

## **KEYT-TV & KSBB-LP**

### **EEO Public File Report – 2009**

## **Annual EEO Public File Report 2009**

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 and KSBB 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, 2008](#) to and including [July 31, 2009](#) (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, 2008](#) to [July 31, 2009](#)

Stations Comprising Employment Unit: KEYT, KSBB

### 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	<a href="#">Accounting Assistant/Receptionist 08/18/2008</a>	<a href="#">Craigslist.org</a>	5
2	<a href="#">Reporter 02/16/2009</a>	<a href="#">Keyt.com</a>	12
3	<a href="#">Ventura Sales Executive 04/06/2009</a>	<a href="#">Keyt.com</a>	10
4	<a href="#">Master Control Operator 05/18/2009</a>	<a href="#">Internal Candidate</a>	2
5	<a href="#">Sales Executive 07/01/2009</a>	<a href="#">Employee Referral</a>	8

Total Number of Persons Interviewed During Applicable Period: 37

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## Appendix 2

Covering the Period from [August 1, 2008](#) to [July 31, 2009](#)

Stations Comprising Employment Unit: KEYT, KSBB

### 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)	Full-time Positions for Which This Source Was Utilized
A	TVJOBS.COM Broadcast Employment Services PO BOX 4116 Oceanside, CA 92052 (760) 754-8177 <a href="mailto:admin@tjjobs.com">admin@tjjobs.com</a> Attention: Mark Holloway	4	2,5
B	Santa Barbara Newspress PO Box 1359 Santa Barbara, CA 93101 (805) 564-5200 Attention: Debbie Modlin <a href="mailto:dmodlin@newspress.com">dmodlin@newspress.com</a>	1	1
C	KEYT.com 730 Miramonte Drive Santa Barbara, CA 93109 (805) 882-3933 Kim Johnson <a href="mailto:kjohnson@keyt.com">kjohnson@keyt.com</a>	14	1,2,3,4,5
D	In House / Word of mouth / employee referral /walk in 730 Miramonte Drive Santa Barbara, CA 93109	8	1,2,3,4,5
E	Craigslist.org 1381 9 <sup>th</sup> Avenue San Francisco, CA 94122 <a href="mailto:webmaster@craigslist.com">webmaster@craigslist.com</a> (415) 504-6394	10	1,3,4,5
F	University of California Santa Barbara Building 599 Santa Barbara CA 93106 <a href="mailto:ucsb-csm@simplicity.com">ucsb-csm@simplicity.com</a> (805) 893-4412	0	1,3,5
G	EEO Recruitment Active Source List (see attached)	0	1,2,3,4,5

## STATEMENT OF EEO POLICY

Smith Media, 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. Organizations that wish to receive vacancy information for KEYT and KSBB should contact the Accounting Supervisor, 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/DPC  
1031 California Blvd. Ste B110  
Vandenberg AFB  
CA, 93434-6252

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

CA Chicano  
News Media Assoc.  
3716 S. Hope St. #300  
Los Angeles  
CA, 90007

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

Community Action  
Commission  
5681 Hollister Ave  
Santa Barbara  
CA, 93117

Community Resource  
Information Service  
PO BOX 3953  
Santa Barbara  
CA, 93101

County Personnel  
1226 Anacapa  
Santa Barbara  
CA, 93101

County Schools  
4440 Cathedral Oaks  
Santa Barbara  
CA, 93160

Vet Outpatient  
4400 Calle Real  
Santa Barbara  
CA, 93110

EDD  
1635 Ventura Road  
Ventura  
CA, 93030

EDD  
PO BOX 7060  
Santa Maria  
CA, 93456

Employment Development Ctr  
130 E. Ortega  
Santa Barbara  
CA, 93101

Employment Services  
622 South A Street Ste E  
Oxnard  
CA, 93030

Ruth Rodriguez-Days  
Family Service Agency  
123 West Gutierrez Street  
Santa Barbara  
CA, 93101

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

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

Job Smart  
911 De La Vina  
Santa Barbara  
CA, 93101

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

USC Annenber School of  
Journalism  
3800 S. Figueroa St  
Los Angeles  
CA, 90037

Separation Officer-USAF  
4392 Aerosz - DPMOS  
Vandenberg AFB  
CA, 93437

Office of Appeals  
PO BOX 7038  
Pasadena  
CA, 91109

Dept. of the Navy  
SEAP Program Manager  
Port Hueneme,  
CA, 93101

Vet Service 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, 93110

Ruth Rodriguez-Days  
Family Service Agency  
123 West Gutierrez Street  
Santa Barbara, CA 93101  
CA, 93101

Vet Center  
790 E. Santa Clara St  
Ventura, CA 93301-2694

NAACP  
1136 E. Montecito St.  
Santa Barbara, CA 93109

Vet Center  
1300 Santa Barbara Street  
Santa Barbara, CA 93101

Asian American Journalists  
Assoc.  
1765 Stutter St. Room 1000  
San Francisco, CA 94115

Asian American Journalists  
Assoc.  
244 S. San Pedro St. #411  
Los Angeles, CA 90012

Career Placement Office  
California State University  
Chico, CA 95929-0700

Moorpark College/Placement  
Office  
7075 Campus Road  
Moorpark, CA 93021

Placement Office/CSU-  
Northridge  
1811 Nordoff St.  
Northridge, CA 91330

Placement Office/Fresno State  
University  
5241 N. Maple Ave  
Fresno, CA 93710

Placement Office  
College of San Mateo  
San Mateo, CA 94402

Placement Office Cal Poly  
One Grand Avenue  
San Luis Obispo, CA 93407

Santa Barbara City College  
721 Cliff Drive  
Santa Barbara, CA 93109

Santa Barbara Business College  
40250 Foothill Road  
Santa Barbara, CA 93110

Seperation Officer – USAF  
4392 Aerosz –DPMOS  
Vandenberg AFB, CA 93437

San Jose State University  
127 S. 7<sup>th</sup> Street  
San Jose, CA 95112

US Navy/Personnel Support  
Separation Officer  
Point Mugu, CA 93042

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## Appendix 3

Covering the Period from [August 1, 2008](#) to [July 31, 2009](#)

Station Comprising Station Employment Unit: KEYT, KSBB

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

### **Statement of EEO Policy**

Smith Media, 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, 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 UCSB and Santa Barbara City College students in both our Production and News Departments. 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.

#### 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 October 2008, KEYT Creative Services Assistant Vanessa Cavaletto, gave a tour of the station to a local scout troop where she also discussed career opportunities in the broadcast industry.

In October 2008, KEYT Creative Services Assistant Vanessa Cavaletto, gave a tour of the station to a local scout troop where she also discussed career opportunities in the broadcast industry.

In October 2008, KEYT Chief Meteorologist Alan Rose, spoke to students at Carpentaria School for two hours about meteorology and career opportunities in the broadcast industry.

In October 2008, KEYT Chief Meteorologist Alan Rose, spoke to students at Cold Springs School about meteorology issues and career opportunities in the broadcast industry.

In November 2008, KEYT Chief Meteorologist Alan Rose, spoke to students at Carpentaria School for two hours about meteorology career opportunities in the broadcast industry.

In November 2008, KEYT Anchor Mike Klan, spoke to a UCSB Journalism/Communications class about career opportunities in the broadcast industry.

In November 2008, KEYT Chief Meteorologist Alan Rose, spoke again to students at Carpentaria School for two hours about meteorology and career opportunities in the broadcast industry.

In November 2008, KEYT Chief Meteorologist Alan Rose, spoke at a NWS storm spotter recruitment meeting about career opportunities in the broadcast industry.

In December 2008, KEYT Meteorologist Alan Rose gave a tour of the television station to a group of students from Marymount School where he also discussed career opportunities in the broadcast industry

In December 2008, KEYT Chief Meteorologist Alan Rose, spoke to students at McKinley School about meteorology and career opportunities in the broadcast industry.

In January 2009 KEYT Creative Services Assistant Vanessa Cavaletto and KEYT Chief Meteorologist Alan Rose, gave several tours of the station to groups of Washington School students where they discussed career opportunities in the broadcast industry.

In January 2009, KEYT Chief Meteorologist Alan Rose, spoke to students at Roosevelt School about meteorology and career opportunities in the broadcast industry.

In January 2009, KEYT Anchor Paula Lopez, volunteered at Peabody Charter School and spoke to students about journalism and career opportunities in the broadcast industry.

In January 2009 KEYT Creative Services Assistant Vanessa Cavaletto and KEYT Chief Meteorologist Alan Rose, gave two tours of the station to a group of Vieja Valley School students where they discussed career opportunities in the broadcast industry.

In January 2009, KEYT Anchor Paula Lopez, volunteered at Santa Barbara Junior High School and spoke to students about journalism and career opportunities in the broadcast industry.

In January 2009, KEYT Anchor Mike Klan, mentored an Agoura High School student for three months for his senior project that included getting his first job in journalism and broadcasting.

In February 2009, KEYT Creative Services Assistant Vanessa Cavaletto, gave a tour of the station to a local scout troop where she also discussed career opportunities in the broadcast industry.

In February 2009, KEYT Chief Meteorologist Alan Rose, spoke at the Santa Barbara's Womens League monthly meeting about meteorology and career opportunities in the broadcast industry.

In February 2009, KEYT Anchor Paula Lopez, volunteered at Peabody Charter School and spoke to students about journalism and career opportunities in the broadcast industry.

In February 2009, KEYT Chief Meteorologist Alan Rose, spoke four different times during the month to students at Peabody Charter School about meteorology and career opportunities in the broadcast industry.

In March 2009 KEYT Creative Services Assistant Vanessa Cavaletto and KEYT Commercial Editor Rusty Lavelle, gave a tour of the station to a group of Anacapa High School students where they discussed career opportunities in the broadcast industry.

In March 2009 KEYT Anchor Paula Lopez mentored a high school student who was interested in a career in broadcasting and public speaking.

In March 2009, KEYT Chief Meteorologist Alan Rose, participated in the "Read with Roosevelt" program at their school where he also discussed meteorology and career opportunities in the broadcast industry.

In March 2009, KEYT Anchor Paula Lopez, volunteered at Peabody Charter School and spoke to students about journalism and career opportunities in the broadcast industry.

In March 2009, KEYT Chief Meteorologist Alan Rose, visited Montecito Union School where he also discussed meteorology and career opportunities in the broadcast industry.

In March 2009, KEYT Chief Meteorologist Alan Rose, participated as a guest at the 2009 Career Day for Santa Barbara High School where he also discussed meteorology and career opportunities in the broadcast industry.

In March 2009, KEYT Anchor Joe Gehl, participated in the "Read with Roosevelt" program at their school where he also discussed journalism and career opportunities in the broadcast industry.

In March 2009, KEYT Anchor Paula Lopez, worked on the committee for the Boys and Girls Club of Santa Barbara benefit where she discussed career opportunities in the broadcast industry.

In March 2009, KEYT Chief Meteorologist Alan Rose, spoke to students at Summerland School about meteorology and career opportunities in the broadcast industry.

In April 2009, KEYT Chief Meteorologist Alan Rose, spoke at a NWS storm spotter recruitment meeting about career opportunities in the broadcast industry.

In April 2009, KEYT Chief Meteorologist Alan Rose, visited Carpinteria Family School where he discussed meteorology and career opportunities in the broadcast industry.

In May 2009, KEYT Anchor Paula Lopez participated in "take our daughters to work" program and hosted two students from Girls Incorporated at the station where she discussed career opportunities in the broadcast industry.

In June 2009, KEYT Chief Meteorologist Alan Rose, mentored a local high school student about weather forecasting and career opportunities in the broadcast industry.

In June 2009, KEYT Anchor Paula Lopez, gave a station tour to an aspiring reporter where they discussed career opportunities in the broadcast industry.

In June 2009, KEYT Ventura Reporter Tracy Lehr, emceed the Rhythmic Arts Project for Children with Disabilities benefit where she also discussed journalism and career opportunities in the broadcast industry.

In June 2009, KEYT News Director Jim Bunner critiqued the tapes of college students and aspiring journalists looking to work in the broadcasting industry at the APTRA seminar.

In July 2009, KEYT Anchor Paula Lopez, critiqued the tapes of a reporter from a smaller market looking to be promoted in the broadcast industry.

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. Some of these events were: the MDA annual ball, the Amethyst Ball Fundraiser for teen drug and alcohol prevention, the United Way Red Feather Ball, and the Kiwanis annual fiesta fundraiser. John is also an active participant in the Associated Press where he regularly speaks at seminars to students and aspiring journalists trying to get into the broadcast industry.

Throughout the period listed, KEYT General Manager Cathy Jacquemin and KEYT CEO Michael Granados answered questions about career opportunities in the broadcast industry at several public events: Some of these events were: the Rotary Club of Santa Barbara, the 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 Executive Producer Jim Bunner 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 and KSBB participate in job banks and internet programs that are not primarily directed to providing notification of specific job vacancies (i.e.: California Broadcasters Association).

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