

Annual EEO Public File Report Form
MonsterMedia, LLC
KLJZ-FM & KCYK-AM

June 1, 2016 – May 31, 2017

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KLJZ-FM & KCYK-AM, and has been placed in the public inspection files of these stations and posted on the appropriate websites.

The information contained in the Report covers the time period beginning June 1, 2015 to and including May 31, 2016 (the “Application Period”).

The FCC’s 2002 EEO Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

EEO Public File Report
KLJZ 93.1 FM & KCYK 1400-AM
Yuma, AZ 85364
06/1/2016 – 5/31/2017

JOB TITLE	NAME OF PERSON HIRED	NUMBER OF PERSONS INTERVIEWED	DATE FILLED	RECRUITMENT SOURCES OF HIRE
Account Executive	Janice Ramirez	3	07/5/16	Employee Referral
Business Manager	Anita Maude	6	08/05/16	Employee Referral

**Supporting Documents are on file in the MonsterMedia, LLC, Business Manager Office. Middle filing cabinet, 2nd drawer down.

**EEO Public File Report
KLJZ 93.1-FM & KCYK 1400-AM
Yuma, Arizona 85364
06/01/16– 05/31/17**

List of Recruitment Sources

Bill Lee
City Manager
P. O. Box 638
Somerton, AZ 85350
928-627-2058

Donna Lay
AWC Career & Advisement Services
P.O. Box 929
Yuma, AZ 85366-0929
928-344-7604

Dave Riek, GM
KAWC
P.O. Box 929
Yuma, AZ 85366-0929
928-344-4210

Fernando Quiroz
American Beginnings
P.O. Box 110
Yuma, AZ 85366
928-783-5794

John Morales, Director
Yuma Private Industry Council
3834 West 16th St
Yuma, AZ 85364
928-329-0990

The Sun Classified
Gladys Chairez
2055 Arizona Avenue
Yuma, AZ 85364
928-783-3333

Arturo Magana, Regional Coordinator
Chicanos por la Causa
P.O. Box 2837
Somerton, AZ 85350
928-627-2042

Goodwill of Central Arizona
Rebecca Drabent
3097 South 8th Ave
Yuma, AZ 85364

Monster.com
Facebook.com
Twitter.com
Indeed.com

Marisela Alvarado
PPEP Inc
PO Box 2089
San Luis, AZ 85349
928-627-8050

American Broadcasting School
4511 Southeast 29th Street
Oklahoma City, OK 73115
405-672-6511

American Broadcasting School
Michelle McConnell
712 North Watson Road Suite 200
Arlington, TX 76011
817-695-2474

American Graduate School
Thunderbird Campus
15249 North 59th Ave
Glendale, AZ 85306
602-978-7244

American Institute of Technology
Attn: Jim Larwood
440 South 54th Ave
Phoenix, AZ 85043
602-233-2222

Brookland College
2445 W Dunlap Road
Phoenix, AZ 85021-5820
602-242-6265
623-849-8208

Grace Worley
Arizona DES
3780 S 4th Ave, Ste. C1
Yuma, AZ 85364
928-247-8760

KLJZ & KCYK
Radio Stations
949 S. Avenue B
Yuma, AZ 85364
www.z93yuma.com
www.outlawcountry.com
928-782-4321

Employee Referral

MonsterMedia, LLC
DbA: Z93 93.1 KLJZ-FM & Outlaw Country 1400 KCYK-AM
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Job Fairs:

August 26 & 27, 2016

Monster Media was a Media Sponsor for this event.

Location: Yuma Civic Center & Convention

8:00am – 1:00pm

Station representatives: Anita Maude, Business Manager, Theresa Straub, Marketing Assistant, Jennifer Blackwell, Operations Manager/Traffic Manager, and Janice Ramirez, Marketing Executive.

Event: Yuma County Chamber of Commerce Business Expo, providing an opportunity to sell, promote and education patrons of the business and job opportunities.

MonsterMedia had a booth at the fair. We provided job applications, took resumes and answered questions about careers in radio.

September 7, 2016

Location: Yuma Civic Center & Convention

9:00am – 1:00pm

Station representatives: Theresa Straub, Marketing Assistant and Anita Maude, Business Manager

Event: Yuma Community Job & Education Fair sponsored by YPIC, Goodwill, DES, GYEDC, MCCS, AWC, YPG, City of Somerton, PPEP & Achieve Human Services.

MonsterMedia had a booth at the fair. We provided job applications, took resumes and answered questions about careers in radio.

February 15, 2017

Location: Arizona Western College

10:00am – 2:00pm

Station representatives: Janice Ramirez, Marketing Executive and Anita Maude, Business Manager

Event: Arizona Western College's Career Expo: Business, CIS and Communication Careers, to provide students with career information, internship, volunteer, and employment opportunities. MonsterMedia had a booth at the fair. We provided job applications, took resumes and answered questions about careers in radio

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Educational Outreach:

July 28, 2016 –Jennifer Blackwell, Operations Manager/Traffic Manager, at the Arizona State University El Diablito Alumni event for incoming freshmen, informing new students of fundraising for scholarships and the impact on continuing education. Ms. Blackwell used this opportunity to educate the group about radio announcements and social media marketing and a combination of both would be a great resource for their scholarship fundraisers.

August 26, 2016 – Anita Maude, Business Manager attended the Yuma County Chamber of Commerce, Business Expo Mixer from 5:30pm to 8:00pm and engaged with other Yuma businesses to educate about local radio and radio opportunities.

August 27, 2016 – Jennifer Blackwell, Operations Manager/Traffic Manager, Theresa Straub, Marketing Assistant and Janice Ramirez, Marketing Executive, represented MonsterMedia at the Business Expo sponsored by the Yuma Chamber of Commerce. The Expo was from 8:00am – 1:00pm during which the public could come and learn about what local businesses have to offer.

November 11, 2016 – Jennifer Blackwell, Operations Manager/Traffic Manager, Theresa Straub, Marketing Assistant and Anita Maude, Business Manager and Janice Ramirez, Marketing Executive along with Bailey Valenzuela, Victoria Alvarez, Lawrence Maude, Jacob Maude, and Eli Maude participated in the Yuma Veteran’s Day Parade from 9:00am to 12:00pm, with a float that consisted of the local band the Krooktone Classics playing live throughout the parade, as a means to promote the Local Monster feature of the station programing and reach of local radio.

November 12, 2016 – Keith Lewis, Owner/General Manager, Jennifer Blackwell, Operations Manager/Traffic Manager, Theresa Straub, Marketing Assistant and Anita Maude, Business Manager attended the Desert Balloon Glow, hosted by the Caballeros de Yuma. MonsterMedia provided the music for the event. Jennifer and Theresa promoted the station via Facebook Live and social media posts.

November 15, 2016 – Anita Maude, Business Manager attended the Yuma County Historical Society (YCHS) Board Meeting and presented radio opportunities to this Non-profit 501 c 3 organization. Collaboration with YCHS to help educate the community is an ongoing endeavor.

December 3, 2016 – Janice Ramirez, Marketing Executive executed a remote at Yuma Regional Medical Center (YRMC), Emergency Room Grand Opening. MonsterMedia used this opportunity to promote outreach and education for the community.

December 10, 2016 – Jennifer Blackwell, Operations Manager/Traffic Manager, Theresa Straub, Marketing Assistant and Anita Maude, Business Manager along with Bailey Valenzuela, Lawrence Maude, Jacob Maude, and Eli Maude participated in the 14th Annual Dorothy Young Memorial Electric Light Parade. The MonsterMedia float consisted of the local band the Krooktone Classics playing live throughout the parade, as a means to promote the Local Monster feature of the station programming and reach of local radio.

February 8, 2017 – Jennifer Blackwell, Operations Manager/ Traffic Manager gave a tour of the MonsterMedia studios and administration building to a group of adult from Achieve Human Services. Patrons learned how the radio operates and the process for music programming, how satellites work and how MonsterMedia maintains its affiliation with the Phoenix Suns and Arizona Diamond Backs.

February 10, 2017 – Jennifer Blackwell, Operations Manager/ Traffic Manager was voted Local Radio Personality in the 2017 Yuma's Best, for her local news, weather and public service announcements.

February 10 – 12, 2017 – MonsterMedia was a media sponsor for the 72nd Annual Yuma Jaycees, Silver Spur Rodeo. Theresa Straub, Marketing Assistant and Janice Ramirez, Marketing Executive represented MonsterMedia at the Rodeo.

March 11, 2017 – Janice Ramirez, Marketing Executive executed a remote at Sunset Community Health Center, Family Wellness and Resource Fair. MonsterMedia used this opportunity to promote outreach and education for the community.

May 15, 2017 – Jennifer Blackwell, Operations Manager/ Traffic Manager gave a tour of the MonsterMedia studios and administration building to a group of students and Howard Blitz of the Freedom Library. The students are currently learning about government regulations and they used this opportunity to ask questions about the rules and regulations of the broadcast industry.

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Training Programs:

Training programs are designed to enable station personnel to acquire skills that could qualify them for higher-level positions.

Marketing Assistants at our radio stations are trained in commercial production for clients as well as station promos, liners and imaging segments. This training helps the individual to develop a professional ear for quality sound (whether it be a commercial or on-air programming).

Marketing Assistants are trained to prioritize their production based on client: approvals, needs, and actual air dates.

They are trained to utilize the Adobe Audition System, as well as the DadPro on air systems.

Marketing Assistants also train with the Traffic Department on entering advertising time orders.

Operations Manager/Traffic Manager is trained to enter the Accounts Receivables in the DeltaFlex system.

Business Manager is trained on QuickBooks and has received certificate of completion for Notary Public appointment.

Marketing Assistant and Operations Manager continue to train on website development for the company and continuously work on the website making improvements and daily updates.

On-Air Announcements:

Both radio stations, broadcast recruitment announcements on a regular basis, in an attempt to hire a Media Salesperson, as well as mail out notifications to all our recruitment sources.

MonsterMedia, LLC also keeps the local community informed with local breaking news and events with its on-air announcements.