

**RIVIERA BROADCASTING, LLC  
 KKFR-FM / KZON-FM / KMVA-FM / KOAI-FM  
 EEO PUBLIC FILE REPORT  
 JUNE 1, 2020- MAY 31, 2021**

**I. VACANCY LIST**

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Client Service Coordinator	1-2, 4-5, 7-9, 11-13, 16, 21, 24-26, 30, 32, 34, 37	5
Account Executive	1-2, 4-5, 7-9, 11-13, 16, 21, 24-26, 30, 32, 34, 37	5
ESports Account Executive	1-2, 4-5, 7-9, 11-13, 16, 21, 24-26, 30, 32, 34, 37	31
Business Manager	1-2, 4-5, 7-9, 11-13, 16, 21, 24-26, 30, 32, 34, 37	4
Promotions Co Ordinator	1-2, 4-5, 7-9, 11-13, 16, 21, 24-26, 30, 32, 34, 37	OPEN
VP of Sales	1-2, 4-5, 7-9, 11-13, 14, 16, 21, 24-26, 30, 32, 34, 37	14
Account Executive Digital	1-2, 4-5, 7-9, 11-13, 16, 21, 24-26, 30, 32, 34, 37	4
KMVA On Air Talent	1-2, 4-5, 7-9, 11-13, 16, 19, 21, 24-26, 30, 32, 34, 37	4

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II. Master Recruitment Source List (MRSL)

RS Number	Recruitment Source	Recruitment Request	Notification Type
1	Arizona Broadcasters Association 426 N 44 <sup>th</sup> St, Phoenix, AZ 85008 (P) 602-252-4833 <a href="http://www.azbroadcasters.org">www.azbroadcasters.org</a>	Yes	Online
2	Phoenix Indian Center Inc Attn: Bridget Blixt 4520 N Central Avenue, #250 Phoenix, AZ 85015 <a href="mailto:bblixt@phxindcenter.org">bblixt@phxindcenter.org</a> (P) 602-264-6768 (F) 602-274-7486	Yes	Email
3	<a href="http://www.media-match.com">www.media-match.com</a>	No	
4	Employee Referral / Word Of Mouth	Yes	
5	Riviera Broadcasting Websites & On Air Broadcast <a href="http://www.theoasisphoenix.com">www.theoasisphoenix.com</a> <a href="http://www.hot975phoenix.com">www.hot975phoenix.com</a> <a href="http://www.power983.com">www.power983.com</a>	Yes	
6	Walk- Ins / Self-Inquiry	No	
7	Goodwill Industries Contact: Career Services 2626 W Beryl Ave, Phoenix, AZ 85021 (P) 602-535-4186 <a href="mailto:employerexperienceteam@goodwillaz.org">employerexperienceteam@goodwillaz.org</a>	Yes	Email
8	Greater Phoenix Urban League Contact: Bill Bridgeman 1402 S. 7 <sup>th</sup> Avenue, Phoenix, AZ 85007 (P) 602-254-5611 (F) 602-253-7359 <a href="mailto:bbridgeman@gphxul.org">bbridgeman@gphxul.org</a>	Yes	Email
9	Phoenix Job Corps Center Attn: Bill Condra 518 S 3 <sup>rd</sup> Street, Phoenix, AZ 85004 (P)602-327-9660 (F) 602-322-6611 <a href="mailto:Condra.billy@jobcorps.org">Condra.billy@jobcorps.org</a>	Yes	Email
10	Arizona State University Contact: Career Services P.O. Box 871312, Tempe, AZ 85287-1312 (P) 480-965-2350 (F)480-965-2120 <a href="http://www.asu.edu/career">www.asu.edu/career</a>	Yes	Online
11	College America Contact: Career Services 9801 N Metro Parkway East, Phoenix, AZ 85051 (P) 602-589-9860 (F) 602-246-9741 <a href="mailto:stevenmiller@collegeamerica.edu">stevenmiller@collegeamerica.edu</a>	Yes	Email

12	Arizona Latino Media Association Contact: Anita Leach P.O. Box 1168, Phoenix, AZ 85001 <a href="mailto:Nitlea602@msn.com">Nitlea602@msn.com</a> (P) 602-444-8473	Yes	Email
13	Hopi Jr/Sr High School Attn: Stan Bindell Hwy 264 Kearns Canyon, Arizona 86034 (P) 928-738-5111 <a href="mailto:thebluesmagician@gmail.com">thebluesmagician@gmail.com</a>	Yes	Email
14	Inside Radio Classified <a href="http://www.insideradio.com">www.insideradio.com</a> (P) 602-200-6800	Yes	
15	<a href="http://www.radioonline.com">www.radioonline.com</a>	No	Online
16	Glendale Community College Attn: Jenorah Keegan 6000 W Olive Ave, Glendale, AZ 85302 (P) 623-845-3283 <a href="mailto:Jenorah.Keegan@gccaz.edu">Jenorah.Keegan@gccaz.edu</a> <a href="mailto:Career.ervices@gccaz.edu">Career.ervices@gccaz.edu</a>	Yes	Email
17	Internal Promotion, On site job posting	No	
18	Department of Veteran Affairs Contact: Russell Singleton 3333 N Central Ave, Phoenix, AZ 85012 (P) 602-627-2785 (F) 602-627-2804	No	
19	All Access <a href="http://www.allaccess.com">www.allaccess.com</a>	No	Online
20	DeVry University Contact: Career Services 2149 W Dunlap, Phoenix, AZ 85021 (P) 602-749-4554 (F) 602-749-7330	No	Mail
21	Grand Canyon University 3300 W Camelback Rd Phoenix, AZ 85017 <a href="mailto:Sheila.schumacher@gcu.edu">Sheila.schumacher@gcu.edu</a> <a href="http://gcuniv.experience.com/emp">http://gcuniv.experience.com/emp</a> (P) 602-639-6115 (F) 602-343-4836	Yes	Online
22	Age Works, LLC Contact: Career Services 1366 E Thomas Rd, Suite 108, Phoenix, AZ 85014 (P) 602-241-6159 (F) 602-230-9132	No	Mail
23	Career Advisors Inc Contact: Employment Specialist 430 North Dobson Road, Suite 108, Mesa, AZ 85201 (P) 602-644-0755	No	Mail
24	Phoenix College 1202 W Thomas Rd, Phoenix, AZ 85013 (P)602-285-7422 (F) 602-285-7951 <a href="http://www.phoenixcollege.edu/student-resources/career-services">www.phoenixcollege.edu/student-resources/career-services</a>	Yes	Email

25	Arizona State University-Walter Cronkite School Contact: Mike Wong 555 N Central Ave, #302 Phoenix, AZ 85004 (P) 602-496-5055 (F) 602-496-7041 <a href="mailto:Mike.wong@asu.edu">Mike.wong@asu.edu</a>	Yes	Email
26	Gateway Community College Contact: Jessica Brosilo 108 N 40 <sup>th</sup> St, Phoenix, AZ 85034 (P) 602-286-8500 (F) 602-286-8151 <a href="mailto:careercenter@gatewaycc.edu">careercenter@gatewaycc.edu</a>	Yes	Email
27	Arizona Hispanic Chamber of Commerce Attn: Career Services 255 E Osborn Road, Phoenix, AZ 85012 (P) 602-279-1800 (F) 602-279-8900	No	
28	Media Staffing Solutions Attn: Patty Kincaid 7115 E Thirsty Cactus Ln, Scottsdale, AZ 85266 (P)602-971-9382 <a href="mailto:Patty@mediastaffingnetwork.com">Patty@mediastaffingnetwork.com</a>	No	
29	<a href="http://www.TVandRadiojobs.com">www.TVandRadiojobs.com</a>	No	Online
30	Department of Economic Security Arizona Rehabilitation Services Administration Attn: Timothy Stump / Terell Welch 515 N 51 <sup>st</sup> Ave, Phoenix, AZ 85043 <a href="mailto:tstump@azdes.gov">tstump@azdes.gov</a> , <a href="mailto:twelch@azdes.gov">twelch@azdes.gov</a> (p) 602-771-9263	Yes	Email
31	Social Media Sites Facebook, Linked In	Yes	
32	United States Veterans Initiative Attn: Tera Calhoun Valenzuela 3507 N Central Ave, Suite 302 Phoenix, AZ 85012 (P) 602-427-0406 (F) 602-305-6844 <a href="mailto:tcalhoun@usvetsinc.org">tcalhoun@usvetsinc.org</a>	Yes	Email
33	Maricopa Workforce Connection Governor's Office of Equal Opportunity 1840 N 95 <sup>th</sup> Ave., Ste. 160 Phoenix, AZ 85037 <a href="http://azjobconnection.gov">azjobconnection.gov</a> (P)602-372-4200 (F) 602-372-4290	Yes	Online
34	East Valley Institute of Technology (EVIT) Attn: Pulse Radio/Program Director 1601 W Main St Mesa, AZ 85201 <a href="mailto:sgrosz@evit.com">sgrosz@evit.com</a> (P) 480-461-4049 (F) 480-461-4169	Yes	Email
35	Career Fairs	No	
36	<a href="http://www.indeed.com">www.indeed.com</a>	Yes	Online

37	Genesis Youth Program Attn: Eboni Farmer 1840 N 95 <sup>th</sup> Ave, Phoenix, AZ 85037 <a href="mailto:Johnsonk019@mail.maricopa.gov">Johnsonk019@mail.maricopa.gov</a> <a href="mailto:farmere@mail.maricopa.gov">farmere@mail.maricopa.gov</a> (P) 602-372-4248 (F)602-372-4290	Yes	Email
38	<a href="http://www.amfmjobs.com">www.amfmjobs.com</a>	No	Online

**TOTAL INTERVIEWEES: 39**

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

Riviera Broadcasting is an equal opportunity employer and provides outreach regarding job vacancies at the stations. We seek the help of local community organizations in referring qualified applicants to our stations. Riviera 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 Broadcaster Association
- Indeed
- [www.951thewowfactor.com](http://www.951thewowfactor.com)
- [www.hot975phoenix.com](http://www.hot975phoenix.com)
- [www.power983.com](http://www.power983.com)
- On air recruitment broadcast
- All Access

Members of our stations often speak to various educational institutions and organizations regarding career opportunities in the broadcast industry.

KKFR-FM was on campus at various high schools throughout the valley during lunch mixers. Personnel was available to answer any questions that students had regarding careers in radio broadcasting. This was done weekly each Friday afternoon until March 2020 due to Covid-19 when the program was suspended.

Human Resource Manager participated in EEO Compliance Webinar for the Media Industry on March 25, 2021 hosted by Arizona Broadcasters Association.

During the reporting period, the Stations also participated in three job fairs. The job fairs included: Dana Cortez On-Air Talent for KKFR-FM had an on-going job fair thru 2020-2021 during the pandemic. Arizona State University virtual hiring event was held on May 13, 2021. Grand Canyon University Virtual Part Time & Internship Fair is scheduled for May 27, 2021. Human Resource Manager has been in attendance and speak with participants to answer questions regarding careers in radio broadcasting. Attendees will be directed to our website to apply.

Riviera Broadcasting provides internship programs for college students in the fields of promotions, programming, digital/social media, engineering, and sales. The stations maintain an internship program that run throughout the 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 where students receive earned credit and guidance under the supervision of one or several station managers. Programs are typically 13 weeks in duration. Due to Covid-19 restrictions and staff reductions our internship program was limited. During the reporting period the stations had a total of one intern. This paid internship is sponsored by the ASU, the intern works with our KKFR on air department learning hands on skills, knowledge and competency needed for this position. Riviera Broadcasting continues to actively recruit for interns in all departments.

Riviera Broadcasting offers tours to schools, youth groups, community groups and other entities, to provide information about the broadcasting industry and careers in the industry to the public and students. Throughout the year, various groups and individuals toured our stations upon request. Station tours are limited due to Covid-19 restrictions and limited office hours to the public.

Riviera Broadcasting works with the ABA on their statewide PSA campaign programs.

Annually, managers and supervisors are trained on EEO Guidelines. This year's annual training was held on May 20, 2021. These sessions provide training to management level personnel responsible for ensuring the stations compliance with Federal EEO rules and regulations.

Riviera Broadcasting has an internal policy that 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 necessary for the job.

Riviera employees receive continued training to maintain and improve their skills keeping them competitive in the marketplace which is encouraged and required. Listed are various training programs received.

- Sales Training – Efficio, ABA, Topline, Marketron, Miller Kaplan, and RAB.
- Sales Assistants – Understanding the basis of traffic logs and placement and rotation of spots.
- Sales staff attended year-round training with emphasis on digital sales. This training was presented by E-Sports Media and our General Sales Manager. This training was designed to enable employees to acquire the skills necessary to become successful in this highly competitive market.