

# Gold Coast Broadcasting LLC

## Annual EEO Public File Report

YEAR 2014

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 from August 1, 2013 through July 31, 2014:

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

During this reporting period, Gold Coast filled the five (5) full-time positions:

Account Executive (1)  
Promotions Coordinator (1)  
Board Operator Promotions (3)

Information on the interviewees and the recruitment sources utilized to fill these positions follows. A complete list of organizations and/or recruitment sources used by Gold Coast for community outreach during the reporting period 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.

**Job Title:** Account Executive  
**Number of Interviewees:** 7  
**Recruitment Source of Hiree:** EDD

<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
Adolescent Family Life Program – Ventura County Public Health	0
Center for Employment Training (CET)	0
El Concilio Del Condado de Ventura	0
Employment Development Department (EDD) – Cal JOBS	3
Mexican American Opportunity Foundation	0
Southern California Broadcasters Association (SCBA)	1
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
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
Santa Barbara City College	0
Gold Coast Broadcasting –In House Posting	0
Gold Coast Broadcasting – Internet Posting	1
Gold Coast Broadcasting – Internal Referral	2
Gold Coast Broadcasting – On Air Broadcast	0

**Job Title:** Promotions Coordinator  
**Number of Interviewees:** 10  
**Recruitment Source of Hiree:** Internal Referral - Rehire

<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
Adolescent Family Life Program – Ventura County Public Health	0
Center for Employment Training (CET)	1
El Concilio Del Condado de Ventura	0
Employment Development Department (EDD) – Cal JOBS	1
Mexican American Opportunity Foundation	0
Southern California Broadcasters Association (SCBA)	1
Ventura Unified School District (VUSD) Ventura Adult & Continuing Education / Technology Development Center (TDC)	1
Ventura County Professional Women’s Network	0
Women’s Economic Ventures	0
University of California Santa Barbara (UCSB) Counseling and Career Services	1
All Access Music Group	0
California Lutheran University	0
Moorpark College	0
Oxnard College	0
Santa Barbara City College	0
Gold Coast Broadcasting –In House Posting	1
Gold Coast Broadcasting – Internet Posting	2
Gold Coast Broadcasting – Internal Referral	1
Gold Coast Broadcasting – On Air Broadcast	1

**Job Title:** Board Operator/Promotions  
**Number of Interviewees:** 13  
**Recruitment Source of Hiree:** EDD

**Recruitment Sources Utilized:** **Number of Interviewees  
Recruitment Source Referred:**

California State University, Channel Islands – CA Mini Corps	0
County of Ventura RAIN Project Transitional Living Center	0
Adolescent Family Life Program – Ventura County Public Health	0
Center for Employment Training (CET)	0
El Concilio Del Condado de Ventura	0
Employment Development Department (EDD) – Cal JOBS	1
Mexican American Opportunity Foundation	0
Southern California Broadcasters Association (SCBA)	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
University of California Santa Barbara (UCSB) Counseling and Career Services	0
All Access Music Group	0
California Lutheran University	1
Moorpark College	1
Oxnard College	1
Santa Barbara City College	0
Gold Coast Broadcasting –In House Posting	1
Gold Coast Broadcasting – Internet Posting	1
Gold Coast Broadcasting – Internal Referral	4
Gold Coast Broadcasting – On Air Broadcast	3

**Job Title:** Board Operator – Promotions  
**Number of Interviewees:** 3  
**Recruitment Source of Hiree:** On Air 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
Adolescent Family Life Program – Ventura County Public Health	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
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
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
Santa Barbara City College	0
Gold Coast Broadcasting –In House Posting	0
Gold Coast Broadcasting – Internet Posting	0
Gold Coast Broadcasting – Internal Referral	0
Gold Coast Broadcasting – On Air Broadcast	3

## **RECRUITMENT AND/OR COMMUNITY OUTREACH SOURCES UTILIZED**

Name of Source: CSU, Channel Islands – CA Mini Corps  
Contact Person: Sandra Cortes-Montecalvo, College Coordinator  
Address: 1 University Drive Camarillo, CA 93012-8584 (Rm 1711, Bell Tower Bldg.)  
Telephone: (805) 437-8823 Fax: (805) 437-8824  
Email: [sandra.cortes@csuci.edu](mailto:sandra.cortes@csuci.edu)  
How was notification given to this source? Email

Name of Source: County of Ventura RAIN Project Transitional Living Center  
Contact Person: Isaac Romero, RCI Program Coordinator  
Address: 1732 S. Lewis Road Camarillo, CA 93010  
Telephone: (805) 388-3148 Fax: (805) 484-7585  
How was notification given to this source? Fax

Name of Source: Adolescent Family Life Program – Ventura County Health Care Agency  
Changed from: Teen Fatherhood Program  
Contact Person: Nancy Ballard  
Address: 2240 East Gonzales Road, Suite 250  
Telephone: (805) 981-5177 Fax: (805) 981-5260  
How was notification given to this source? Fax

Name of Source: Center For Employment Training (CET)  
Contact Person: Julia Perez  
Address: 761 S. C Street Oxnard, CA 93030  
Telephone: (805) 487-9821 Fax: (805) 487-7775  
How was notification given to this source? Fax

Name of Source: El Concilio del Condado de Ventura  
Contact Person: Monica Lopez, Program Specialist  
Address: 301 S. C Street Oxnard, CA 93030  
Telephone: (805) 486-9777 Fax: (805) 486-9881  
Email: [mlopez@elconcilioventura.org](mailto:mlopez@elconcilioventura.org)  
How was notification given to this source? Email

Name of Source: Employment Development Department (EDD)  
#1 Ventura Job & Career Center  
Address: 4651 Telephone Road, Suite 201 Ventura CA 93001

#2 West Oxnard Job and Career Center  
Address: 635 South Ventura Road, Oxnard CA 93030

#3 Oxnard College Job and Career Center  
Address: 4000 South Rose Avenue, Oxnard CA 93033

#4 East Ventura Job and Career Center  
Address: 980 Enchanted Way, Suite 105, Simi Valley CA 93101

#5 Workforce Resource Center  
Address: 130 East Ortega Street, Santa Barbara CA 93101

How was notification given to this source? Posted online @ [www.caljobs.ca.gov](http://www.caljobs.ca.gov) and mailed to each site for internal posting.

Name of Source: Mexican American Opportunity Foundation  
Address: 701 South C Street, Suite A, Oxnard, CA 93030

Telephone: (805) 385-3789 Fax: (805) 385-3792  
How was notification given to this source? Mail

Name of Source: Southern California Broadcasters Association (SCBA)<sup>1</sup>  
Address: 5670 Wilshire Boulevard, #200  
Los Angeles, CA 90036  
Telephone: (323) 930-5595 Fax: (323) 932-1425  
How was notification given to this source? Online

Name of Source: Ventura Unified School District (VUSD) Ventura Adult & Continuing Education / Technology Development Center (TDC)  
Contact Person: Carolyn Vang Walker, Assistant Principal  
Address: 5200 Valentine Road Ventura, CA 93003  
Telephone: (805) 289-7925 Fax: (805) 289-7931  
How was notification given to this source? Fax

Name of Source: Ventura County Professional Women's Network  
Address: P.O. Box 6329 Oxnard, CA 93031  
Telephone: (866) 275-4134  
Email: [info@vcpwn.org](mailto:info@vcpwn.org)  
How was notification given to this source? Email

Name of Source: Women's Economic Ventures (Oxnard/Ventura)  
Address: 290 Maple Court, Suite 158 Ventura CA 93003  
Telephone: (805) 667-8004 Fax: (805) 962-9622 (Same as SB office)  
Email: [info@wevonline.org](mailto:info@wevonline.org) (Reference Oxnard/Ventura)  
How was notification given to this source? Email

Name of Source: Women's Economic Ventures (Santa Barbara)  
Address: 333 S. Salinas Street, Santa Barbara CA 93103  
Telephone: (805) 965-6073 Fax: (805) 962-9622  
Email: [info@wevonline.org](mailto:info@wevonline.org) (Reference Santa Barbara)  
How was notification given to source? Email

Name of Source: Gold Coast Broadcasting LLC <sup>2</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](mailto:jobs@goldcoastbroadcasting.com)  
How was notification given to this source? N/A – In House

Name of Source: UCSB Counseling and Career Services  
Contact Person: Attn: Career Center  
Address: University of California, Santa Barbara Career Services, Bldg. 599 Santa Barbara, California 93106-7140  
Telephone: (805) 893-4412 Fax: (805) 893-8023  
Website: <http://career.sa.ucsb.edu/employers/gaucholink-post-position>  
How was notification given to this source? Online

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<sup>1</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.

<sup>2</sup> Gold Coast Broadcasting LLC 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.

Name of Source: All Access Music Group  
Website: [www.allaccess.com](http://www.allaccess.com)  
Web Address: <http://www.allaccess.com>  
How was notification given to this source? Online

Name of Source: Cal Lutheran University  
Contact: Career Center Services  
Address: 60 West Olsen Road, #2400, Thousand Oaks CA 91360  
Telephone: (805) 493-3200  
Email Address: [clewis@callutheran.edu](mailto:clewis@callutheran.edu)  
How was notification given to this source? Email

Name of Source: Moorpark College  
Contact: Career Services (Transfer Center)  
Address: 7075 Campus Road, Moorpark CA 93021  
Telephone: (805) 378-1400  
How was notification given to this source? Mail

Name of Source: Oxnard College  
Contact: Job and Career Center  
Address: 4000 South Rose Avenue, Oxnard CA 93030  
Telephone: (805) 986-7366 Fax (805) 986-7332  
How was notification given to this source? Fax

Name of Source: Santa Barbara City College (Santa Barbara Career Center)  
Address: 506 Chapala Street, Santa Barbara CA 93101  
Telephone: (805) 339-6375  
How was notification given to this source? Mail

Name of Source: Santa Barbara City College (Ventura Career Center)  
Address: 4835 Market Street, Ventura CA 93003  
Telephone: (805) 967-9677  
How was notification given to this source? Mail



## **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:** Tina McDonald  
**Telephone:** (805) 388-1356

**Source:** Adolescent Family Life Program  
Ventura County Health Care Agency  
Changed from: Teen Fatherhood Program  
**Address:** 2240 East Gonzales Road, Suite 250  
**Contact:** Nancy Ballard  
**Telephone:** (805) 981-5177 Fax: (805) 981-5260

### SUPPLEMENTAL RECRUITMENT ACTIVITIES

**Activity:** Intern Program – 2013 - 2014

**Date:** October 2013 – December 2013 (3 – 6 month internships)  
January 2014 – March 2014  
April 2014 – May 2014  
June 2014 – August 2014

**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. This program is overseen by Marissa Garcia, Human Resources Director. During this reporting period, four interns participated in the program.

**Activity:** Open House (2 Separate Events)

**Date:** October 2013  
February 2014

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

**Host / Sponsor of Activity:** Open House – Position Review

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

Gold Coast Broadcasting LLC held two Open House events to inform listeners and other members of the public of the positions that are available in radio. This open house consisted of tours, presentations and resume review.

**Activity:** Football/Radio Information Nights

**Date:** Aug 30, 2013 - St. Bonaventure HS  
Sept 6, 2013 - Hueneme HS  
Sept 13, 2013 - Ventura HS  
Sept 20, 2013 - Oxnard HS  
Sept 27, 2013 - Camarillo HS  
Oct 4, 2013 - Ventura HS  
Oct 11, 2013 - Rio Mesa HS  
Oct 18, 2013 - Pacifica HS  
Oct 25, 2013 - Oxnard HS  
Nov 1, 2013 - Santa Clara HS  
Nov 22, 2013 - Camarillo HS

**Participating Employees:** Promotion Director & Multiple On Air Talents of Gold Coast

**Host / Sponsor of Activity:** Radio Night – Information

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

Gold Coast Broadcasting LLC scheduled multiple events with many of the schools in Ventura County to attend football games. While attending these events, many of the staff members provided information about the radio stations, job description of open positions and intern applications for employment opportunities.

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**Activity:** Goleta Valley Junior High Career Day

**Date:** October 30, 2013

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

**Host / Sponsor of Activity:** Goleta Valley Junior High

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

Gold Coast Broadcasting LLC participated in the Goleta Valley Junior High Career Day. This was a great opportunity for students to explore career choices with the experts in the industry they had the most interest in. Teachers encouraged students to ask questions and learn about the specific careers in our industry.

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**Activity:** Career Day

**Date:** November 01, 2013

**Participating Employees:** Marissa Garcia, H.R. Director and Jesus Hernandez, Street Team

**Host / Sponsor of Activity:** Antelope Valley College

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

Gold Coast Broadcasting LLC participated in a Career Day that introduced 7<sup>th</sup> and 8<sup>th</sup> grade students to career opportunities. High school academy students, college students, employers, and organizations bring unique ideas to stimulate these young, motivated students. They experience, firsthand, what it is like to work in exciting careers and plan course choices during high school. Career Day informs students about career ladders and educational options. During Career Day, students participate in interactive career exploration activities, tours, and workshops that assist them in connecting with a career pathway. The students not only have a great time, but they receive brochures and information about each employer, career, organization and/or activity they participate in. The Job Placement center invites up to 300 students from up to 5 area middle schools to this exciting event at the Antelope Valley College campus every year.

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**Activity:** Rotary Club of Ventura County

**Date:** February 2014

**Participating Employees:** Miles Sexton, President

**Host / Sponsor of Activity:** Ventura County Rotary Club

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

Gold Coast Broadcasting LLC was invited to be the guest speaker at one of the local Rotary Clubs in Ventura. Miles Sexton presented them with information about radio by giving them a taste of the "behind the scenes" of how radio works.

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**Activity:** Ventura College/Career Exploration Day

**Date:** February 07, 2014 (11 AM – 1 PM)

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

**Host / Sponsor of Activity:** Ventura County High Schools and Ventura College

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

Gold Coast Broadcasting LLC participated in the Career Explorations Day at Ventura College. This was a great opportunity for students to explore career choices with the experts at Ventura College! There were campus tours, presentations, interactive hands-on activities, free food and entertainment.

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**Activity:** Career Day Conference 2014

**Date:** April 26, 2014

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

**Host / Sponsor of Activity:** Santa Barbara City College

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

Gold Coast Broadcasting LLC participated in The 4th annual Art Career Day Conference (ACDC) held on Saturday, April 26th, 11am to 5pm, at Santa Barbara City College. Art Without Limits, in collaboration with the SB Bowl, SBCC, SB County Arts Commission, along with 8 other Santa Barbara based organizations and individuals, held a free conference, providing teens and young adults, (ages 13 to 25,) an opportunity to learn from and interact with professional artists, art educators and business professionals. We demonstrated on how Radio Broadcasting can be a form of art and expression and provide a career by doing what you enjoy.

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**Activity:** Blackstock's Career Path Fair

**Date:** May 22, 2014

**Participating Employees:** Chucho Hernandez & Jeff Lyons

**Host / Sponsor of Activity:** Blackstock School, Oxnard, CA

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

Gold Coast Broadcasting LLC attended the Career Fair to provide information about radio and the opportunities in the radio industry. Our company participated in a Q&A panel that allowed the young adults that were attending the event to get information direct from the Talent and Managers that attended

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**Activity:** 2014 SCBA Scholarship Program

**Date:** May 2014

**Participating Employees:** Miles Sexton, 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 vote for the school they thought would be best suited to receive the scholarship funds. The SCBA provides school nominees.

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