



EEO Public File Report – 2022

Annual EEO Public File Report 2022

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, 2021](#) to and including [July 31, 2022](#) (the "Applicable Period").

The FCC's 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, 2021](#) to [July 31, 2022](#)

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	Account Executive 08/17/2021	Word of Mouth/Employee Referral	6
2	News Producer 09/17/2021	Word of Mouth/Employee Referral	10
3	Videographer 12/12/2021	Internal Candidate	8
4	Web Assistant 01/04/2022	Indeed.com	3
5	Multimedia Journalist 01/04/2022	KEYT.com	4
6	Assignment Editor 01/31/2022	LinkedIn.com	2
7	Videographer 03/06/2022	Internal Candidate	8
8	Multimedia Journalist 04/04/2022	Indeed.com	3
9	Operations Coordinator 04/11/2022	Walk In	7
10	Multimedia Journalist 05/16/2022	Word of Mouth/Employee Referral	4
11	News Producer 06/06/2022	LinkedIn.com	18
12	News Producer 06/06/2022	KEYT.com	18
13	Chief Videographer 06/13/2022	Word of Mouth/Employee Referral	3
14	Multimedia Journalist 07/12/2022	KEYT.com	2
15	Traffic Coordinator 07/24/2022	Internal Candidate	4

Total Number of Persons Interviewed During Applicable Period: 100

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Appendix 2

Covering the Period from [August 1, 2021](#) to [July 31, 2022](#)

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	3	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15.
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, 11, 12, 13, 14, 15.
C	KEYT.com / NPGCO.com / OEYT.com 730 Miramonte Drive Santa Barbara, CA 93109 (805) 882-3933	34	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15.
D	Medialine.com P.O. Box 51909, Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	0	No	1, 2, 3, 4, 5, 11, 12.
E	Handshake.com See list of schools immediately following the Statement of EEO Policy.	4	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15.
D	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, 11, 12, 13, 14, 15.
E	Frank N. Magid & Assoc., INC. One Research Center, Marion, Iowa 52302 (319)377-7345	0	No	0
F	Indeed.com (Paid Source) 1800-462-5842	8	No	1, 9, 15.
G	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, 11, 12, 13, 14, 15.
H	Rick Gevers & Associates (Paid Source) 355 E. Ohio St. #303 Indianapolis, IN 46204 317-635-7912 rickgevers.com	0	No	0
I	Arizona State University Outreach Interviews 1151 South Forest Avenue Tempe, AZ 85281	0	No	0

	855-278-5080 hresc@asu.edu			
J	University of Missouri Outreach Interviews Columbia, MO 65211 573-882-2121 muhr@missouri.edu	0	No	0
K	SLOJobs.com (Paid Source) 1800-225-1372 customercare@slojobs.com	0	No	1.
L	Word of Mouth/Employee Referral	7	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15.
M	Walk In/Call In	1	No	9.
N	Agent Referral	0	No	0
O	Rehire	1	No	13.
P	Linked In (LinkedIn.com)	42	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15.

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 currently have been running 30 second commercial announcements during all dayparts of our station's programming throughout the year as a means to find organizations that wish to receive vacancy information. Organizations that wish to receive vacancy information for KEYT, OEYT, KSBB and KKFX should contact the Human Resources Coordinator, 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 of schools alerted to job vacancies via Handshake.com.

Arizona State University	Biola University	California Baptist University
California Polytechnic State University – San Luis Obispo	California Polytechnic University - Pomona	California State University - Bakersfield
California State University Chico	California State University Los Angeles – Cal State LA	California State University, Channel Islands
California State University, Northridge	California State University, San Bernardino	Kansas State University
Pepperdine University	San Francisco State University	Santa Clara University
University of California, San Diego	University of California, Los Angeles	University of California, Santa Barbara

University of Central Missouri

University of Missouri -
Columbia

University of San Diego

Westmont College

Whittier College

Note: None of the above listed recruiting sources have requested notification of job vacancies.

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Appendix 3

Covering the Period from [August 1, 2021](#) to [July 31, 2022](#)

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. In the summer of 2022 we hosted a full-time paid News Producer Intern for 12 weeks beginning on June 7, 2022. 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: \(Job Fairs #1, Community Groups #4, Educational Institutions #10\)](#)

In September 2021, Jim Lemon, Director of News + Mark Danielson, General Manager + Beth Farnsworth, Anchor, met via zoom with students of the Apple Academy at San Marcos School. The discussed the broadcast market, journalism and how important the community service

portion of journalism is.

In October 2021, Jim Lemon, Director of News, met with a student of University of California, Santa Barbara via zoom. They discussed careers in journalism and the broadcasting field.

In October 2021, Jim Lemon, Director of News, met with a student of California State University, Northridge. They discussed a more formalized 'oral history' of Mr. Lemon's journalism career path and he answered questions the student had.

In December 2021, Jim Lemon, Director of News, participated in a virtual forum for journalism students at Pepperdine University. He spoke with students about the best ways to go about applying for positions in the industry, how to prepare resumes and demo reels. He took questions from the students and discussed with them for over an hour.

In January 2022, Lindsay Zuchelli, Executive Producer, began a mentorship program that ran from January 2022 to May 2022. The mentorship program at Cal Poly University called, INSPIRE, is specifically for journalism students. Lindsay helped her mentee with resume building, general information about journalism and careers in broadcasting, they brainstormed internship ideas and did tours of the station including a "day in the life" of a television journalist.

In January 2022, Lindsay Zuchelli, Executive Producer, began a term as the marketing advisor for a student group at Cal Poly University. In this role, among her main duties, she has been working with the students on their knowledge of the recruitment, and discussing future job opportunities and her knowledge of the broadcasting industry.

In January 2022, Dave Alley, Community Outreach Coordinator/Anchor and many other behind the scenes staff members participated in the Martin Luther King Day of Service Blood Drive. They helped collect donations, broadcast the drive and speak to many members of the public about careers and working in broadcasting.

In March 2022, Leo McVicker, Director of Operations, met with and answered questions for a potential candidate looking to get into broadcast directing. They discussed education and career paths in the industry.

In March 2022, Adam Schaffer, Account Executive, began serving as a mentor for a recent graduate of Annenberg School of Communications at University of Southern California. The student graduated with a Master's of Science in Journalism and is working currently at FUSE TV. The mentorship program is meant to help guide the student at the start of their career and educate them on the job hunting process and working in the broadcast journalism field.

In March 2022, Senior Level Corporate Management Team Members and Jim Lemon, Director of News took part in college outreach interviews at Arizona State University and University of Missouri. In total, they interviewed 34 students and sent notes and resumes for all out to all hiring managers at Gulf California Broadcast and other locations in California and across the U.S.

In April 2022, Dave Alley, Community Outreach Coordinator/Anchor, participated in the Lucia Mar School's career day. He presented on careers in broadcast journalism and answered student's questions.

In April 2022, Jade Martinez-Pogue, Assignment Editor, hosted a tour of the station facilities for a group of students from the film academy at Santa Barbara School. The students used the stations set to film their final projects and discussed educational pathways and careers in the industry.

In April 2022, Leo McVicker, Director of Operations, students of the MAD academy at Santa Barbara School visited the newsroom for a tour and to use our set to film a video project. During

the tour, Leo and the students discussed the industry, job opportunities and working in a real newsroom.

In May 2022, Lindsay Zuchelli, Executive Producer, as well as Jim Lemon, News Director and Ed Zuchelli, Managing Editor, participated in the Cal Poly Journalism Job Fair. The station group in attendance were able to meet with students and discuss resumes, recruiting, current job openings, the industry itself and the hiring process.

In May 2022, Jade Martinez-Pogue, Assignment Editor, participated in a panel discussion, hosted by the Family Services Agency. She was able to present job openings at the station and discuss the industry and career paths involved in broadcast journalism.

In May 2022, Leo McVicker, Director of Operations, worked alongside Corgan Pictures to film scenes of their documentary about the host of an educational children's show. During the process, they were able to discuss the industry and potential opportunities working in broadcast journalism.

In May 2022, Lindsay Zuchelli, Executive Producer, hosted a tour for a Cal Poly Journalism student. They got a look at day to day newsroom action and talked about career opportunities and getting started in the industry.

In June 2022, Leo McVicker, Director of Operations, hosted the media instructor at Dos Pueblos School. They toured the station studios and Leo and other team members answered questions about broadcasting and journalism. They also discussed careers and educational paths for the school's students.

Throughout the period listed, Jade Martinez-Pogue, Assignment Editor, critiqued writing samples of students and interested candidates. She gave feedback and discussed current openings and career opportunities in the industry.

Throughout the period listed, Lindsay Zuchelli, Executive Producer, critiqued writing samples of students and interested candidates. She gave feedback and discussed current openings and career opportunities in the industry.

Throughout the period listed, Ed Zuchelli, Managing Editor, mentored students of California Polytechnic University, and University of Southern California. He critiqued reels and stories as well as discussed career opportunities and strategies in the broadcast journalism industry.

Throughout the period listed, Herbert Tuyay, former Chief Videographer, regularly spoke to members of the public about the industry and career opportunities in the field. If not out of shoots and stories speaking with the public, Herbert regularly worked with students across throughout the area about skills needed, educational paths that lead to the industry as well as how to break into the industry. He critiqued numerous tapes, reels and writing samples and provided feedback to anyone seeking advice on the industry.

Throughout the period, former 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. 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.