



EEO Public File Report – 2023

Annual EEO Public File Report 2023

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, 2022](#) to and including [July 31, 2023](#) (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, 2022](#) to [July 31, 2023](#)

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

Section 1: Vacancy Information

	Full-time Positions – Job Title and Date Filled	Recruitment Source of Successful Candidate	Total Number of Interviewees from All Sources for This Position
1	Audio/Graphics Operator 08/02/2022	KEYT.com	5
2	Weather Anchor 08/15/2022	Referral	4
3	Assignment Desk 08/22/2022	Indeed.com	11
4	Videographer 09/04/2022	KEYT.com	3
5	Producer 09/26/2022	Referral	3
6	Videographer 10/02/2022	KEYT.com	4
7	Executive Producer 10/03/2022	Referral	3
8	Account Executive 10/12/2022	Indeed.com	4
9	Creative Services Producer 10/31/2022	Internal Candidate	2
10	Assignment Desk 11/29/2022	KEYT.com	7
11	Account Executive 03/01/2023	Call In	1
12	Morning Anchor 04/03/2023	Indeed.com	6
13	Producer 04/03/2023	KEYT.com	2
14	Audio/Graphics Operator 05/09/2023	Referral	4
15	Morning Weather Anchor 06/05/2023	Indeed.com	5

Total Number of Persons Interviewed During Applicable Period: 64

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Appendix 2

Covering the Period from [August 1, 2022](#) to [July 31, 2023](#)

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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	7	No	1, 5, 7, 9, 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	12	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	2, 5.
E	Handshake.com See list of schools immediately following the Statement of EEO Policy.	1	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	1	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	
F	Indeed.com (Paid Source) 1800-462-5842	26	No	1, 4, 6, 7, 8, 9, 11, 12, 13, 14, 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	0
L	Word of Mouth/Employee Referral	8	No	2, 5, 6, 12, 14
M	Walk In/Call In	2	No	2, 11.
N	Agent Referral	0	No	0
O	Rehire	1	No	7
P	Linked In (LinkedIn.com)	5	No	3, 5, 8.
Q	Hartnell College 411 Central Avenue, Salinas, CA 93901 831-755-6700	0	No	4, 6, 7, 10, 11, 12, 13, 14, 15.
P	Cal Poly Job Fair Outreach 1 Grand Avenue, San Luis Obispo, CA 93407. 805-756-1111	1	No	3.

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

California State University –
Dominguez Hills

California State University –
East Bay

California State University –
Sacramento

California State University –
San Marcos

California State University –
Monterey Bay

California State University –
Stanislaus

University of California, Santa
Cruz

University of Southern
California

Vanguard University of
Southern California

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, 2022](#) to [July 31, 2023](#)

Stations 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 2023 we are hosting a full-time paid News Producer Intern for 12 weeks beginning on July 5, 2023. 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 2022, Ryder Christ, Chief Videographer, hosted a booth at the State Street Job Fair. He spoke to many members of the community and job seekers. He answered questions about our current job openings and careers in the journalism industry.

In September 2022, all Management staff participated in a roundtable discussion focused on problem solving issues surrounding hiring and retention.

In September 2022, Jade Martinez-Pogue, Assignment Desk Editor, hosted a student of University of California, Santa Barbara. They student participated in shadowing Jade for the day and learning more about journalism and writing. The student was able to ask questions of many staff members for the day.

In October 2022, Ed Zuchelli, Managing Editor, spoke with Cal Poly Journalism students in the classroom. They spoke about broadcasting and media relations.

In November 2022, Lindsay Zuchelli, News Content Manager, hosted a class from Rio Mesa School, they were able to observe workflow, newscasts and speak with many members of the staff about their careers and advise on careers in broadcasting.

In November 2022, members of the corporate management team traveled to Penn State University and conducted interviews and gave student feedback on resumes and pursuing careers in the industry of broadcast journalism. 23 candidates applied for positions in various locations across the company, including NPG of California, LLC.

In December 2022, Lily Dallow, Digital Content Director, was interviewed by a student from Cuesta College. They spoke about the students assignment, Lily's educational past, career path and jobs in the broadcasting industry as well as the importance of the digital side of news outlets.

In January 2023, Kiani Hildebrandt, Producer, gave a tour to a student from University of California, Santa Barbara. The student participated in the workflow of a producer and helped booth a show. They also spoke with weather anchors and anchors about their job duties.

In January 2023, Lindsay Zuchelli, News Content Manager, hosted a class from Heartland School. They toured the station and spoke to many employees about their jobs and careers in broadcasting. They saw workflow and watched a live taping of a newscast.

In February 2023, Ryder Christ, Chief Videographer, hosted a booth at the Eastside Job Fair. He spoke to many members of the public and job seekers looking for information about current job openings and future careers in broadcasting.

In February 2023, Kiani Hildebrandt, Producer, and Christa Kurkjian, Weather Anchor, spoke at Westmont College. They spoke to a class about their career path from attending Westmont College to starting their careers at our stations.

In February 2023, Ryder Christ, Chief Videographer, participated in a virtual job fair at Santa Barbara City College. He spoke to many students about careers in journalism and educational requirements for the field as well as current job openings with our stations.

In February 2023, members of the corporate management team traveled to Arizona State University and conducted interviews and gave student feedback on resumes and pursuing careers in the industry of broadcast journalism. 14 candidates applied for positions in various locations across the company, including NPG of California, LLC.

In February 2023, Christina Rodriguez, Multimedia Journalist, and Evan Vega, Managing Editor, spoke at Santa Maria School. They spoke to students in the AVID program about college preparation, educational requirements for careers in the industry and current jobs in the industry.

In March 2023, Nate Loop, Executive Producer, gave a tour to the students from a digital broadcasting class at Hueneme School. They received a glimpse of how local television is produced and heard from editors, reporters, producers, anchors and our chief weather forecaster. The staff answered questions and gave advise on following a career path to

broadcasting.

In March 2023, members of the corporate management team traveled to University of Missouri and conducted interviews and gave student feedback on resumes and pursuing careers in the industry of broadcast journalism. 27 candidates applied for positions in various locations across the company, including NPG of California, LLC.

In March 2023, Tracy Lehr, Reporter, participated in a student shadow for the day. The student attends Penn State Journalism School. She was given the opportunity to interview the president of ShelterBox about their recent trip to Ukraine. They also participated in a live shot. They spoke about deadlines and workflow and social media in broadcasting. They also spoke with Anchors and Weather anchors, as well as, technical directors.

In April 2023, Lily Dallow, Digital Content Director and Evan Vega, Managing Editor, attended a job fair at Cal Poly – San Luis Obispo. They ran the job booth and met with many perspective students interested in jobs at our stations and careers in the industry.

In April 2023, Ryder Christ, Chief Videographer, Lily Dallow, Digital Content Director, Karen Cruz-Orduna, Multimedia Journalist and Nate Loop, Executive Producer, participated in a roundtable with the local CAPIO (California Public Information Officers) chapter. They engaged in an interactive Q&A with the group covering best practices, emergency situations, jobs and job requirements for the industry.

In April 2023, Ryder Christ, Chief Videographer, gave a station tour for his alma mater, California Lutheran University's Television Production Class. 15 students and their professor attended the tour. They also had the opportunity to ask questions and engage with producers, reporters and directors.

In June 2023, Ryder Christ, Chief Videographer, organized a Make A Wish auction winners tour of the station and opportunity to work with weather forecaster Christa Kurkjian. The auction winner had a chance to learn the details of putting together a weather forecast and taping for air. The staff answered questions about jobs and careers in the field.

In July 2023, Leo McVicker, Operations Director, oversaw the donation of our old newscast set to the local Dos Pueblos School for their new broadcast facility for students in the broadcast program at the school.

In July 2023, Karen Cruz-Orduna, Multimedia Journalist, attended the 2023 National Association of Hispanic Journalists in Florida. The conference and career fair included journalism workshops, networking, and career fair participation.

Throughout the period listed, Nissa Gay, Account Executive, sat on the board and accreditation committee at VACE (Ventura Adult Continuing Education). Nissa worked closely with the board to advise them on the broadcast sales and journalism career field. She provided information and was a connection for graduating students looking for work.

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, 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 numerus tapes, reels and writing samples and provided feedback to anyone seeking advice on the industry.

Throughout the period, General Manager, Jim Lemon answered questions about career opportunities in the broadcast industry at several public events and board meetings: Some of these were: Old Spanish Days, the Unity Telethon, and other various organizations and luncheons throughout the tri-counties. Jim also sat on the board for Goodwill Central Coast.

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.