

**RIVIERA BROADCASTING, LLC/  
 dba DESERT VALLEY MEDIA GROUP  
 KKFR-FM / KZON-FM / KMVA-FM / KOAI-FM  
 EEO PUBLIC FILE REPORT  
 JUNE 1, 2023- MAY 31, 2024**

**I. VACANCY LIST**

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Social Media Coordinator 6/1/23	1-2, 4-5, 7-12, 15, 18-24, 26, 28-29, 32, 37	4
Client Success Specialist 10/7/23	1-2, 4-5, 7-12, 15, 18-24, 26, 28-29, 31-32, 34	4
Integrated Marketing Mgr 11/27/23	1-2, 4-5, 7-12, 15, 18-24, 26, 28-29, 31-32, 34, 37	4
Integrated Marketing Mgr 1/22/24	1-2, 4-5, 7-12, 15, 18-24, 26, 28-29, 31-32, 34, 37	4
Integrated Marketing Mgr 3/4/24	1-2, 4-5, 7-12, 15, 18-24, 26, 28-29, 31-32, 34, 37	4
Integrated Marketing Mgr 3/18/24	1-2, 4-6, 7-12, 15, 18-24, 26, 28-29, 31-32, 34, 37	6
Promotions Coordinator	1-2, 4-5, 7-12, 15-16, 18-24, 26-29, 32, 34, 37	16
Assistant Brand Manager/On-Air	1-2, 4-5, 7-12, 15-16, 18-24, 26-29, 32, 34, 36	16

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II. Master Recruitment Source List (MRSL)

RS Number	Recruitment Source	Recruitment Request	Interviewee Count
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>	No	0
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	No	0
3	<a href="http://www.media-match.com">www.media-match.com</a>	No	0
4	Employee Referral / Word Of Mouth	No	4
5	Desert Valley Media Group Websites & On Air Broadcast <a href="http://www.951thewowfactor.com">www.951thewowfactor.com</a> <a href="http://www.hot975phoenix.com">www.hot975phoenix.com</a> <a href="http://www.power983.com">www.power983.com</a>	No	3
6	Walk- Ins / Self-Inquiry	No	1
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>	No	0
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>	No	0
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>	No	0
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>	No	0
11	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	No	0

12	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>	No	0
13	Inside Radio Classified <a href="http://www.insideradio.com">www.insideradio.com</a> (P) 602-200-6800	No	0
14	<a href="http://www.radioonline.com">www.radioonline.com</a>	No	0
15	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="http://Career.ervices@gccaz.edu">Career.ervices@gccaz.edu</a>	No	0
16	Internal Promotion, On site job posting	No	2
17	All Access <a href="http://www.allaccess.com">www.allaccess.com</a>	No	0
18	DeVry University Contact: Career Services 2149 W Dunlap, Phoenix, AZ 85021 (P) 602-749-4554 (F) 602-749-7330	No	0
19	Grand Canyon University 3300 W Camelback Rd Phoenix, AZ 85017 <a href="mailto:Sheila.schumacher@gnu.edu">Sheila.schumacher@gnu.edu</a> <a href="http://gcuniv.experience.com/emp">http://gcuniv.experience.com/emp</a> (P) 602-639-6115 (F) 602-343-4836	No	0
20	Age Works, LLC Contact: Career Services 1366 E Thomas Rd, Suite 108, Phoenix, AZ 85014 (P) 602-241-6159 (F) 602-230-9132	No	0
21	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>	No	0
22	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>	No	0
23	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>	No	0

24	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	0
25	<a href="http://www.TVandRadiojobs.com">www.TVandRadiojobs.com</a>	No	0
26	Department of Economic Security Arizona Rehabilitation Services Administration Attn: Job Placement 4620 N 16 <sup>th</sup> St #A204, Phoenix, AZ 85016 <a href="mailto:tstump@azdes.gov">tstump@azdes.gov</a> , <a href="mailto:twelch@azdes.gov">twelch@azdes.gov</a> (p) 602-771-9263	No	0
27	Social Media Sites	No	0
28	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>	No	0
29	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	No	0
30	Career Fairs	No	0
31	<a href="http://www.indeed.com">www.indeed.com</a>	No	5
32	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	No	0
33	<a href="http://www.amfmjobs.com">www.amfmjobs.com</a>	No	0
34	<a href="http://www.linkedin.com">www.linkedin.com</a>	No	0

35	Smith Richards Collective <a href="mailto:tim@smithrichardscollective.com">tim@smithrichardscollective.com</a>	No	0
36	Ziprecruiter.com	No	0
37	Outside Vendors/Agencies	No	3

**TOTAL INTERVIEWEES: 18**

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III. Recruitment Initiatives

**September 27, 2023: Sponsorship of event in the community/broadcast employment**

- SEU conducted a High School of the Week tour with Thunderbird High School. Students were given a tour and learned different careers in radio. They were also allowed to co-host the last hour of the afternoon drive.

**October 5, 2023: Sponsorship of event in the community/broadcast employment**

- SEU conducted a High School of the Week tour with Ironwood High School. Students were given a tour and learned different careers in radio. They were also allowed to co-host the last hour of the afternoon drive.

**October 19, 2023: Sponsorship of event in the community/broadcast employment**

- SEU conducted a High School of the Week tour with Marcos de Niza High School. Students were given a tour and learned different careers in radio. They were also allowed to co-host the last hour of the afternoon drive.

**May 2, 2024: Training to Management for EEO & preventing discrimination**

- SEU participated in the Women @ Work 2024: Redefining the Workforce of Tomorrow. Training provided through ADP as a webinar. Business Manager attended the Powering the Future Through Leadership, Legacy and Innovation training segment. Segment consisted of two champions of inclusion, diversity, equity and belonging sharing their knowledge and methods.

**May 2, 2024: Training to Management for EEO & preventing discrimination**

- SEU participated in the Women @ Work 2024: Redefining the Workforce of Tomorrow. Training provided through ADP as a webinar. Business Manager attended the Gen Z in Focus: A Multigenerational Chat with Today's Workers training segment. This segment defined multiple generations and their workplace preferences and perspectives. Also offered suggestions to supporting all generations and using inclusive workplace and technology practices.

**May 2, 2024: Training to Management for EEO & preventing discrimination**

- SEU participated in the Women @ Work 2024: Redefining the Workforce of Tomorrow. Training provided through ADP as a webinar. Business Manager attended the Increasing Women's Workplace Influence with Data and Generative AI training segment. The topic covered identifying opportunities that support inclusion, flexibility, skills development, and addressing bias.

**May 2, 2024: Training to Management for EEO & preventing discrimination**

- SEU participated in the Women @ Work 2024: Redefining the Workforce of Tomorrow. Training provided through ADP as a webinar. Business Manager attended the Mental Wellness Meetup: Strategies for Overcoming Common Struggles at Work training segment. The session addressed prejudicial and biased behaviors, caring for self and advocating for change that benefits personal and professional environments.

**May 2, 2024: Training to Management for EEO & preventing discrimination**

- SEU participated in the Women @ Work 2024: Redefining the Workforce of Tomorrow. Training provided through ADP as a webinar. Business Manager attended the Emma Grede's "Shark-Witted" Approach to Inclusive Leadership training segment. The speaker addressed how she prioritizes diversity and inclusion in the workplace.