

KEYT-TV & KSBB-LP

EEO Public File Report – 2010

Annual EEO Public File Report 2010

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, 2009](#) to and including [July 31, 2010](#) (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, 2009](#) to [July 31, 2010](#)

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 | News Producer 08/01/2009 | TVJobs.com | 6 |
| 2 | Sales Executive 09/01/2009 | Employee Referral | 9 |
| 3 | News Producer 12/16/2009 | TVJobs.com | 6 |
| 4 | Video Journalist 12/21/2009 | Walk in /Blind Application | 6 |
| 5 | Production Editor 03/16/2010 | In House Hire | 5 |
| 6 | News Producer 4/5/2010 | Walk in /Blind Application | 6 |
| | | | |

Total Number of Persons Interviewed During Applicable Period: 38

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Appendix 2

Covering the Period from [August 1, 2009](#) to [July 31, 2010](#)

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 | Santa Barbara Newspress PO Box 1359 Santa Barbara, CA 93101 (805) 564-5200 Attention: Debbie Modlin dmodlin@newspress.com | 2 | 1,2,4,5 |
| B | In House / Word of mouth / employee referral /walk in 730 Miramonte Drive Santa Barbara, CA 93109 | 9 | 1,2,3,4,5,6 |
| C | TVJOBS.COM Broadcast Employment Services PO BOX 4116 Oceanside, CA 92052 (760) 754-8177 admin@tjjobs.com Attention: Mark Holloway | 12 | 1,3,4,6 |
| D | KEYT.com 730 Miramonte Drive Santa Barbara, CA 93109 (805) 882-3933 Kim Johnson kjohnson@keyt.com | 10 | 1,2,3,4,5,6 |
| E | Craigslist.org 1381 9 th Avenue San Francisco, CA 94122 webmaster@craigslist.com (415) 504-6394 | 5 | 1,2,5 |
| F | EEO Recruitment Active Source List (see attached) | 0 | 1,,2,3,4,5,6 |

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/DCP
1031 California Blvd. Ste B108
Vandenberg AFB
CA 93437

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

CCNMA
USC Annenberg School of
Journalism
727 w. 27th St, Room 201
Los Angeles, CA 9007-3212

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

Community Action
Commission
5681 Hollister Ave
Santa Barbara, CA 93117

Community Resource
Information Services
PO Box 9353
Santa Barbara, CA 93101

Career Development Services
CSU Channel Islands
1 University Drive
Camarillo, CA 93012

US Navy Personal Support
Separation Officer
Point Mugu, CA 93042

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

County Personnel
1226m Anacapa St
Santa Barbara, CA 93101

County Schools
4440 Cathedral Oaks
Santa Barbara, CA 93106

Veterans Outpatient Clinic
440 Calle Real
Santa Barbara, CA 93110

Career Center – Building Q
San Jose State University
1 Washington Square
San Jose, CA 95192-0032

Santa Barbara Business
College
506 Chapala Street
Santa Barbara, CA 93101

Career Center – MOD F
San Jose State University
1 Washington Square
San Jose, CA 95192-0032

Oxnard College Job & Career
Center
4000 South Rose Ave
Oxnard, CA 93033

West Oxnard Job & Career
Center
635 South Ventura Road
Oxnard, CA 93030

Santa Clara Valley Job &
Career Center
725 E Main Street, Suite 101
Santa Paula, CA 93060

E. Ventura County Job & Career
Center
980 Enchanted Way
Simi Valley, Ca 93065

Thousand Oaks Job & Career
Center
1423 E. Thousand Oaks Blvd.,
Suite 100
Thousand Oaks, CA 91360

Ventura Job & Career Center
465 Telephone Road
Ventura, CA 93001

Workforce Resource Center –
Santa Barbara
130 East Ortega
Santa Barbara, CA 93010

Workforce Resource Center –
Santa Maria
1410 South Broadway Suite A
Santa Maria, CA 93454

Ruth Rodriquez-Days
Family Service Agency
705 E Main, Suite 103
Santa Maria, CA 93454

Filipino Community
Association
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 East Montecito Street
Santa Barbara, CA 93103

USC Annenberg School of
Journalism
3502 Watt Way, Suite 303
Los Angeles, CA 90089

USC Annenberg School of
Journalism
Career Development
3502 Watt Way, Suite 104
Los Angeles, CA 90089

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 93041

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 93101

Vet Center
790 E Santa Clara St.
Site 100
Ventura, CA 93301-2694

NAACP
327 Santa Barbara Street
Santa Barbara, CA 93101-
2324

Vet Center
1300 Santa Barbara Street
Santa Barbara, CA 93101

Asian American Journalists
Assoc.
1182 Market St., Suite 320
San Francisco, CA 94102

Asian American Journalists
Assoc.
231 E Third St.
Los Angeles, CA 90013

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

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 Boulevard
San Mateo, CA 94402

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

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Appendix 3

Covering the Period from [August 1, 2009](#) to [July 31, 2010](#)

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 August 2009, KEYT Anchor/Reporter Paula Lopez gave a station tour and talk to journalism students attending Santa Barbara City College where she discussed career opportunities in the broadcast industry.

In October 2009, KEYT Chief Meteorologist Alan Rose, spoke two different times to students at Carpinteria School for two hours about meteorology and career opportunities in the broadcast industry.

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

In October 2009, KEYT Chief Meteorologist Alan Rose, spoke a second time to students at Carpinteria School about meteorology and career opportunities in the broadcast industry.

In November 2009, KEYT Chief Meteorologist Alan Rose, spoke to students at Cold Springs School about meteorology issues and career opportunities in the broadcast industry.

In November 2009, KEYT Chief Meteorologist Alan Rose, spoke to students at Carpinteria School for two hours about meteorology career opportunities in the broadcast industry.

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

In January 2010, KEYT Creative Services Assistant Luke Depass and KEYT Chief Meteorologist Alan Rose, gave a tour of the station to Marymount School students where they discussed career opportunities in the broadcast industry.

In January 2010, KEYT News Director Jim Bunner attended the RTNA Golden Mike Awards weekend. He participated in a question and answer session with college graduates and those beginning a career in Journalism. He fielded questions about the industry, jobs, and critiqued tapes.

In January 2010, KEYT Creative Services Assistant Luke Depass and KEYT Chief Meteorologist Alan Rose, gave a tour of the station to Santa Ynez Valley Charter School students where they discussed career opportunities in the broadcast industry.

In January 2010, KEYT Creative Services Assistant Luke Depass and KEYT Chief Meteorologist Alan Rose, gave two separate tours of the station to Vieja Valley School students where they discussed career opportunities in the broadcast industry.

In February 2010, KEYT Creative Services Assistant Luke Depass and KEYT Chief Meteorologist Alan Rose, gave two separate tours of the station to El Camino School students where they discussed career opportunities in the broadcast industry.

In March 2010, KEYT Meteorologist, Alan Rose participated in the "Read Across America" program with McKinley School students where he discussed career opportunities in the broadcast industry.

In March 2010, KEYT Anchor/Reporter C.J. Ward participated in the "Read with Roosevelt" program with Roosevelt School students where he discussed career opportunities in the broadcast industry.

In March 2010, KEYT Creative Services Assistant Luke Depass and KEYT Chief Meteorologist Alan Rose, gave four separate tours of the station to Washington School students where they discussed career opportunities in the broadcast industry.

In March 2010, KEYT Meteorologist, Alan Rose spoke to Laguna Blanca School students about career opportunities in the broadcast industry.

In March 2010, KEYT Meteorologist, Alan Rose participated in the "Read With Roosevelt" program with Roosevelt School students where he discussed career opportunities in the broadcast industry.

In April 2010, KEYT Meteorologist, Alan Rose spoke two different days with students at Peabody Charter School about career opportunities in the broadcast industry.

In April 2010, KEYT Sports Director, Mike Klan emceed an awards ceremony at the Montecito Country Club. He handed out awards to fire, police, and other service workers in the county and made a presentation about career opportunities in the broadcast industry.

In April 2010, KEYT News Director, Jim Bunner, produced our "Mission For Mentors" live telethon designed to match professionals with young adults to help them with their futures. He also got involved with answering questions from the general public in regards to careers in journalism and the broadcast industry.

In April 2010, KEYT Creative Services Assistant Luke Depass gave a tour of the station to students from the EF International School of Language where they discussed career opportunities in the broadcast industry.

In April 2010, KEYT Meteorologist, Alan Rose participated in career shadowing day set up through Thousand Oaks High School. He and the student discussed meteorology and career opportunities in the broadcast industry.

In April 2010, KEYT News Producer Hannah Anderson, Newscast Director Joyce Siple, News Photographer Oscar Flores, and Intern Amanda Howard spoke to Professor Joyce Merek's Santa Barbara City College Communications class. They discussed with the students about how they got their positions, what their job descriptions were and how they obtained their positions. After the presentation they opened up a question and answer period for the students.

In April 2010, KEYT News Director, Jim Bunner attended an Associated Press / Radio Television News Director Association convention in Las Vegas. He met with many college students and those looking for a first time job in the broadcast industry. He discussed the skills needed to land a job, how to send resumes and tapes, and broadcasting trends. He also sat in on a tape critique workshop.

In May 2010, KEYT Anchor/Reporter C.J. Ward emceed the Santa Barbara Arthritis Walk. They incorporated a students section where he spoke about his career and opportunities in the broadcast industry.

In May 2010, KEYT News Director, Jim Bunner attended the United Way Awards dinner where the station was recognized for helping the community. He took time with some of those in attendance about internships and possible jobs at KEYT and in the broadcast industry.

From August 2009 until April 2010, Account Executive, Beth Bastian sat on the board as Vice President of the American Advertising Federation Santa Barbara Chapter where she frequently discussed her role at KEYT as well as other career opportunities in the broadcast industry. She especially promoted these careers during district meetings and the regional Addy Award competition.

In May 2010, KEYT Anchor/Reporter C.J. Ward, Photographer Chandler Landon, and Senior Reporter John Palminteri spoke at UCSB with Journalism Students. They discussed television news, how to get a job in the industry, internships and other ways to jump start their future careers while still in school.

In May 2010, KEYT Anchor Reporter, Coleen Sullivan spoke with people at a Santa Barbara City Council meeting about our internship program and careers in the broadcast industry.

In June 2010, KEYT Creative Services Assistant Luke Depass and KEYT Chief Meteorologist Alan Rose, gave a tour of the station to 20 students and 2 instructors from the ELS Language Centers Santa Barbara where they discussed career opportunities in the broadcast industry.

In June 2010, KEYT News Director, Jim Bunner attended the Associated Press Mark Twain Awards ceremony and participated in a question and answer discussion with college graduates and those looking to get a foot in the door at television stations. He discussed the requirements, skills and other things needed to get a first job in the broadcast industry. He also collected resumes and tapes and critiqued many of those for the students.

In June 2010, KEYT Creative Services Assistant Luke Depass and KEYT Chief Meteorologist Alan Rose, gave a tour of the station to 22 people, students and their mentors, from the Council of Alcoholism's Fighting Back Mentors Program where they discussed career opportunities in the broadcast industry.

In June 2010, KEYT Creative Services Assistant Luke Depass and KEYT Anchor, Paula Lopez, gave a tour of the station to 14 members of the Granada Santa Barbara Film Group where they discussed career opportunities in the broadcast industry.

In June 2010, KEYT Creative Services Assistant Luke Depass gave a tour of the station to 13 international students from Kaplan University where they discussed career opportunities in the broadcast industry.

In June 2010, KEYT Creative Services Assistant Luke Depass gave a tour of the station to two community members who expressed an interest in the broadcast industry. In addition to the tour they discussed career opportunities in the television.

Throughout the period, KEYT Anchor Reporter Coleen Sullivan, 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.

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. 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 CEO and General Manager, Michael Granados 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 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).
