

RIVIERA BROADCASTING, LLC
KKFR-FM / KZON-FM / KMVA-FM / KOAI-FM
EEO PUBLIC FILE REPORT
June 1, 2016- May 31, 2017
II. Master Recruitment Source List (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. Of Interviewees Referred by RS.
1	Maricopa County NAACP Contact: Rev. Oscar Tillman P.O. Box 20883, Phoenix AZ 85036 tillmannaacp@aol.com (P) 602-252-4064 (F) 602-252-2954	No 8/21/14	
2	Maricopa Community Colleges 2411 West 14 th Street Tempe, AZ 85281 (P) 480-731-8000 www.maricopa.edu/careers <i>this will post on 10 college sites</i>	No	
3	Southwest Behavioral & Health Services Contact: Employment Specialist 3450 N 3 rd St, Phoenix, AZ 85012 (P) 623-225-8787	Yes 9/9/15 Mail	
4	Arizona Broadcasters Association 426 N 44 th St, Phoenix, AZ 85008 (P) 602-252-4833 www.azbroadcasters.org	No Post online	
5	Phoenix Indian Center/Native American Connections Contact: Career Services 4520 N Central Avenue, #250 Phoenix , AZ 85012 (P) 602-254-3247 (F) 602-256-7356	Yes 12/22/08 Mail	
6	Valle del Sol Contact: Job Placement 3807 N 7 th St, Phoenix, AZ 85014 (P) 602-258-6797	No	
7	DES- Arizona Workforce Connection Contact: Steve Berroth 4635 S Central Ave, Phoenix, AZ 85040 www.arizonaworkforceconnect.com (P) 602-276-5587 x 7003 (F) 602-268-3594 <i>Job order form required</i>	Yes 12/30/08 4/25/11 Post Online	
8	Alpha Pacific Institute & Studios Contact: Mike Petry 4801 E McDowell Rd, Suite 200, Phoenix , AZ 85008 Petrytv1@yahoo.com (P) 602-244-0300 (F) 602-244-0304	Yes 4/27/09 4/20/11 5/29/13 9/12/14 Email/Mail	
9	The Greater Phoenix Black Chamber of Commerce Attn: Career Services 201 E Washington St, Suite #350 Phoenix, AZ 85004 (P) 602-307-5200 (F) 602-307-5204	Yes 1/6/09 4/25/11 Mail	

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10	Employee Referral / Word of Mouth	No	10
11	Riviera Broadcasting Websites & On air Broadcast www.theoasisphoenix.com www.power983.com www.hot975phoenix.com	No	2
12	Walk- Ins / Self-Inquiry	No	
13	Goodwill Industries Contact: Career Services 2626 W Beryl Ave, Phoenix, AZ 85021 (P) 602-535-4186 employereperienceteam@goodwillaz.com	Yes 2/16/12 7/17/12 Email	
14	Greater Phoenix Urban League Contact: Bill Bridgeman 1402 S. 7 th Avenue, Phoenix, AZ 85007 (P)602-254-5611 (F) 602-253-7359 bbridgeman@gphxul.org	Yes 9/10/14 5/26/15 2/1/16 Email	
15	Phoenix Job Corps Center Attn: Che Collins 518 S 3 rd Street, Phoenix , AZ 85004 Collins.che@jobcorps.org (P)602-322-2895 (F) 602-322-6611	Yes 12/23/08 Mail / Email	
16	Arizona State University Attn: Career Services P.O. Box 871312, Tempe, AZ 85287-1312 Bldg. C359 (P) 480-965-2350 (F) 480-965-2120 www.asu.edu/career	Yes 5/22/13 Post online	
17	College America Contact: Career Services 9801 N Metro Parkway East, Phoenix, AZ 85051 (P) 589-9860 x1911 (F) 602-246-9741	Yes 4/22/14 Mail	
18	Arizona Latino Media Association Contact: Anita Leach P.O. Box 1168, Phoenix, AZ 85001 Nitlea602@msn.com (P) 602-444-8473	Yes 1/12/09 Email	
19	Fresh Start Women's Foundation Contact: Becca Daltroff 1130 E. McDowell Rd., Phoenix, AZ 85006 (P) 602-261-7221 (F) 602-257-9692 bdaltroff@fswf.org	Yes 12/22/08 4/25/11 Email	
20	Hopi Jr/Sr High School Attn: Stan Bindell Hwy 264 Kearns Canyon, Arizona 86034 (P) 928-738-5111 Thebluesmagician@gmail.com	Yes 5/13/15 Email	
21	CRAS Conservatory of Recording Arts & Sciences Attn: Becky Fimbres 1205 North Fiesta Boulevard Gilbert, AZ 85233 480-858-9400 (P) 480-633-0916 (F) becky@cras.org	Yes 4/22/11 Email	

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22	Inside Radio Classified www.insideradio.com (P) 602-200-6800	No	
23	Radio Online www.radioonline.com	No	
24	Glendale Community College Attn: Anthony Hopson / Laura Hinau 6000 W Olive Ave, Glendale, AZ 85302 (P)623-845-3283 Anthony.hopson@gccaz.edu Laura.hinau@gccaz.edu	Yes 12/16/15 Email	
25	Internal Promotion/Transfer. On site job posting	Yes	6
26	Department of Veteran Affairs Contact: Russell Singleton 3333 N Central Ave, Phoenix, AZ 85012 (P) 602-627-2785 (F) 602-627-2804	No	
27	All Access www.allaccess.com	No	6
28	DeVry University Contact: Career Services 2149 W Dunlap, Phoenix, AZ 85021 (P) 602-749-4554 (F) 602-749-7330	Yes 9/10/14 6/15/15 Mail	
29	ITT Technical Institute Contact: Career Services 5005 S Wendler Dr, Tempe AZ 85282 chedger@itt-tech.edu (P) 602-437-7510 (F) 602-437-7505	Yes 4/25/11 6/2/15 closed Removed 9/1/16	
30	Age Works, LLC Contact: :Career Services 1366 E Thomas Rd, Suite 108, Phoenix, AZ 85014 (P) 602-241-6159 (F) 602-230-9132	Yes 12/23/08 4/25/11 Mail	
31	Arizona Women's Education and Employment (AWEE) 914 W Hatcher Rd, Phoenix, AZ 85021 (P) 602-371-1216	No	
32	Entertainment Careers www.entertainmentcareers.net	No	
33	National Black Media Coalition Contact: Career Placement 920 Dodge Ave, Evanston, IL 60202 (P)847-328-4849 www.namac.org	No	
34	Chicanos Por La Causa Womens Care Center Contact: Employment Services 1112 E Buckeye Rd, Phoenix, AZ 85034 (P) 602-257-0700 (F) 602-256-2740 Maria.miquirray@cplc.org	Yes 12/23/08 7/9/13 Email/Mail	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. Of Interviewees Referred by RS.
35	Phoenix College Contact: Career Services 1202 W Thomas Rd, Phoenix, AZ 85013 (P)602-285-7422 (F) 602-285-7951 www.phoenixcollege.edu/student-resources/career-services	Yes 5/5/11 5/29/13 9/10/14 Post online	
36	DK Advocates 2106 North 24 th Street, Suite A Phoenix, AZ 85008 mford@dkajobs.com (P) 602-277-5787 (F) 206-277-7377	Yes 10/23/09 2/1/16 Email	
37	Arizona State University-Walter Cronkite School Contact: Michael Wong 555 N Central Ave #302 Phoenix, AZ 85004 (P) 602-496-5055 (F) 602-496-7041 Mike.wong@asu.edu	Yes 5/23/13 Email	
38	Gateway Community College Contact: Jessica Brosilo 108 N 40 th St, Phoenix, AZ 85034 (P) 602-286-8500 (F) 602-286-8151 careercenter@gatewaycc.edu	Yes 12/23/08 5/3/11 Email	
39	Arizona Hispanic Chamber of Commerce Attn: Career Services 255 E Osborn Road, Phoenix, AZ 85012 (P) 602-279-1800 (F) 602-279-8900	No	
40	Ad2Phoenix www.ad2phoenix.com	No	
41	TV and Radio Jobs www.TVandRadiojobs.com	No	
42	AARP Foundation Workshop Contact: Employment Specialist 5119 N 19 th Ave, Ste. A Phoenix, AZ 85015 (P) 602-841-0403 (F) 602-864-0142	Yes 12/4/09 05/23/13 Mail	
43	Department of Economic Security Arizona Rehabilitation Services Att: Timothy Stump / Terell Welch 515 N 51 st Ave Phoenix, AZ 85043 tstump@azdes.gov , twelch@azdes.gov (P) 602-771-9263 , (P) 602-226-9579 x 7212 Job posted to over 60 organizations	Yes 8/22/13 7/16/15 Email	
44	Social Media Sites <i>Facebook</i> <i>Linkin</i>	No	
45	Friendly House JTPA 802 S 1 st Ave, Phoenix, AZ 85003 (P) 602-257-1870 (F) 602-257-8280 workforce@friendlyhouse.org	Yes 9/23/13 Email	

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46	United States Veterans Initiative Attn: Tera Valenzuela 804 E Jones Ave., Phoenix, AZ 85040 tcalhoun@usvetsinc.org (P) 602-427-0406 (F) 602-305-6844	Yes 8/25/14 5/26/15 Email	
47	Maricopa Workforce Connections 1840 N 95 th Ave., Ste. 160, Phoenix, AZ 85037 www.azjobconnection.gov (P) 602-372-4200 (F) 602-372-4290	Yes 4/25/11 7/27/10 Post online	
48	School Incorporated Attn: Ms Janet Wood P.O. Box 45541, Phoenix, AZ 85064-5541 www.schoolsinc.org , (P) 602-222-3402 (F) 602-266-3404	Yes 12/4/09 Mail	
49	Collins College Attn: Amy Roverts 4750 South 44 th Place, Phoenix, AZ 85040 aroberts@collinscollege.edu (P) 480-446-1112 (F) 480-557-9251	Yes 3/28/13 9/9/14 Mail / Email	
50	The Art Institute of Phoenix Attn: Laura Sand 2233 W Dunlap Ave, Phoenix, AZ 85021 lsand@aia.edu (P) 602-331-7515 (F) 602-331-5302	Yes 2/6/13 Email	
51	Career Fairs	No	
52	Indeed www.indeed.com	No	1
53	Genesis Human Services – Youth Program Attn: Kathy Johnson / Eboni Farmer 1840 N 95 th Ave #160, Phoenix, AZ 85037 JohnsonK019@mail.maricopa.gov (P) 602-372-4248 (F) 602-372-4290	Yes 9/29/15 Email	
54	AMFM Jobs www.amfmjobs.com	No	
55	The Angels of New Hope Attn: Rashaad Thomas 8345 E Indian School Rd Scottsdale, AZ 85251 Rashaad.thomas@yahoo.com (P) 480-330-2274	Yes 8/12/10 Email	
56	East Valley Institute of Technology (EVIT) Attn: Pulse Radio/ Program Director 1601 W Main St, Mesa, AZ 85201 sgrosz@evit.com (P) 480-461-4049 (F) 480-461-4169	Yes 10/11/14 Email	
57	Grand Canyon University Attn: Sheila Schumacher, MFA 3300 W Camelback Rd, Phoenix, AZ 85017 Sheila.schumacher@gcu.edu http://gcuniv.experience.com/emp (P) 602-639-6115 (F) 602-343-4836	Yes 3/5/15 Email/ post online	
58	www.media-match.com	No	

TOTAL INTERVIEWEES: 25

RIVIERA BROADCASTING, LLC
KKFR-FM / KZON-FM / KMVA-FM / KOAI-FM
III. RECRUITMENT INITIATIVES
FOR PERIODS OF JUNE 1, 2016 - MAY 31, 2017

Type of Recruitment Initiatives	Brief Description of Activity
<p>General Outreach Efforts: List upper-level category openings in a job bank, Internet Programs or newsletter of women and minority media trade groups.</p>	<p>Riviera Broadcasting, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at the stations. We seek the help of local Community Organizations in referring qualified applicants to our stations. Riviera continues to post every full time position, with women and minority trade groups and job banks. We continually post our positions with the following organizations:</p> <ul style="list-style-type: none"> • ASU Walter Cronkite School of Broadcasting • Arizona Broadcaster Association • Arizona Latino Media Association • www.theoasisphoenix.com • www.hot975phoenix.com • www.power983.com • On air recruitment broadcast <p>Riviera Broadcasting has included language on their station websites to inform the general public of career opportunities available in the broadcasting industry and skills necessary to compete for them.</p>
<p>Participate in Job Fairs</p>	<p>Riviera Broadcasting participated in the Glendale Community College Fall and Spring Job and Internship fairs held on October 5, 2016 and March 22, 2017 at the GCC main campus. Riviera human resources, with sales & promotions were present to answer questions regarding careers in radio broadcasting. Attendees were directed to our career center to apply online.</p> <p>Riviera Broadcasting participated in the Grand Canyon University Job and Internship Fair on March 2, 2017 at the GCU main campus. Human resources and promotions were present to answer questions regarding careers in radio broadcasting. Attendees were directed to our career center to apply online.</p> <p>Riviera Broadcasting participated in several of the Art Institute of Phoenix job and internship fairs held at their Phoenix campus on July 27, 2016, November 10, 2016 and February 16, 2017. Riviera Digital Director and internship director were present to discuss Careers in radio broadcasting. Attendees were directed to our career center to view current job openings and to apply online.</p> <p>Riviera Broadcasting co-sponsored the Arizona Broadcasters Association Career Fair held at the East Valley Institute of Technology on May 11, 2017. This event was promoted on air by our stations KKFR, KZON, KMVA and KOAI. Riviera human resources, was present to answer questions regarding careers in radio broadcasting and directed interested applicants to our career center to apply online.</p>
<p>Participate in EVENTS/Programs</p>	<p>Riviera Broadcasting former Chief Operating Officer</p>

Sponsored by Educational Institutions
Relating to Broadcast Careers

through March 2017 was a member of the Endowment Board of trustees for the Walter Cronkite School of Journalism and Mass Communications at ASU. The board meets quarterly and consists of top media leaders from Arizona. The board provides important counsel and advice to the dean on a wide array of issues facing the broadcast and journalism school.

Riviera Broadcasting attended the Art Institute of Phoenix Winter 2017 Portfolio show on March 22, 2017 held at The Hard Rock Café in Phoenix. Riviera Digital Director was present to discuss opportunities available in broadcast media.

The Riviera Broadcasting promotions team attended the Estrella Community College Success Fair held at their Avondale campus on February 28, 2017. The Internship director and staff were available to answer student's questions regarding careers in the broadcast industry.

The Riviera Broadcasting promotions team attended the Glendale Community College Success Fair held at their campus in Glendale, AZ on January 19, 2017 and March 22, 2017. Promotions staff were on site to answer student's questions regarding careers in radio broadcasting.

KKFR was on campus at various high schools and colleges throughout the valley during lunch mixers. Personnel were available to answer any questions that students had regarding careers in radio broadcasting.

Internship Program

Schools Participating: ASU, Maricopa Community Colleges, GCU, EVIT, Art Institute of Phoenix, Conservatory of Recording Arts and Walter Cronkite School of Journalism and Mass Communication.

Riviera Broadcasting provides an internship program for university students in the fields of programming, promotions, web design, engineering and sales. Through the stations' established relationship with major colleges in the Phoenix market and professors in the specific discipline of broadcasting/journalism, Riviera Broadcasting solicits universities directly as openings become available. College students are provided an opportunity to work with the station and earn college credit for real world experience. The station provides the necessary information to the schools so that students receive earned credit and students receive guidance under the supervision of one or several station managers. Programs are typically 13 weeks in duration.

Internship Program

<p>Participate in Events Sponsored by Local Organizations Interested in Broadcast Employment</p>	<p>Riviera Broadcasting offers tours to schools, youth groups, community groups and other entities to provide information about the broadcasting industry and careers in the broadcasting industry to the public and students. Members of the Boys & Girls club toured the stations on April 25, 2017.</p> <p>Riviera Broadcasting participated in the following events as representatives of the Radio Broadcast industry:</p> <p>6/27/16, 1/12/17, 1/30/17, Riviera Account Executive participated in the Phoenix Job Corps Mock Interview events. These events help to prepare students to excel in a job interview that could Lead to permanent employment after transitioning from the Job Corps Center. The Account Executive takes this opportunity to discuss working in the field of radio broadcasting with participants.</p>
<p>Establish Training Program for Current Employees</p>	<p>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.</p> <p>Upon hire, and annually, managers and supervisors are trained on EEO guidelines. This year's annual training was held on May 18, 2017. These sessions provide training to management level personnel responsible for ensuring the stations compliance with Federal EEO rules and regulations.</p> <p>Throughout the year, Riviera Broadcasting staff and management participate in training programs headed by Accendo International. This training is designed to enable employees to acquire the skills necessary to become successful in this highly competitive market.</p>