

KEYT-TV, KSBB-CD & KKFX-CA

EEO Public File Report – 2020

Annual EEO Public File Report 2020

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 Employment Unit that is comprised of the following stations: KEYT, KSBB and KKFX and is required to be placed in the public inspection files of these stations and posted on their web sites (as applicable).

The information contained in this Report covers the time period beginning [August 1, 2019](#) to and including [July 31, 2020](#) (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment resource(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the successful candidate 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.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed in Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the successful candidate started the job. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Annual EEO Public File Report 2020

Appendix 1

Covering the Period from [August 1, 2019](#) to [July 31, 2020](#)

Stations Comprising Employment Unit: KEYT, KSBB, KKFX

Section 1: Vacancy Information

| | Full-time Positions Filled by Job Title & Date | Recruitment Source of Successful Candidate | Total Number of Interviewees from All Sources for This Position |
|---|--|---|---|
| 1 | Account Executive 08/01/2019 | KCOY.com | 7 |
| 2 | Videographer 08/22/2019 | KEYT.com | 23 |
| 3 | Videographer 08/22/2019 | KEYT.com | 23 |
| 4 | Producer 08/30/2019 | Rehire from Internship | 5 |
| 5 | Digital Journalist/Desk Assistant 11/12/2019 | KEYT.com | 3 |
| 6 | Videographer 11/13/2019 | KEYT.com | 15 |
| 7 | Multimedia Journalist 12/30/2019 | Arizona State University Interview Outreach | 6 |
| 8 | Multimedia Journalist 01/13/2020 | KEYT.com | 6 |
| 9 | Multimedia Journalist 03/02/2020 | Internal Promotion | 4 |

Total Number of Persons Interviewed During Applicable Period: 92

Annual EEO Public File Report 2020

Appendix 2

Covering the Period from [August 1, 2019](#) to [July 31, 2020](#)

Stations Comprising Employment Unit: KEYT, KSBB, KKFX

Section 2: Recruitment Source Information

| | Recruitment Source(Name, Address, Telephone Number, Contact Person) | Total Number of Interviewees This Source Has Provided During This Period (If Any) | Source Requested Job Vacancy Notifications (Yes/No) | Full-time Positions for Which This Source Was Utilized |
|---|--|---|---|--|
| A | In House / Word of Mouth/Employee Referral/Walk In/Call In/Agent Referral/Rehire, LinkedIn Contact. 730 Miramonte Drive Santa Barbara, CA 93109 | 33 | No | 1, 2, 3, 4, 5, 6, 7, 8, 9. |
| B | TVJOBS.COM Broadcast Employment Services PO BOX 4116 Oceanside, CA 92052 (760) 754-8177 admin@tjjobs.com Attention: Mark Holloway | 2 | No | 1, 2, 3, 4, 5, 6, 7, 8, 9. |
| C | KEYT.com / NPGCO.com / KCOY.com 730 Miramonte Drive Santa Barbara, CA 93109 (805) 882-3933 | 47 | No | 1, 2, 3, 4, 5, 6, 7, 8, 9. |
| D | EEO Recruitment Active Source List (see attached) All addresses listed after FCC statement | 0 | No | 1, 2, 3, 4, 5, 6, 7, 8, 9. |
| E | Medialine.com P.O. Box 51909, Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com | 0 | No | 1, 2, 3, 4, 5, 6, 7, 8, 9. |
| F | Handshake.com ASU/Biola U/CBU/Cal Poly U/CSUB/CSU Chico/CSUN/CSUSB/Cal State LA/ Kansas State U/Pepperdine U/SFSU/Santa Clara U/UCSD/UCLA/UCSB/University of Central Missouri/ University of Missouri- Columbia/USD/Westmont College/Whittier College. | 0 | No | 2, 3, 4, 5, 6, 7, 8, 9. |
| G | Santa Barbara City College Career Center (Job Connection) 721 Cliff Drive Santa Barbara, CA 93109 (805) 965-0581 ext 4133 Kristen Frascella Frascella@sbcc.edu | 0 | No | 1, 2, 3, 4, 5, 6, 7, 8, 9. |
| H | California Lutheran University 60 West Olsen Road, Thousand Oaks, CA, 91360- 2787 (805) 493-3135 www.callutheran.edu/career_services | 0 | No | 1, 2, 3, 4, 5, 6, 7, 8, 9. |

| | | | | |
|---|---|---|----|----------------------------|
| I | Frank N. Magid & Assoc., INC. One Research Center, Marion, Iowa 52302 (319)377-7345 | 0 | No | 0 |
| J | California State University - Channel Islands One University Drive, Camarillo, CA 93012 (805) 437-8400 www.csuci.edu | 0 | No | 1, 2, 3, 4, 5, 6, 7, 8, 9. |
| K | University of California, Los Angeles UCLA, Los Angeles, CA 90095 (310)825-4321 www.ucla.edu | 0 | No | 1. |
| L | Indeed.com (Paid Source) 1800-462-5842 | 5 | No | 1. |
| M | YourCBA.com | 0 | No | 1, 2, 3, 4, 5, 6, 7, 8, 9. |
| N | Westmont College 955 La Paz Road, Santa Barbara, CA 93108 805-565-6000 westmont.edu | 0 | No | 1. |
| O | Rick Gevers & Associates (Paid Source) 355 E. Ohio St. #303 Indianapolis, IN 46204 317-635-7912 rickgevers.com | 0 | No | 0 |
| P | Arizona State University Outreach Interviews 1151 South Forest Avenue Tempe, AZ 85281 | 2 | No | 8. |
| Q | University of Missouri Outreach Interviews Columbia, MO 65211 | 3 | No | 8. |
| R | SLOJobs.com (Paid Source) 1800-225-1372 | 0 | No | 1. |
| S | University of California, Santa Barbara Santa Barbara, CA 93106 805-893-8000 | 0 | No | 1. |
| T | California Polytechnic State University San Luis Obispo, CA 93407 805-756-1111 | 0 | No | 1. |
| U | Pepperdine University 24255 Pacific Coast Hwy Malibu, CA 90263 310-506-4000 | 0 | No | 1. |
| V | Santa Clara University 500 El Camino Real Santa Clara, CA 95053 408-554-4000 | 0 | No | 1. |

STATEMENT OF EEO POLICY

NPG of California, LLC, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at its stations. We seek the help of local organizations in referring qualified applicants to our stations. In addition to this, we currently have been running 30 second commercial announcements during all dayparts of our station's programming throughout the year as a means to find these organizations. Organizations that wish to receive vacancy information for KEYT, KSBB and KAFX should contact the Human Resources Coordinator, KEYT-TV by calling (805) 882-3933 or by writing to FCC EEO Officer, NPG of California, LLC, 730 Miramonte Drive, Santa Barbara, CA 93109. Below is the stations' current active list that was contacted for all the positions listed.

30 MSS/DCP
1031 California Blvd
Ste B 108
Vandenberg AFB, CA 93437

Adult Ed Center
310 W. Padre Street
Santa Barbara, CA 93101

Catholic Charities
609 E. Haley St.
Santa Barbara, CA 93101

Community Action Commission
5681 Hollister Ave
Santa Barbara, CA 93117

Community Resource
Information Center
123 West Gutierrez
Santa Barbara, CA 93101

Career Services – Fresno State
University
5241 N. Maple Ave.
Fresno, CA 93740

Career Services – College of San
Mateo
1700 W. Hillside Blvd.
San Mateo, CA 94402

County Personnel
1226 Anacapa St.
Santa Barbara, CA 93101

County Schools
4440 Cathedral Oaks
Santa Barbara, CA 93106

Veterans Outpatient Clinic
440 Calle Real
Santa Barbara, CA 93109

Career Center – Building Q
San Jose State University
1 Washington Square
San Jose, CA 95192

Santa Barbara Business
College
506 Chapala St.
Santa Barbara, CA 93101

West Oxnard Job & Career
Center
635 South Ventura Road
Oxnard, CA 93030

Human Services Agency
725 E. Main St.
Santa Paula, CA 93060

Workforce Resource Center
130 E. Ortega St.
Santa Barbara, CA 93010

Workforce Resource Center
1410 S. Broadway, Ste A
Santa Maria, CA 93454

Filipino Community Assoc.
425 State St.
Santa Barbara, CA 93101

Franklin Neighborhood
Center
1136 E. Montecito St.
Santa Barbara, CA 93103

La Casa De La Raza
601 E. Montecito St.
Santa Barbara, CA 93103

Separation Office – USAF
4392 Aerosz – DPMOS
Vandenberg AFB, CA 93437

Office of Appeals
PO Box 7038
Pasadena, CA 91109

Vet Services Office
315 Camino Del Remedio
Santa Barbara, CA 93101

Social Security
355 Paseo Nuevo
Santa Barbara, CA 93101

Social Services
234 Camino Del Remedio
Santa Barbara, CA 93101

Vet Center
709 E. Santa Clara Street, Suite
100
Ventura, CA 93001

NAACP
327 Santa Barbara St.
Santa Barbara, CA 93101

Asian American Journalists
Assoc.
231 E. Third St.
Los Angeles, CA 90013

Moorpark College Placement
Office
7075 Campus Road
Moorpark, CA 93021

Note: None of the above listed recruiting sources referred candidates during period, and none have requested notification of job vacancies.

Annual EEO Public File Report 2020

Appendix 3

Covering the Period from [August 1, 2019](#) to [July 31, 2020](#)

Station Comprising Station Employment Unit: KEYT, KSBB, KKFX

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KEYT, KSBB and KKFX

Statement of EEO Policy

NPG of California, LLC believes in equal employment opportunities for all, regardless of race, color, religion, sex, national origin, age, disability or any other legally protected classification.

The Company's policy is to hire and promote the most qualified applicants and to comply with all federal, state and local equal employment opportunity laws.

This policy governs employment and all the company's terms and conditions of employment, including, but not limited to, policies and practices affecting recruitment, recruitment advertising, hiring, promotion, demotion, transfers, reclassification, and selection for training, compensation, benefits, company-sponsored educational programs and any other aspect of employment.

[1. Internship Programs: \(#5\)](#)

KEYT has always been involved in helping members of the community achieve their educational goals. KEYT implemented a paid 12-week summer internship program budgeting for one intern in the news department and one in the sales department. Due to the COVID-19 Pandemic and remote work conditions, the company felt it was best to postpone our paid internships for the summer of 2020 or until such a time when we felt it was safer to bring more employees back into the physical work location. Our former interns have had great success in being hired to full-time positions throughout our stations and other stations around the country. We expect that to be the case again in the future. Like with all potential hires, they must go through the usual EEO wide recruiting procedures.

[2. EEO Training: \(#14\)](#)

Equal Employment Opportunity Meetings are held on a continual basis as needed for current education to department heads as to their role and responsibilities in the EEO process. We ensure that all department heads are fully educated on their reporting documentation and have regular discussions ensuring that all departments are hiring in a non-discriminatory fashion. As part of the weekly Department Head meeting these issues are documented when discussed in the minutes which are kept in the business office's EEO file.

[3. Description of Supplemental Outreach Initiatives:](#)

In September 2019, Lindsay Zuchelli, Executive Producer, gave a guided tour to a senior from Westmont College. The student was giving a station tour, sat in on an editorial meeting, as well as a tour of the booth to see how producing is done in person. The student was able to ask questions and learn more about careers in broadcast and producing news content. (#10)

In September 2019, Jim Lemon, Director of News, spoke to faculty at California State University, Channel Islands. He talked about our stations at NPG of California, LLC, as well as our needs and what we look for in students when recruiting for broadcast journalism positions. (#10)

In October 2019, Mark Danielson, General Manager and Thomas Garcia, Local Sales Manager, participated in a Table Stakes discussion at the University of Arizona in Phoenix, AZ. The goal of the discussions and workshop is to cultivate new and successful ways to recruit new talent in our broadcast sales departments. (#4)

In November 2019, Bryce Hanamoto, Producer, guided a tour for students from Pepperdine University. He showed them the station and let them observe and ask questions while he showed them how the process of producing a newscast goes. (#10)

In November 2019, Mike Klan, Sports Director, hosted a station tour for five students. Mike spoke about the day to day operations, broadcasting and specifically sports broadcasting, his educational path that led to his career and the needs of the broadcast industry today. (#10)

In December 2019, Bryce Hanamoto, Producer, volunteered as a student mentor at Camp News at Pepperdine University. He spoke to students about the industry, his educational and career background and he critiqued the students' work and answered their questions about the industry. (#10)

In December 2019, Mark Danielson, General Manager and Thomas Garcia, Local Sales Manager, participated in a Table Stakes discussion at the University of Arizona in Phoenix, AZ. The goal of the discussions and workshop is to cultivate new and successful ways to recruit new talent in our broadcast sales departments. (#4)

In December 2019, Tracy Lehr, Reporter, volunteered as a student mentor at Camp News at Pepperdine University. She spoke with students about the industry, her own education and career, as well as, critiqued the students' work and answered their questions about the industry. (#10)

In January 2020, Mark Danielson, General Manager, attended Westmont College's Career Café. He met with students' who are seeking information about future careers. The NPG of California team created a table and spoke to dozens of students at the event. They met marketing majors interested in sales careers and students interested in seeking careers in the broadcast news industry. They discussed the opportunities available including the paid internship programs that we offer in both news and sales. (#10)

In January 2020, Mark Danielson, General Manager, met with Westmont College's staff of the Westmont Career Placement Center. They discussed how we are working to recruit a number of its students' that are interest in careers with our station both here locally as well as our stations across the country in other markets. Together they discussed plans to create an onsite reception, bringing students to our onsite location is Santa Barbara. NPG would provide food and present to students as well as faculty to educate them on the numerous career opportunities available now in Santa Barbara as well as presenting to them the number of opportunities we have across the country that may be of interest to students' in the summer when they return home. (#4)

In January 2020, Mark Danielson, General Manager and Jessica Cruz, Human Resources Coordinator, met with the team at California State University Channel Islands. They met with professors in the Communication Department. They outlined the numerous opportunities at our station and discussed how it would benefit their students'. They learned that California State University Channel Islands typically has students' who are first generation college students' who are from the local area. These students would be excellent candidates for the numerous opportunities at our station group. (#4)

In January 2020, Mark Danielson, General Manager, met with professors from Santa Barbara City College at TV Hill in Santa Barbara. He outlined the numerous opportunities we have for students of Santa Barbara City College in both journalism and the marketing department. He explained the internship program and our willingness to participate with its classes by preparing targeted presentations to its students to expose them to the numerous career opportunities that are available in Santa Barbara and across the country at our other locations. (#4)

In January 2020, Mark Danielson, General Manager, met with a professor from Antioch University at TV Hill in Santa Barbara. They discussed numerous career opportunities we have for students of Antioch and presented to her information about the market and the opportunities in the news and marketing departments. They discussed a number of onsite ideas donating our time to be guest speakers to its students on a regular basis, exposing its students to the career opportunities available locally. (#4)

In February 2020, Leo McVicker, Director of Operations, gave a guided tour to students from Montecito School. He spoke to them about the broadcast industry and answered their questions. (#10)

In February 2020, Lindsay Zuchelli, Executive Producer, gave a guided tour to a student from California Polytechnic University. The student was able to learn about the operation inside the station, meet the team, and ask questions. Lindsay also critiqued the students reel for feedback. (#10)

In February 2020, Leo McVicker, Director of Operations, gave a guided tour to students from Harding School. He spoke to them about day to day operations, the kinds of backgrounds and education needed to work in the broadcast industry and answered the students' questions. (#10)

In February 2020, Mike Klan, Sports Director, gave a station tour to a class from Montecito School. He spoke about his educational background and his career in sports broadcasting. (#10)

In February 2020, Lindsay Zuchelli, Executive Producer, critiqued another student from California Polytechnic University's reel for feedback. She also answered the students' questions about career paths in broadcast journalism and production. (#10)

In March 2020, Mike Klan, Sports Director, reviewed and gave feedback to a student on his sports resume reel. He was able to share his experience, advice, and answer the students' questions about broadcast journalism. (#10)

In March 2020, Mark Danielson, General Manager and Thomas Garcia, Local Sales Manager, participated in a Table Stakes discussion at the Knight Foundation in Miami, FL. The goal of the discussions and workshop is to cultivate new and successful ways to recruit new talent in our broadcast sales departments. (#4)

In April 2020, CJ Ward, Managing Editor and Beth Farnsworth-Ward, Anchor, spoke to students at Ellwood School via virtual conference. They spoke about the television industry, working in

the new normal due to pandemic and answered students' questions about working in broadcast journalism. (#10)

In June 2020, Mark Danielson, General Manager and Thomas Garcia, Local Sales Manager, participated in a Table Stakes discussion via virtual conference. The goal of the discussions and workshop is to cultivate new and successful ways to recruit new talent in our broadcast sales departments. (#4)

In June 2020, Adam Schaffer, Account Executive, began serving as a mentor to two recent graduates of the Annenberg School for Communications at University of Southern California. He is able to give advice and guide the graduates in their search for careers in communications. (#10)

In June 2020, Lindsay Zuchelli, Executive Producer and Ed Zuchelli, Managing Editor, presented an award via virtual ceremony at the California Polytechnic Universities Journalism Banquet. They also gave an informative speech about careers in journalism. (#4)

Throughout the period listed, Nissa Gay, Account Executive, was elected to sit on the advisory board for VACE, Ventura Adult and Continuing Education. As a board member they meet at least twice per year and their objective is accreditation council so the school can continue to be one of the very few in California with multiple accreditations. They discuss courses, credits, and school budgets. Nissa was chosen for her experience with broadcast television and sales. The programs include but are not limited to media arts, multimedia production, and television production. Nissa gives suggestions, feedback, and background information to the board members and volunteers her time to students to offer a short presentation on careers in broadcast television sales and marketing.

Throughout the period listed, Bryce Hanamoto, Producer, made a monthly visit to Pepperdine Universities Journalism Class. He would mentor and give feedback to students.

Throughout the period listed, KEYT News Director Jim Lemon critiqued numerous scripts and tapes of aspiring journalists trying to get into the broadcast industry or trying to be promoted in the broadcast industry. (#4)

Throughout the period, Sandra Sigala, Account Executive, represented the stations as an Ambassador to the Santa Maria Valley Chamber of Commerce Visitors and Convention Bureau. (#4)

Throughout the period, KEYT Chief Photographer Herb Tuyay, has met with many community members, while covering stories, and discussed careers in the broadcast industry and the job duties of various positions at the station. (#4)

Throughout the period, KEYT Senior Reporter John Palminteri, publicly answered questions about career opportunities in the broadcast industry. He also discussed his background and gave tips on entering the broadcasting industry at several events in the Santa Barbara area. (#4)

Throughout the period, KEYT General Manager, Mark Danielson answered questions about career opportunities in the broadcast industry at several public events and board meetings: Some of these were: Old Spanish Days , United Way of Santa Barbara, Santa Barbara Boys & Girls Club, Santa Barbara Alcohol and Drug Awareness: Mission for Mentors Telethon, Santa Barbara Cottage Hospital telethon events, the Santa Barbara Foundation Man and Woman of the Year luncheon, and other various organizations and luncheons throughout the tri-counties. (#4)

4. Job Bank & Internet Program Participation: (#6)

KEYT, KSBB and KKFX participate in job banks and internet programs that are not primarily directed to providing notification of specific job vacancies (i.e.: California Broadcasters Association).