



**Lotus Los Angeles Corp. Annual EEO Public File
Report for the period August 1, 2022-July 31, 2023**

Statement of EEO Policy

This EEO Public File Report is filed in compliance 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 Station(s) KWKW 1330AM AND KFWB 980AM.

Lotus Los Angeles Corp is an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and to ensure equal opportunity in employment and non-discrimination in all of its policies and practices, including the area of employment. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

The Recruitment Sources are identified by number and listed (with contact information) in the following pages.

3 Full-Time Vacancies Filled During Reporting Period August 1, 2022 through July 31, 2023

Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant	Total No. Interviewed from All Sources
(1) Account Executive	*various, including LinkedIn, Station websites, colleges	In house referral	3
(1) Board operator	*various, including LinkedIn, Station websites, colleges	On air spot-walk in	6
(1) Sales coordinator	*various, including LinkedIn, Station websites, colleges *	Lotus Website	5

Total number of persons interviewed during applicable period:14

SUPPLEMENTAL RECRUITMENT MEASURES:

In addition to direct job vacancy announcements and hiring procedures, we complied with the initiative outlined in the 2002 EEO Rule Sec. 73.2080(c)(2) regarding supplemental recruitment activities. For this reporting period we participated in or conducted the following:

Activity/Description	Date	Staff Participant(s)	Sponsor / Initiator
<p>Menu Option #14 - Provision of training to management as to methods of ensuring Equal Employment opportunity and preventing discrimination.</p> <p>Every month Lotus Los Angeles Corp. has its EEO meetings in order to train its supervisors constantly the importance of non-discrimination as it relates to hiring and in the workplace. KWKW and KFWB provide and share the best practices for providing equal employment opportunities.</p>	8/1/2022-7/31/2023	James Kalmenson General Manager, EEO Director, Yolanda Magana, Business Manager, Juan Rodriguez, Program Director and Rebecca Posen, General Sales Manager	James Kalmenson, EEO Director
<p>Menu Option #14 - Provision of training to management as to methods of ensuring equal opportunity and preventing discrimination.</p> <p>The Lotus Communications Corp. Annual Managers' meeting was held December 5 through Wednesday, December 7, 2022 in Los Angeles. The corporate agenda was dedicated in part to our continuing effort to review and provide information and training to ensure equal opportunity and the prevention of discrimination. All station management personnel held individual meetings with the Chief Compliance Officer to review and discuss the on-going effort to provide equal opportunities for current and future job openings. All menu options were examined to determine their effectiveness and how to proceed and enhance the individual station Outreach program. The stations are encouraged to create Outreach campaigns that reach a diverse and significant portion of the community they serve. Although, the FCC is now permitting broadcasters to meet their obligation to widely disseminate information about their job openings solely through the use of online recruitment sources Lotus requires stations to constantly review our recruitment lists and inform those organizations who wish to be notified of job openings. As part of Lotus' commitment to ensure a safe working environment for future and current employees, all stations conduct monthly EEO meetings reinforcing their non-discrimination</p>	December 7 to 9 th , 2022	Jay A. Levine, Sr. VP & Chief Compliance Officer	Jay Levine

<p>mission statement and provide an opportunity to discuss upcoming and future Outreach programs. In addition Lotus is requiring quarterly reports outlining the Outreach activity for that quarter enabling stations to be more aware of their commitment to the community.</p>			
<p>Option #6: participation in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies);</p> <p>KWKW/KFWB uses California Broadcasters Association, Craigslist, , indeed, Southern California Broadcasters Association, UCLA Extension, California Lutheran website, KWKW/KFWB websites, Social Networks amongst other job banks and websites, job fairs and resources for all full-time positions and vacancies.</p>	<p>From August 2022 through July 2023</p>	<p>Interviews for Sales dept openings were done by Juan Rodriguez -Program Director R Posen GSM and Jim Kalmenson SR VP GM</p>	<p>3 full time job postings form Aug 1, 2022- to July 31, 2023 by Yolanda Magana Biz Mgr</p>
<p>Option #6: participation in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies);</p> <p>KWKW/KFWB -Job fair participation on August 25, 2022 at Cerritos College from 10a-1pm</p>	<p>August 25, 2022</p>	<p>Interviews on site for Sales, Talent/board operators and for sales admin were conducted by Juan Rodriguez -Program director</p>	<p>Juan Rodriguez-Program Directed.</p>
<p>Option #8: <i>Provision of training to management as to methods of ensuring equal employment opportunity and preventing discrimination.</i></p> <p>Yolanda Magana-Business Manager attended a Virtual work shops on Tuesday, November 8, 2022 and Thursday, November 17, 2022 where Attorneys address significant labor law and Employment Law Updates, California Wage and Hour Labor laws and workplace employment law practices. seminars designed to learn and trained for better understanding of equal employment and employee and employer rights in the state of California. Seminars are a growing opportunity for Business Managers.</p>	<p>November 8, 2022 at 10am and Thursday, November 17, 2022 from 8a - 4pm</p>	<p>Yolanda Magana, Business Manager</p>	<p>Webminars conducted by WELU and Fisher Phillip law</p>

<p>Option #8: <i>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions</i></p> <p>Weekly meetings hosted by Melissa Meyer - Corporate Traffic Manager in which all Lotus Stations traffic Manager attend and are coached and trained on tricks and ways to better understand the traffic department roles. Growing opportunity for traffic managers.</p>	<p>Aug 2022 to July 2023 - monthly meetings held at 10am-11am</p>	<p>Esmeralda Montiel, Traffic Manager</p>	<p>Webminar conducted by Melissa Meyer-Lotus Corporate Traffic Manager</p>
<p>Option #9: <i>Establishment of a mentoring program for station personnel</i></p> <p>Jim Kalmenson and Yolanda Magana continued coaching and training -Sandra Salas Sales Coordinator. Training consists of Sr Administrative position growth and sales, includes sales presentations and Sales team work.</p> <p>Juan Rodriguez – Mentor Francisco Delgadillo as changes occur in the morning drive program for Tu Liga KWKW Radio. Change was needed to help increase morning listening drive.</p> <p>Rebecca Posen-GSM mentor new hires Johnny Enriquez new Account Executive. Training consists of sales strategies to grow the station’s revenues. Includes sales presentations and environment team work.</p>	<p>12/2022</p> <p>12/2022</p> <p>3/2023</p>	<p>Sandra Salas, Sales Coordinator</p> <p>Francisco Delgadillo, on air and board operator</p> <p>Johnny Enriquez- Account Executive</p>	<p>KWKW/KFWB Internal Training by Jim Kalmenson and Yolanda Magana</p> <p>KWKW Internal Training By Juan Rodriguez- Program Director</p> <p>KWKW/KFWB Internal Training by Rebecca Posen GSM</p>
<p>Option #8: <i>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions</i></p> <p>The Annual Business Manager’s meeting was held May 22, to May 24, 2023 in Los Angeles, CA. attendees: All Lotus Management and Lotus Markets Business Manager. Fields of study, Accounting, Business Lay, Finance, Personal Development, Auditing, Personnel/HR,, Each session was conducted by key personnel in group-live instructional delivery method in accordance with the standards of the national registry sponsors. In addition to live group meetings Lotus held their own roundtable discussion where all Business Managers</p>	<p>May 22 - May 24, 2023</p>	<p>Lotus Corp Management and all Lotus Markets Business Managers</p>	<p>Media Financial and Jasmin Dorismond Chief Financial Officer</p>

<p>had the opportunity to bring issues challenges in their own markets.</p>			
<p>Option #8: <i>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions</i></p> <p>Weekly meetings hosted by Kapi Thomas -Director of Digital Sales. Attendees: Managers and Sales Managers and Account Executives. Kapi brings updated information related to Digital world and provides sales tools and education. In addition to company wide Digital Sales training and tactics, Kapi also keeps everyone informed of specific legalities' as it pertains to betting, dispensaries, alcohol, nightclub and adult venues and products.</p>	<p>Aug 1, 2022 -July 31, 2023</p>	<p>All Lotus Stations Managers, GSM's and Account Executives</p>	<p>Kapi Thomas, Director of Digital Sales</p>
<p>Option #9: <i>Establishment of a mentoring program for station personnel</i></p> <p>Juan Rodriguez on going training to Programming personnel. Making sure all on air properties are conducted in a professional way servicing the public</p>	<p>8/1/22-7/31/2023</p>	<p>Juan Rodriguez/ Program Director</p>	<p>KWKW KFWB Internal Training</p>
<p>Menu Option 5: <i>Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i></p> <p>KWKW/KFWB &continue to assist Intern and help a university student whose major is in communication to learn necessary basic skills for broadcast employment.</p>	<p>8/1-2022-7/31/2023</p>	<p>KWKW/KFWB Program Director and Rebecca Posen-Sales Manager</p>	

RECRUITMENT SOURCES:

- Designates an entity requesting notification.

# Source	Recruitment Source: Name, Address, Contact Person, Telephone Number	Total Number Interviewees Provided by Source During Period	Full-time Positions for Which This Source Was Utilized
1	*Actors Work Program Phyllis Friedman 5757 Wilshire Blvd. #400 L.A., CA 90036 323-933-9244 323-933-7615 fax csorenson@actorsfund.org www.actorsfund.org	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
2	*Bulletin Board KWKW 3301 Barham Blvd. Suite 301 Los Angeles, CA. 90068 323-851-5959	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
3	*California Broadcasters Association /CBA 915 L Street Suite #1150 Sacramento, Ca 95814 JBerry@yourCBA.com www.yourcba.com	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
4	*California Lutheran University: www.callutheran.edu	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
5	*California State University of Northridge (CSUN) Career Center Patricia Gainer 18111 Nordhoff Street	0	Account Executive Board Operator/On Air Sales Coordinator/Executive
6	*Community Career Development Rhonda Rose 3550 Wilshire Blvd. #500 L.A., CA 90010 rrose@communitycareer.org www.communitycareer.org 213-365-9829 213-365-9839 fax	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
7	*Craigslist.com	0	Board Operator

8	CSULA / Job Juanita Arreola 5151 State University Dr. L.A., CA 90032 323-343-3000 323-343-3649 fax www.calstatela.edu	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
9	*CSUN/Dept. of Journalism Kent Kirkton 18111 Nordhoff Street Northridge, CA 91330-8241 www.csun.edu 818-677-3135 Direct Line 818-677-3438	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
10	*Gain/Grow Division Los Angeles County Office of Education Nahid Moradi Career Development Program Specialist 6736 Laurel Canyon Blvd. , Suite #300 North Hollywood, CA 91606 P: 818-764-8312 F: 818-764-8320 Moradi_Nahid@lacoedu	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
11	*Glendale College 1500 N. Verdugo Rd. Glendale, CA 91208 818-240-1000 X5421 818-241-5455 fax www.glendale.edu/ses	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
12	*Hispanic Chamber of Commerce Victoria Palacio Mail@hcoc.org P: 714-953-4289	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
13	*In House referrals 3301 Barham Blvd. Suite 301 Los Angeles, CA. 90068 323-851-5959	1	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
14	*Indeed.co	0	
15	*Jewish Family Services Los Angeles Mastaneh Moghadam mmoghadam@jfsla.org http://www.jfsla.org/	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
16	*Jewish Vocational Services / JVS Tali Lerea 22622 Vanowen Street West Hills, CA 91307 818-464-3222 818-501-7758 fax tlerea@jvsla.org www.jvsla.org	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
17	*JVS Marina Del Ray Work Source Center Patti Howard Human Resources 13160 Mindanao Way, Suite 240 Marina Del Ray, Ca 90292 P: 310-309-6000 Ext. 210 F: 310-309-6032 phoward@jvsla.org	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant

18	*KWKW/KFWB and Lotus websites: Tuliga.com 980lameramera.com	3	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
19	*LA Family Housing Employment Fair Tony Jaramillo 7817 N. Lankershim Blvd. North Hollywood, CA 91605 818-371-6286 van_nuysws@yahoo.com	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
20	*L.A.V.C. Job Resource Center 5800 Fulton Ave. Van Nuys, CA 91401 Patricia Guerrero guerreropt@lavc.edu Post jobs at: collegcentral.com/lavc 818-947-2334 818-947-2978 fax coop@lavc.edu www.lavc.edu	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
21	*Los Angeles Pierce College Patricia Garcia 6201 Winnetka Ave. Woodland Hills, CA. 91371 818-719-6453 818-710-4124 fax jobcenp@piercecollege.edu www.piercecollege.edu	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
22	*Los Angeles Valley College Tony Jaramillo 5800 Fulton Ave. Valley Glen, CA 91401 P: 818-947-2941 F: 818-947-2940 jaramiaj@lavc.edu	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
23	*Mexican American Opportunities Human Resources / Araceli Cruz 401 N. Garfield Avenue Montebello, CA 90640 323-890-9600 323-721-9039 acruz@maof.org www.maof.org	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
24	*NAACP P.O.Box 56468 Los Angeles, CA. 90056 323-397-1171 310-397-1179 fax Naacpla@sbcglobal.net www.naacp.org	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
25	*National Hispanic Media Coalition 55 S. Grand Ave. Pasadena, CA 91105 P: 626-792-6462 F: 626-792-6051 info@nhmc.org	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant

26	*North Valley Occupational Center Nadia Diaz 11450 Sharp Ave. Mission Hills, CA. 91345 818-365-9645 ext. 330 818-361-9510 fax www.nvoc.org	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
27	*Pars Equality Center Job Fairs Peyman Malaz, Program Manager, Pars Equality Center, Los Angeles <u>(818) 616-3091</u> 4954 Van Nuys Blvd., Suite 201 Sherman Oaks, CA 91403	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
28	*LinkedIn	3	Account Executive
29	*Southern California Broadcasters Association (SCBA) Director of Events & Member Services 5670 Wilshire Blvd. #200 Los Angeles, CA 90036 Liz Fancher P: 323-930-5598 F: 323-930-5595 www.scba.com	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
30	*USC Annenberg School for Communication & Journalism Tim Burgess 3502 Wall Way #140 L.A., CA 90089 213-740-3912 213-740-8036 fax tburgess@usc.edu www.annenberg.usc.edu	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
31	*Venice Skill Center Ojuana Marshall 611 5 th Avenue Venice, CA 90291 310-664-5889 310-392-3461 fax Ocm3009@lausd.net www.lausd.net	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
32	*Verdugo Job Center (Public Employee Agency) Gail Jordan 818-937-8013 1255 South Central Avenue Glendale, CA. 91204 818-409-0476 818-409-0496 fax gjordan@ci.glendale.ca.us www.verdugojobcenter.org	0	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
33	*Women at work 3871 E. Colorado Blvd. Pasadena, CA. 91106 626-796-6870 ext.17 626-793-7396 fax www.womenatwork.org	0	Account Executive Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant
34	*YWCA / Greater Los Angeles Margaret Brown 2501 W. Vernon Avenue	0	Account Executive Board Operator/On Air Sales

	L.A., CA 90008 323-295-4288 323-295-9178 fax Magaret.brown@ywcagla.org www.ywcagla.org		Coordinator/Executive Assistant
36	El Clasificado Newspaper/job air	7	Account Executive Board Operator/On Air Sales Coordinator/Executive Assistant