program

**Date:** August 2009 – July 2010

**Host / Sponsor of Activity:** Gold Coast Broadcasting LLC

**Brief Description of Activity and Station Participation:**

Gold Coast Broadcasting LLC has opened up internship programs to individuals that are interested in working for the radio industry. These individuals must be attending college so they can receive credit for working at the station. They must work in each department of the company to ensure that they get a complete overview of all that is involved in operating a radio station. The program is overseen by Marissa Garcia. During this reporting period three interns participated in the program.

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**Activity:** 2009 EEO Workshop

**Date:** September 2009

**Participating Employees:** Lisa Felix, Controller and Miles Sexton, President, Marissa Garcia, HR Director

**Host / Sponsor of Activity:** American Women in Radio and Television SoCal Chapter and SCBA

**Brief Description of Activity and Station Participation:**

Lisa, Marissa and Miles participated in the 2009 EEO Workshop held September 23, 2009 in Los Angeles. The EEO Training workshop is designed to provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

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**Activity:** Oxnard College Career & Transfer Day

**Date:** September 2009

**Participating Employees:** Marissa Garcia, HR Director

**Host / Sponsor of Activity:** Oxnard College

**Brief Description of Activity and Station Participation:**

Gold Coast Broadcasting LLC participated in the Oxnard College Career and Transfer Day on Thursday, September 24, 2009. Students were able to meet with representatives from the University of California and California State University, as well as out of state and private universities. They were also able to talk to representatives and hiring managers from employers in Ventura County, including Gold Coast Broadcasting LLC.

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**Activity:** Fall 2009 Career Fair  
**Date:** October 2009  
**Participating Employees:** Marissa Garcia, H.R. Director  
**Host / Sponsor of Activity:** ITT Tech

**Brief Description of Activity and Station Participation:**

Gold Coast Broadcasting LLC participated in the ITT Tech Fall 2009 Career Fair on October 14, 2009 from 4:30 – 6:30 pm. This event had participants from Ventura and Santa Barbara Counties. Gold Coast provided information to the students and graduates interested in the broadcasting industry.

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**Activity:** Career Day XI 2009  
**Date:** November 2009  
**Participating Employees:** Marissa Garcia, HR Director  
**Host / Sponsor of Activity:** Moorpark College

**Brief Description of Activity and Station Participation:**

Gold Coast Broadcasting LLC participated in the Moorpark College Career Day XI on Thursday, November 19, 2009. College students were able to listen to presentations to help the students match their interests with possible careers in order to better prepare themselves for their future employment opportunities after their college studies end.

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**Activity:** OUHSD Career Fair  
**Date:** March 2010  
**Participating Employees:** Marissa Garcia, H.R. Director  
**Host / Sponsor of Activity:** Sally Anderson, College and Career Center, Rio Mesa High School

**Brief Description of Activity and Station Participation:**

Gold Coast Broadcasting LLC participated in the OUHSD District-wide Career Fair 2010 on March 3, 2010 from 8 am – 12 noon. High school students were able to listen to presentations to help the students match their interests with possible careers in order to better prepare themselves for their college studies and beyond.

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**Activity:** 2010 SCBA Scholarship Program  
**Date:** June 2010  
**Participating Employees:** Miles Sexton, President, Chip Ehrhardt, Executive Vice President  
**Host / Sponsor of Activity:** SCBA

**Brief Description of Activity and Station Participation:**

The Southern California Broadcasting Association presents a school with scholarship funds to assist an individual with tuition costs. Our company participated by having our President and Executive Vice President vote for the school they thought would be best suited to receive the scholarship funds. The SCBA provides school options.

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**Activity:** Blackstock School Career Day  
**Date:** June 2010  
**Participating Employees:** Marissa Garcia, H.R. Director  
**Host / Sponsor of Activity:** Dea Rivera, School Counselor, Blackstock Junior High School

**Brief Description of Activity and Station Participation:**

Gold Coast Broadcasting LLC participated in the 3<sup>rd</sup> annual Blackstock Lunch Time Career Fair on June 7, 2010. Junior high school students were able to listen to presentations to help the students match their interests with possible careers in order to better prepare themselves for their high school studies and beyond.