



EEO Public File Report – 2021

Annual EEO Public File Report 2021

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, OEYT, 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, 2020](#) to and including [July 31, 2021](#) (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.

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Appendix 1

Covering the Period from [August 1, 2020](#) to [July 31, 2021](#)

Stations Comprising Employment Unit: KEYT, OEYT, 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	Producer 08/10/2020	KEYT.com	4
2	Bilingual Multimedia Journalist 09/08/2020	LinkedIn.com	5
3	Videographer 10/21/2020	Referral	6
4	Producer 02/08/2021	KEYT.com	7
5	Producer 04/27/2021	KEYT.com	5
6	Multimedia Journalist 06/07/2021	ASU Recruiting Outreach	5
7	Videographer 06/10/2021	Referral	8
8	Video Editor 06/27/2021	Internal Promotion	1
9	Videographer 07/01/2021	Referral	8
10	Account Executive 07/27/2021	Referral	5

Total Number of Persons Interviewed During Applicable Period: 54

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Appendix 2

Covering the Period from [August 1, 2020](#) to [July 31, 2021](#)

Stations Comprising Employment Unit: KEYT, OEYT, 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	Internal Candidates 730 Miramonte Drive Santa Barbara, CA 93109	1	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10.
B	TVJOBS.COM Broadcast Employment Services PO BOX 4116 Oceanside, CA 92052 (760) 754-8177 admin@tjjobs.com Attention: Mark Holloway	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10.
C	KEYT.com / NPGCO.com / KCOY.com 730 Miramonte Drive Santa Barbara, CA 93109 (805) 882-3933	29	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10.
D	EEO Recruitment Active Source List (see attached) All addresses listed after FCC statement	0	No	1, 2, 3, 4, 10.
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, 10.
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	1, 2, 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, 10.
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, 10.
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, 10.

K	University of California, Los Angeles UCLA, Los Angeles, CA 90095 (310)825-4321 www.ucla.edu	0	No	10.
L	Indeed.com (Paid Source) 1800-462-5842	2	No	10.
M	California Broadcasters Association (YourCBA.com) 915 L Street Sacramento, CA 95814 (916) 444-2237	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10.
N	Westmont College 955 La Paz Road, Santa Barbara, CA 93108 805-565-6000 westmont.edu	0	No	10.
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	6.
Q	University of Missouri Outreach Interviews Columbia, MO 65211	0	No	0
R	SLOJobs.com (Paid Source) 1800-225-1372	0	No	10.
S	University of California, Santa Barbara Santa Barbara, CA 93106 805-893-8000	0	No	10.
T	California Polytechnic State University San Luis Obispo, CA 93407 805-756-1111	0	No	3, 10.
U	Perpperdine University 24255 Pacific Coast Hwy Malibu, CA 90263 310-506-4000	0	No	10.
V	Santa Clara University 500 El Camino Real Santa Clara, CA 95053 408-554-4000	0	No	10.
W	Word of Mouth/Employee Referral	19	No	2, 3, 4, 7, 9, 10.
X	Walk In/Call In	1	No	5.
Y	Agent Referral	0	No	0
Z	Rehire	0	No	0
AA	Linked In (LinkedIn.com)	0	No	0

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, OEYT, KSBB and KKFX 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.

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Appendix 3

Covering the Period from [August 1, 2020](#) to [July 31, 2021](#)

Station Comprising Station Employment Unit: KEYT, OEYT, KSBB, KKFX

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KEYT, OEYT, 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: \(#5\)](#)

NPG of California, LLC has always been involved in helping members of the community achieve their educational goals. NPG of California, LLC 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 and the summer of 2021 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.

In March 2021, Tracy Reiner, Local Sales Manager, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Caryn Meagher, Traffic and Programming Director, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Jimmy Sprague, Chief Engineer, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Leo McVicker, Director of Operations, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Mark Keenan, Business Manager, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Jessica Cruz, California Regional Human Resources, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Vern Alvin, Director of Sales, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Thomas Garcia, Local Sales Manager, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Mark Danielson, General Manager, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Ed Zuchelli, Managing Editor, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Lindsay Zuchelli, Executive Producer, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

In March 2021, Jim Lemon, Director of News, participated in an FCC EEO Training via webinar to learn all requirements surrounding what is required by the FCC for EEO recruiting, outreach and record keeping.

3. Description of Supplemental Outreach Initiatives: (Job Fairs #1, Community Groups #4, Educational Institutions #10)

In February of 2021, Tracy Lehr de Martino, Reporter and Anchor, was interviewed over the phone by a student regarding the broadcast news industry and career requirements for working in the industry.

In March of 2021, Julia Espinoza, Meteorologist and Multimedia Journalist, was asked to produce a video presentation to share with students at Lucia Mar School District. The presentation was on careers and educational pathways that lead to journalism and broadcast news.

In March of 2021, Lindsay Zuchelli, Executive Producer, spoke to a student via LinkedIn. They discussed tips on applying and interviewing for jobs in the broadcast news industry.

In March 2021, Senior Level Corporate Management Team Members took part in college

outreach interviews at Arizona State University, Syracuse University and University of Missouri. In total, they interviewed 56 students and sent notes and resumes for all out to all hiring managers at NPG of California and other locations in California and across the U.S.

In April of 2021, Lindsay Zuchelli, Executive Producer, spoke via zoom with a journalism student from Cal Poly University. They discussed the broadcast news industry, jobs and education in the field.

In May of 2021, Scott Sheahen, Multimedia Journalist, spoke to the University of California - Santa Barbara, Journalism and News Writing class via zoom. He spoke about his experience in news, how he got from Quinnipiac University to working as an MMJ in Santa Barbara, the challenges, highlights and tougher parts of news specifically.

Throughout the period listed, Anikka Abbott, Meteorologist, mentored 5 broadcast or meteorology students. She spoke with them about the local station groups, the company and the industry. She gave them educational and career advice for being successful in the industry.

Throughout the period listed, Nissa Gay, Account Executive, continued 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, 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.

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.

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.

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.

Throughout the period, Adam Schaffer, Account Executive, served as a mentor to 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.

4. California Broadcasters Association Participation:

KEYT, OEYT, KSBB and KKFX is a member of the California Broadcasters Association and regularly receives guidance and updates from the Association in regards to changes and updates in FCC and EEO guidance's.

