

KEYT-TV, KSBB-LP & KKFX-CA

EEO Public File Report – 2017

Annual EEO Public File Report 2017

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 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, 2016](#) to and including [July 31, 2017](#) (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 new 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, 2016](#) to [July 31, 2017](#)

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	Master Control 08/01/2016	Internal Candidate	3
2	Producer 08/15/2016	KEYT.com	10
3	Multi-Media Journalist 08/29/2016	KEYT.com	7
4	Producer 08/29/2016	Internal Candidate	10
5	Multi-Media Journalist 09/12/2016	KEYT.com	7
6	Digital Journalist/Desk Assistant 09/23/2016	KEYT.com	5
7	Account Executive 10/10/2016	Indeed.com	4
8	Audio/Graphics Operator 10/16/2016	KEYT.com	4
9	Producer 11/14/2016	KEYT.com	9
10	Account Executive 12/05/2016	Indeed.com	9
11	Producer 12/29/2016	Employee Referral	10
12	Videographer 01/09/2017	Internal Promotion	11
13	Multi-Media Journalist 07/10/2017	Internal Transfer	2
14	Account Executive 06/26/2017	Rehire – Internal Candidate	5

Total Number of Persons Interviewed During Applicable Period: 96

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Appendix 2

Covering the Period from [August 1, 2016](#) to [July 31, 2017](#)

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/Agent Referral. 730 Miramonte Drive Santa Barbara, CA 93109	29	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14.
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, 10, 11, 12, 13, 14.
C	KEYT.com / NPGCO.com 730 Miramonte Drive Santa Barbara, CA 93109 (805) 882-3933	45	N/A	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14.
D	Craigslist.com (Paid Source) 1381 9 th Avenue San Francisco, CA 94122 webmaster@craigslist.com (415) 504-6394	0	No	7, 10, 14.
E	EEO Recruitment Active Source List (see attached) All addresses listed after FCC statement	1	N/A	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14.
F	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, 11, 12, 13, 14.
G	UCSB Gaucho Link UCSB Building 599 Santa Barbara, CA 93106-7140 (805) 893-4412	1	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14.
H	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	2	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14.
I	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.
J	Frank N. Magid & Assoc., INC. One Research Center, Marion, Iowa 52302 (319)377-7345	0	No	0
K	California State Channel Islands University	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9,

	One University Drive, Camarillo, CA 93012 (805) 437-8400 www.esuci.edu			10, 11, 12, 13, 14.
L	Pepperdine University 24255 Pacific Coast Highway, Malibu, CA 90263 (310)506-4000 www.pepperdine.edu	0	No	8, 13.
M	University of California, Los Angeles UCLA, Los Angeles, CA 90095 (310)825-4321 www.ucla.edu	0	No	1, 3, 5, 6, 7, 8, 10, 12, 13, 14.
N	Indeed.com (Paid Source) 1800-462-5842	16	No	2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 14.
O	YourCBA.com	0	No	2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14.
P	ClassifiedAds.com	0	No	3, 5, 7.
Q	California Polytechnic State University San Luis Obispo, CA 93407 805-756- 1111 calpoly.edu	0	No	8, 13.
R	Santa Clara University 500 El Camino Real, Santa Clara, CA 95053 408-554-4000 scu.edu	0	No	8, 13.
S	Westmont College 955 La Paz Road, Santa Barbara, CA 93108 805- 565-6000 westmont.edu	0	No	13.

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 KKFX should contact the Human Resources Coordinator, KEYT-TV by calling (805) 882-3933 or by writing to FCC EEO Officer, KEYT-TV, P.O. Box 729, Santa Barbara, CA 93102. 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 Development Services
CSU Channel Islands
1 University Dr
Camarillo, CA 93012

Schall Career Center
Santa Barbara City College
721 Cliff Dr
Santa Barbara, CA 93109

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

Career Placement Office
California State University –
Chico
Chico, CA 95929

Moorpark College Placement
Office
7075 Campus Road
Moorpark, CA 93021

Career Services – CSU
Northridge
18111 Nordoff St.
Northridge, CA 91330

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

Career Services – California
Poly State University
Building 1240
San Luis Obispo, CA 93407

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Covering the Period from [August 1, 2016](#) to [July 31, 2017](#)

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:

KEYT has always been involved in helping members of the community achieve their educational goals. During this period, we have provided internships to Westmont College and University of California, Los Angeles students in our News and Sales Department. Students must be enrolled in a class at either institution and must receive class credits for their internship. We have had great success in hiring former interns to full time positions throughout the station.

KEYT implemented a paid 12 week summer internship program budgeting for one intern in the news department and one in the sales department. Paid internships were provided to Westmont College and University of California, Los Angeles.

2. EEO Training:

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 August 2016, Alan Rose, Chief Meteorologist, hosted a Mountain View School Charity Auction Winner. The student spent the day shadowing him and learned about building weather graphics and pre-taping a weather forecast that aired during the evening news. The student was able to ask questions about his educational background and work experience.

In August 2016, Mike Klan, Sports Director/Anchor, gave a station tour to a local student interested in sports broadcasting. The student had the opportunity to shadow Mike and see all the details and work that goes into putting together a sports report. They spoke about educational paths, and career opportunities in the broadcast sports industry.

In August 2016, Sandra Sigala, Account Executive, represented the stations at the Santa Maria Trade Show. She spoke to many attendees about educational requirements, careers in broadcast

television, and jobs available in the industry.

In August 2016, Alan Rose, Chief Meteorologist, gave a weather talk at the Cachuma Lake Fireside Chat Series in Santa Ynez, CA. He discussed the state of California's drought, El Nino/La Nina, weather forecasting, and his career in television news.

In September 2016, Meredith Garofalo, Meteorologist, hosted the Solvang Danish Days. She was able to talk to multiple attendees about her career and work in broadcast news.

In September 2016, Alan Rose, Chief Meteorologist, gave a weather talk to Goleta School. He engaged the students by discussing the weather, education and importance of school, and his job as a television meteorologist.

In September 2016, Meredith Garofalo, Meteorologist, emceed the Making Strides Against Breast Cancer event. She was available to all attendees to speak about her career in meteorology and answered many questions about the industry.

In September 2016, Sandra Sigala, Account Executive, spoke at the Santa Maria Chamber of Commerce Ambassador Profile event. She spoke about her educational path and what it's like to work in broadcast television sales. She was also available to take questions about jobs in the industry.

In October 2016, Meredith Garofalo, Meteorologist, emceed the Santa Barbara Heart and Stroke Walk. She spent the day talking to attendees about the news industry, her job, weather forecasting, as well as answering questions.

In October 2016, Alan Rose, Chief Meteorologist, was a guest at the Kei Lin Foundation Dinner in Solvang, California. He spoke briefly to the group about his background in weather, the news industry, his job as a television meteorologist, and answered questions about all of the above.

In October 2016, Jim Lemon, News Director, and Kelsey Gerckens, Morning Weather Anchor and Reporter, spoke to a group of Public Information professionals from Ventura County. Kelsey spoke about her needs as a reporter on scene and Jim spoke about journalism, ethics, coverage decisions and the concept of how we approach our newsgathering efforts. They both spoke to attendees about jobs in the broadcast news industry as well as answered questions.

In October 2016, Meredith Garofalo, Meteorologist, hosted the #22PushUpChallenge. She spoke to attendees at length about her job, the broadcast industry and her educational background.

In November 2016, Scott Hennessee, Anchor, and alumni of University of California, Santa Barbara, spoke with a group of students from UCSB. The presentation was arranged by KCSB radio, the university radio station. He spoke about his educational background and areas of study, as well as his career in broadcast journalism.

In November 2016, Meredith Garofalo, Meteorologist, hosted the St. Vincent's Fashion Show & Fundraiser. She was on hand to answer questions and spoke to many in attendance about the broadcast journalism industry.

In November 2016, Meredith Garofalo, Meteorologist, participated in the Santa Barbara Career Study Week. She had a student shadow her from November 17-22. She showed the students different jobs in the newsroom, as well as her own. She answered questions and engaged the student in conversation about educational requirements and career paths for the news industry.

In December 2016, Jim Lemon, News Director, took part in the Los Angeles based Radio/Television News Association training camp at Pepperdine University. Soon-to-be graduate students learn tips and tricks from media professionals to help them as they prepare for their

first job.

In December 2016, Alan Rose, Chief Meteorologist, hosted a student from the Flower Empower Charity Auction Winner. The student from Santa Barbara spent the day shadowing him, building weather graphics and pre-taping a weather forecast that aired during the evening news.

In December 2016, Meredith Garofalo, Meteorologist, was featured on the community news website, Noozhawk. The story, titled, Garofalo Earns Certified Broadcast Meteorologist Designation, featured information about her career, educational background, and current job in meteorology.

In December 2016, Mike Klan, Sports Director/Anchor, was a guest speaker at the Teddy Bear Cancer Foundation brunch event. He spoke about his career in broadcast sports, his educational path, and his past broadcasting experience. He was also available to attendees to answer questions.

In January 2017, Meredith Garofalo, Meteorologist, was a judge for the Official Drink of Santa Barbara event. She spoke to many in attendance about her educational path and her career in broadcast meteorology.

In January 2017, Kelsey Gerckens, Morning Weather Anchor, was featured on the local news website, Noozhawk. She was interviewed about her upcoming honor by the American Association of University Women Santa Barbara-Goleta Valley Branch at their annual Empowered Woman Luncheon. She spoke about her educational background and her career in the industry.

In January 2017, Meredith Garofalo, Meteorologist, hosted the Teen Dance Star Red Carpet and then later emceed the main event. She spoke to many attendees about the news industry and her own career in news and meteorology.

In January 2017, Meredith Garofalo, Meteorologist, was a guest speaker at Marymount School of Santa Barbara. She spoke about her education, career, and experiences in meteorology and broadcast journalism.

In January 2017, Meredith Garofalo, Meteorologist, gave a presentation at Harding School in Santa Barbara, California. She showed the students a sample of her work, spoke about how she got to this point in her career, and then led a Q&A session for the students.

In February 2017, Sandra Sigala, Account Executive, spoke to a class at the Advertising Women's Network. She spoke about her educational path, her career in advertising sales, and jobs in the broadcast television industry.

In February 2017, Meredith Garofalo, Meteorologist, attended a Career Day at Foothill School. She spoke about her own education and career path. She also answered questions for the students.

In February 2017, Alan Rose, Chief Meteorologist, gave a weather talk to students at Washington School. He spoke to students about the weather, the importance of education, and his job as a weather man.

In February 2017, Meredith Garofalo, Meteorologist, was featured in the cover story for Santa Barbara Family & Life Magazine. She was interviewed about her educational path, her current job as a broadcast meteorologist, and her previous career positions.

In February 2017, Alan Rose, Chief Meteorologist, was interviewed by a local student for a class report. The student came to the station and spent part of the evening with him learning about

local weather patterns and what it's like to be a meteorologist working in the news business.

In February 2017, Meredith Garofalo, Meteorologist, was a Wear Red Day Strut Host. She spoke to many attendees about her educational background and careers in the broadcast industry.

In February 2017, Alan Rose, Chief Meteorologist, was a guest at Career Day at Santa Barbara School. He discussed with students his background, the importance of school and education, and his career in television news.

In February 2017, Oscar Flores, Digital Content Director, Claire Scholl, Assignment Editor, and Vicky Nguyen, Multi-Media Journalist, spoke to a class at Santa Barbara City College. They spoke to students about working in the industry and how it has evolved in the digital age. They also opened the talk up to the students' questions.

In February 2017, Meredith Garofalo, Meteorologist, was the Teen Star Red Carpet host. She spoke to attendees about her own career as well as opportunities in the broadcast industry.

In February 2017, Alan Rose, Chief Meteorologist, gave a weather talk at Peabody School. He spoke to students about the weather, the importance of education, and my job as a television meteorologist.

In March 2017, Meredith Garofalo, Meteorologist, gave a weather talk at St. Raphael School. She gave a presentation on meteorology, and spoke about her educational background. She then answered the students' questions.

In March 2017, Alan Rose, Chief Meteorologist, was a guest at Career Day at La Cumbre School. He discussed his background, the importance of higher education, and his job as a television meteorologist.

In March 2017, Tracy Lehr, Anchor & Reporter, spoke in several classes at Ventura School. She spoke about educational requirements for the broadcast news industry, and her own career in the industry. She also held Q&A sessions for the students after each visit.

In March 2017, Meredith Garofalo, Meteorologist, was honored as the Make-A-Wish Tri-Counties Community Partner of the Year. She was able to speak about her career, educational path, and the meteorology industry to all in attendance.

In March 2017, Kelsey Gerckens, Morning Weather Anchor, was honored by the American Association of University Women Santa Barbara-Goleta Valley Branch at their annual Empowered Woman Luncheon. She spoke to attendees about her educational path, career, and current job working in broadcast news.

In March 2017, Meredith Garofalo, Meteorologist, was a co-chair for the Cooking Up Dreams benefit. She spoke to many attendees about her own educational path and how she ended up working in the broadcast field.

In March 2017, Alan Rose, Chief Meteorologist, participated as a reader in the Read with Roosevelt program at Roosevelt School. He read to the students as well as answered the students' questions about what it's like to be a meteorologist.

In March 2017, Meredith Garofalo, Meteorologist, was featured in the Valparaiso Alumni Magazine. She was interviewed about her career and educational background.

In April 2017, Sandra Sigala, Account Executive, spoke to students at Miller School. She spoke about her career and jobs in the broadcast television industry.

In April 2017, Oscar Flores, Digital Content Director, Claire Scholl, Assignment Editor, and Vicky Nguyen, Multi-Media Journalist, gave a station tour to students from Santa Barbara City College. The students were able to see the station, the newsroom and all the sets. They saw many station job functions and were able to ask questions as well.

In April 2017, Meredith Garofalo, Meteorologist, was the co-MC for the Lompoc Valley Haven Fundraiser. She spoke to many attendees about the television news industry as well as answered many questions about her own experiences in meteorology.

In April 2017, Alan Rose, Chief Meteorologist, gave a weather talk to students at McKinley School. He read to students and talked to them about his job as a weatherman and all about the different types of weather we see in Santa Barbara.

In April 2017, Jason Stiff, Meteorologist, spoke to a group of students at Ontiveros School. He gave a presentation on meteorology and the television industry. He also answered questions about his educational path and how he began in the broadcast news industry.

In April 2017, Mike Klan, Sports Director/Anchor, spoke to a class at Dos Pueblos School. He spoke to the students about sports broadcasting and the journalism industry. He also spoke to and answered questions for students specifically interested in media.

In May 2017, Alan Rose, Chief Meteorologist, gave a weather talk at Laguna Blanca School. He spoke to students about weather, forecasting, and his career in broadcasting and meteorology.

In May 2017, Claire Scholl, Assignment Desk Editor, was shadowed for a full day by a University of California, Santa Barbara student. The student sat with multiple employees and saw many different jobs and their function in the newsroom. Claire answered questions for the student and shared her own experiences and background.

In May 2017, Alan Rose, Chief Meteorologist, was interviewed by a students from Harding School. The students were working on a project about how weather affects our lives, and used Alan as an expert interview. He also mentored the students and encouraged them to study/work hard to achieve their life-long goals.

In May 2017, Oscar Flores, Digital Content Director, attended University of California, Santa Barbara's Media MAYhem event as a guest speaker. He spoke to students about the news industry and the importance of digital media and reach in the industry. The event was hosted by the UCSB Career Services. He was available for questions after the presentation.

In May 2017, Alan Rose, Chief Meteorologist, was a Career Day Guest Speaker at Rio Vista School. He discussed with students his background, the importance of education, and his career in television news.

In May 2017, Mike Klan, Sports Director/Anchor, met with a student from Florida State University who was studying broadcasting. He tried to guide the student by sharing his own educational background and struggles breaking into the industry.

In May 2017, Mark Danielson, General Manager, Kevin Branigan, Corporate Director of Sales, and Jessica Davis, Human Resources Coordinator, met with staff members at the Westmont College Career Development Center. They met with Paul Bradford, and Lori Ann Banez. They discussed different recruiting opportunities at the college, our current job openings, as well as a future recruiting relationship with the college.

In May 2017, Jim Lemon, News Director, participated in a panel discussion for EPIC, which is a gathering of Santa Barbara County governmental public relations officials. The topic was how to

disseminate information, especially during emergencies.

In May 2017, Alan Rose, Chief Meteorologist, was interviewed by a local student for a special report. The student came to the studio, received a tour, asked questions about Alan's work, public safety in emergencies, the California drought, and flooding in the area, as well as, jobs in the industry.

In May 2017, Mike Klan, Sports Director/Anchor, spoke at the Montecito Rotary Club luncheon. He spoke about television media and his career in sports journalism. He was also available for individual questions from attendees.

In June 2017, Mark Danielson, General Manager, gave a station tour to members of the staff at the Westmont College Career Development Center. They saw the station, many different job functions at the station, witnessed a live news broadcast, and discussed future recruiting opportunities for the station. They also discussed our partnership with Westmont College in recruiting the best and brightest talent.

In June 2017, Mark Danielson, General Manager, Kevin Branigan, Corporate Director of Sales, and Jessica Davis, Human Resources Coordinator, met with staff members of the University of California, Santa Barbara. They met with Amanda Asquith, Career Counselor/Student Experience Coordinator, as well as several other members of the Career Development Center's staff. They discussed our current job openings, career opportunities, and our future recruiting relationship and partnership with UCSB.

In June 2017, Dave Alley, Community Outreach and Reporter, won a 2016 John Swett Award for Media Excellence from the California Teachers Association. He was able to speak to attendees about his career path and educational background as well as jobs in the industry.

In June 2017, Mark Danielson, General Manager, Jim Lemon, News Director, and Jessica Davis, Human Resources Coordinator, met with staff of California State University, Channel Islands. They met with President Erika Beck and VP of University Advancement, Nichole Ipach. They discussed current job opportunities as well as our future relationship and partnership in recruitment with the CSUCI Career Development Center.

In June 2017, Vicky Nguyen, Multi-Media Journalist, participated in a presentation to students of University of California, Santa Barbara that were interested in the broadcast news industry. She was asked to share her story and answer questions for the students.

In June 2017, Mark Danielson, General Manager, gave a station tour to staff members of California State University, Channel Islands. They saw the station, and witnessed a live taping of a news broadcast. They discussed current job openings, different job functions at the station, and recruiting for the broadcast news industry.

In June 2017, Alan Rose, Chief Meteorologist, hosted a weather helper from the Harding School Charity Auction. This student worked on weather graphics and pre-taped a weather forecast that aired during the evening news.

In June 2017, Tracy Lehr, Reporter, participated in Career Day at Fremont Academy in Oxnard, California. She gave a multimedia presentation and spoke about her educational path and career in broadcast news. She also led Q&A sessions for the students after each presentation.

In June 2017, Mark Danielson, General Manager, gave a station tour to members of the staff from University of California, Santa Barbara. They saw the station, witnessed a live newscast, saw many job functions at the station, and discussed our current openings as well as future recruiting tactics and our partnership with UCSB.

In June 2017, Alan Rose, Chief Meteorologist, gave a weather talk to students at Los Olivos School. Alan gave a presentation on the type of weather patterns we see in California, and also spoke about his career in broadcasting and meteorology.

In June 2017, Claire Scholl, Assignment Desk Editor, spoke to 15 students at University of California, Santa Barbara. The students were specifically interested in careers in the news industry. This event was coordinated by the UCSB Career Services Department. Claire was asked to share her path to working in the news industry and answer the students' questions.

In June 2017, Alan Rose, Chief Meteorologist, sponsored a weather helper from the Montessori Center School's Charity Auction. The student spent the day shadowing him, building weather graphics and pre-taping a weather forecast that aired during the evening news.

In June 2017, Mike Klan, Sports Director/Anchor, gave a station tour to a student from Santa Barbara City College. The student was specifically interested in a job in broadcast editing/videography. He was able to see the job functions of an editor first hand and ask questions about how to break into the broadcast journalism field.

Throughout the period, Meredith Garofalo, Meteorologist, had students and organizations come into the station for tours and live viewing of newscasts. They had the chance to work on the green screen and ask questions about her educational path and career. She also had several students join her for on-air broadcasts and help her present the weather. All students received a tour of the station and the newsroom, and learned what went into putting a weather report together and delivering it on-air.

Throughout the period, Alan Rose, Chief Meteorologist, had numerous conversations with viewers regarding seasonal weather patterns, El Nino/La Nina, the drought, recent winter rains, working at KEYT/KKFX, and employment opportunities with the stations. He also talked to some employees over the course of the past year about pursuing career opportunities in the broadcast news field and career advancement.

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.

Throughout the period covered, Todd Graham, Director of Operations, spoke with members of the public, giving them information on what it takes to break into the television business. He also critiqued tapes and gave advice on improving skills. He was available to answer questions about the media, and discuss careers in the broadcast industry as well as education requirements.

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 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. Job Bank & Internet Program Participation:

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).
