

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

### **EEO Public File Report – 2011**

## **Annual EEO Public File Report 2011**

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, 2010](#) to and including [July 31, 2011](#) (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, 2010](#) to [July 31, 2011](#)

Stations Comprising Employment Unit: KEYT, KSBB

### Section 1: Vacancy Information

|   | Full-time Positions Filled by<br>Job Title & Date | Recruitment Source of<br>Successful Candidate | Total Number of Interviewees<br>from All Sources for This<br>Position |
|---|---|---|---|
| 1 | Sales Executive<br>08/23/2010                     | Employee Referral                             | 9   |
| 2 | Producer Morning Show<br>11/12/2010               | KEYT.com                                      | 6   |
| 3 | News Reporter<br>12/20/2010                       | TVJobs.com                                    | 6   |
| 4 | Video Journalist<br>05/02/2011                    | TVJobs.com                                    | 6   |
| 5 | News Producer<br>05/09/2011                       | keyt.com                                      | 6   |
| 6 | Assignment Manager<br>05/18/2011                  | keyt.com                                      | 6   |
| 7 | Operations Manager<br>05/31/2011                  | Keyt.com                                      | 7   |
| 8 | Master Control Operator<br>07/11/2011             | In house promotion                            | 4   |

Total Number of Persons Interviewed During Applicable Period: 50

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## Appendix 2

Covering the Period from [August 1, 2010](#) to [July 31, 2011](#)

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<br>PO Box 1359<br>Santa Barbara, CA 93101<br>(805) 564-5200<br>Attention: Debbie Modlin<br><a href="mailto:dmodlin@newspress.com">dmodlin@newspress.com</a>       | 0   | 1,2,4,5,6  |
| B | In House / Word of mouth / employee referral / walk in<br>730 Miramonte Drive<br>Santa Barbara, CA 93109  | 11  | 1,2,3,4,5,6,7,8  |
| C | TVJOBS.COM<br>Broadcast Employment Services<br>PO BOX 4116<br>Oceanside, CA 92052<br>(760) 754-8177<br><a href="mailto:admin@tjjobs.com">admin@tjjobs.com</a><br>Attention: Mark Holloway | 9   | 1,2,3,4,6,7  |
| D | KEYT.com<br>730 Miramonte Drive<br>Santa Barbara, CA 93109<br>(805) 882-3933<br>Kim Johnson<br><a href="mailto:kjohnson@keyt.com">kjohnson@keyt.com</a>                                   | 24  | 1,2,3,4,5,6,7,8  |
| E | Craigslist.org<br>1381 9 <sup>th</sup> Avenue<br>San Francisco, CA 94122<br><a href="mailto:webmaster@craigslist.com">webmaster@craigslist.com</a>  | 4   | 1,2,5,6,7,8  |

|   |  |   |                   |
|---|--|---|-------------------|
|   | (415) 504-6394   |   |                   |
| F | EEO Recruitment Active Source List<br>(see attached)   | 0 | 1,,2,3,4,5,6,7,8, |
| G | Medialine.com<br>P.O. Box 51909<br>Pacific Grove, CA 93950<br>(800) 237-8073<br>medialine@medialine.com  | 0 | 2,3,5,6,7         |
| H | UCSB Gaucho Link<br>UCSB Building 599<br>Santa Barbara, CA 93106-7140<br>(805) 893-4412<br>ucsb@csm.simplicity.com   | 1 | 8                 |
| I | Santa Barbara City College Career Center<br>721 Cliff Drive<br>Santa Barbara, CA 93109<br>(805) 965-0581 ext 4133<br>Kristen Frascella<br>Frascella@sbcc.edu | 1 | 8                 |

## 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. 27<sup>th</sup> 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

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

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

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

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

Filipino Community  
Association  
425 State Street  
Santa Barbara, CA 93101

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

Dept of the Navy  
SEAP Program Manager  
Port Hueneme, CA 93041

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

Social Services  
234 Camino Del Remedio  
Santa Barbara, CA 93101

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

Office of Appeals  
PO BOX 7038  
Pasadena, CA 91109

Vet Center  
1300 Santa Barbara Street  
Santa Barbara, CA 93101

Vet Service Office  
315 Camino Del Remedio  
Santa Barbara, CA 93101

Social Security  
355 Paseo Nuevo  
Santa Barbara, CA 93101

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

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

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

Career Services  
College of San Mateo  
1700 W Hillside Boulevard  
San Mateo, CA 94402

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

# Annual EEO Public File Report 2011

## Appendix 3

Covering the Period from [August 1, 2010](#) to [July 31, 2011](#)

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 2010, Paula Lopez, Anchor, was Masters of Ceremonies for La Pequena, the historic Fiesta Parade and all community events which benefited many children's charities. During various speeches and emcee duties she was able to discuss her career and opportunities in the broadcast industry.

In August 2010, Alan Rose, Chief Meteorologist, participated in the Annual Dancing with the Stars event which benefited Conflict Solutions Center of Santa Barbara and Ventura Center for Dispute Settlement. He was available to discuss his career and opportunities in the broadcast industry.

In September 2010, Paula Lopez, Anchor, emceed the Man and Woman of the Year awards sponsored by the Santa Barbara Foundation where she discussed her career and opportunities in the broadcast industry.

In September 2010, Luke Depass, Graphics Assistant, gave a tour of the station to students from Solvang School where they discussed careers in the broadcast industry. The students also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In September 2010, CJ Ward, Anchor, emceed the "Taste of the Town" fundraiser for the Arthritis Foundations. He discussed his career and opportunities in the broadcast industry.

In September 2010, Paula Lopez, Anchor, attended the board meetings for United Boys and Girls Club, Girls Incorporated, and the United Boys and Girls Club where she was available to discuss career opportunities in the broadcast industry.

In September 2010, CJ Ward, Anchor, served as a judge for the Kiwani's Club main community fundraising event where he was available to discuss his career and opportunities in the broadcast industry.

In October 2010, John Palminteri, Senior Reporter, participated as a judge in a community event at the California Avocado Festival that benefited the Carpinteria Cares for Youth campaign where he discussed career opportunities in the broadcast industry.

In October 2010, Joe Gehl, Reporter Anchor, was interviewed by a UCSB Communications student about career opportunities in the broadcast industry.

In October 2010, Paula Lopez, Anchor, emceed a dinner auction for Mount Carmel school where she discussed her career and opportunities in the broadcast industry.

In November 2010, Luke Depass, Graphics Assistant, gave a tour of the station to a Cub Scout troop from Santa Barbara. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In November 2010, Paula Lopez, Anchor, was a speaker at the Girls Incorporated luncheon at the Coral Casino where she discussed her career and opportunities in the broadcast industry.

In November 2010, Luke Depass, Graphics Assistant, conducted an interview with a Sociology major from UCSB where he discussed his position as a graphic artist at KEYT and the role that the new media and social networking plays in the broadcast industry.

In November 2010, Paula Lopez, Anchor, was a speaker for the event "Angels Bearing Gifts" which benefited low income children. She discussed her career and opportunities in the broadcast industry.

In November 2010, Luke Depass, Graphics Assistant, gave a tour of the station to a Girl Scout troop from Westlake Villiage. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In December 2010, Tracy Lehr, Ventura Bureau Chief, hosted the Salvation Army Dinner where she discussed her career and opportunities in the broadcast industry.

In December 2010, John Palminteri, Senior Reporter, hosted the grand opening event and holiday food fundraiser at the Carpinteria Plaza Playhouse for Toys for Tots where he discussed career opportunities in the broadcast industry.

In December 2010, Tracy Lehr, Ventura Bureau Chief, worked as a mentor at the APTRA anchor academy where she discussed her career and opportunities in the broadcast industry.

In December 2010, Luke Depass, Graphics Assistant, gave a tour of the station to a Cub Scout troop from St. Raphael School. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In December 2010, Paula Lopez, Anchor, Emceed the Mistletoe Ball to benefit Catholic charities. She discussed her career and opportunities in the broadcast industry.

In December 2010, Jim Bunner, News Director, attended the APTRA academy in Malibu where he spoke to college students and others looking for a career in journalism and broadcasting.

In December 2010, Tracy Lehr, Ventura Bureau Chief, hosted the Santa Barbara Christmas parade where she discussed career opportunities in the broadcast industry.

In December 2010, Paula Lopez, Anchor, emceed a benefit for the Council on Alcoholism and Drug Abuse at the Drier Museum. She discussed her career and opportunities in the broadcast industry.

In December 2010, John Palminteri, Senior Reporter, participated in a toy and food drive at the Santa Barbara James Joyce for the Unity Shoppe where he discussed career opportunities in the broadcast industry.

In December 2010, Alan Rose, Chief Meteorologist, spoke to the Santa Barbara Sunrise Rotary Club breakfast meeting. He gave a presentation on weather forecasting, career opportunities in television and meteorology and La Nina.

In December 2010, John Palminteri, Senior Reporter, attended the Santa Barbara Young Professionals holiday event that benefited the Goleta Valley Youth Sports where he was available to discuss career opportunities in the broadcast industry.

In December 2010, Tracy Lehr, Ventura Bureau Chief, judged the Ventura County Lifesaving Awards that go to children that help prevent fires. She discussed her career and opportunities in the broadcast industry.

In January 2011, Luke Depass, Graphics Assistant, gave a tour of the station to students from the Science Co-op. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In January 2011, Luke Depass, Graphics Assistant, gave a tour of the station to students from Marymount School of Santa Barbara. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In January 2011, Luke Depass, Graphics Assistant, gave a tour of the station to students from Washington School. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In January 2011, Luke Depass, Graphics Assistant, gave a tour of the station to students from Roosevelt School. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In February 2011, Tracy Lehr, Ventura Bureau Chief, spoke to students at Rio Vista School in Oxnard for their career day. She discussed career opportunities in the broadcast industry.

In February 2011, Luke Depass, Graphics Assistant, gave a tour of the station to students from Washington School. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In February 2011, Paula Lopez, Anchor, participated in the planning meeting of the Council of Alcoholism and Drug Abuse for their dinner/fundraising gala. They are also our partners for our yearly telethon "Mission for Mentor" where we reach out to the community seeking volunteer mentors for local students in the area. She discussed career opportunities and internships in the broadcast industry.

In February 2011, Luke Depass, Graphics Assistant, gave two separate tours of the station to students from Roosevelt School. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In February 2011, Luke Depass, Graphics Assistant, gave a tour of the station to a Cub Scout troop from Santa Barbara. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In February 2011, Alan Rose, Chief Meteorologist, spoke to a class of 80 students at Sequoia School about weather forecasting and careers in the broadcast industry.

In February 2011, Luke Depass, Graphics Assistant, gave a tour of the station to students from on Independent Technology class from Santa Barbara. They discussed careers in the broadcast industry and the many ways the television station has had to change due to advancing technology.

In February 2011, Paula Lopez, Anchor, worked with the Santa Barbara High School fundraiser committee meeting for the Choral Trust where she discussed career opportunities in the broadcast industry. She emceed their event in April of 2011 and further discussed careers in the television industry.

In February 2011, Luke Depass, Graphics Assistant, gave three separate tours of the station to students from Vieja Valley School. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In March 2011, Alan Rose, Chief Meteorologist, spoke to a class of 56 students at Harding School about weather forecasting and careers in the broadcast industry.

In March 2011, Luke Depass, Graphics Assistant, gave a tour of the station to students from Anacapa School in Santa Barbara. They discussed career opportunities in the broadcast industry and the many ways the television station has had to change due to advancing technology.

In March 2011, Paula Lopez, Anchor, emceed the CADA Amethyst Ball where she also discussed her career and opportunities in the broadcast industry.

In March 2011, John Palminteri, Senior Reporter, emceed the Santa Barbara Botanical Gardens fundraiser where he discussed his career in the broadcast industry and was available to answer questions about career opportunities in the broadcast industry.

In March 2011, Paula Lopez, Anchor, emceed the United Boys and Girls Club dinner and also sat in on planning meetings. She discussed her career in television and opportunities in the broadcast industry.

In March 2011, Luke Depass, Graphics Assistant, gave a tour of the station to students from Laguna Blanca School. They discussed careers in the broadcast industry and they also met Alan Rose, Chief Meteorologist, who discussed his career and meteorology.

In March 2011, John Palminteri, Senior Reporter, emceed the Addy Awards for the Central Coast annual awards ceremony where they honor local advertising campaigns. He discussed his career in the broadcast industry and was available to answer questions about career opportunities in the broadcast industry.

In March 2011, CJ Ward, Anchor, attended the Santa Barbara Arthritis Foundation board meeting where he discussed upcoming events, his career and opportunities in the broadcast industry.

In March 2011, John Palminteri, Senior Reporter, emceed the Transition House fundraiser that raised funds for adults, especially single parents, who are nearly homeless. H discussed his career in the broadcast industry and was available to answer questions about career opportunities in the broadcast industry.

In March 2011, Paula Lopez, Anchor, participated at Roosevelt school, Franklin Community Center and Ensemble Children's Theater as part of their literacy campaigns. She also discussed her career and opportunities in the broadcast industry.

In March 2011, Luke Depass, Graphics Assistant, gave a tour of the station to a Scout troop from Buellton. They discussed careers in the broadcast industry and discussed different jobs and the function of the different rooms and devices around the station.

In April 2011 KEYT, along with the 'Council on Alcoholism and Drug Abuse' (CADA) and 'Fighting Back', were proud to present the annual 'Mission for Mentors' telethon. Filmed live at center court in the Paseo Nuevo Mall, the telethon provides the perfect opportunity for the community to come together in support of Santa Barbara's youth. The 'Fighting Back' mentor program involves community members who want to make a difference by developing positive relationships with at-risk youth in our community. Many youth simply need someone to listen and provide encouragement. Mentoring is a great way to change a young person's life by offering just one hour per week of your time during which, you help young people fulfill their potential to lead positive, productive and rewarding lives. KEYT air talent, Paula Lopez, CJ Ward, Alan Rose, Mike Klan, Joe Gehl, and John Palminteri anchored the three hour live event where they discussed the benefits of mentoring, internships and other resources that helped them obtain their career in the broadcast industry. They were all available to discuss local career opportunities in the broadcast industry during the event which was open to the public.

In April 2011, Alan Rose, Chief Meteorologist, spoke to a class of 33 students at St. Raphael School and gave them a studio tour and weather talk about forecasting and careers in the broadcast industry.

In April 2011, Paula Lopez, Anchor, spoke at La Patera School for their "Heroes for a Day" event where she discussed her career and opportunities in the broadcast industry.

In April 2011, John Palminteri, Senior Reporter, emceed the Housing Authority Senior Home fundraiser where he discussed his career in the broadcast industry and was available to answer questions about career opportunities in the broadcast industry.

In April 2011, CJ Ward, Anchor, participated in the Roosevelt School literacy campaign where he also discussed his career with students and job opportunities in the television industry.

In April 2011, Alan Rose, Chief Meteorologist, spoke to a class of 25 students at McKinley School about weather forecasting and careers in the broadcast industry.

In May 2011, Alan Rose, Chief Meteorologist, spoke to a class of 60 students at Santa Barbara City College. The students were enrolled in the Intro to Meteorology class and he discussed weather forecasting and careers in the broadcast industry.

In May 2011, Mike Klan, Sports Director, spoke to Montecito Rotary Club at the Montecito Country Club. In his speech he discussed career opportunities in the broadcast industry and also discussed his personal career at KEYT.

In May 2011, John Palminteri, Senior Reporter, emceed the Law Bowl fundraiser for Teen Court where he discussed his career in the broadcast industry and was available to answer questions about career opportunities in the broadcast industry. This organization is with CADA, the Council on Alcohol and Drug Addiction which is our partner for the "Mission for Mentors" telethon.

In May 2011, Alan Rose, Chief Meteorologist and Mary Johnson, Account Executive, spoke to a class of 90 students at Poinsetta School about weather forecasting and careers in the broadcast industry.

In May 2011, KEYT and Santa Barbara Cottage Hospital aired a live telethon benefiting the Children's Miracle Network. KEYT anchors, Beth Farnsworth, CJ Ward, Paula Lopez and John Palminteri were available during the open to the public community event where they were able to discuss career opportunities and requirements in the broadcast industry.

In May 2011, Paula Lopez, Anchor, emceed the Lyme Disease Awareness event at the Lobero theater where she discussed her career and opportunities in the broadcast industry.

In May 2011, Alan Rose, Chief Meteorologist, spoke to a class of 60 students at Canalino School about weather forecasting and careers in the broadcast industry.

In June 2011, Alan Rose, Chief Meteorologist, gave a studio tour of KEYT to eight students and discussed careers in the broadcast industry and weather forecasting.

In June 2011, Paula Lopez, Anchor, volunteered for the Girls Inc. polo fundraising event. She has done numerous events with Girls Inc, where she has discussed her career and opportunities in the television industry.

In June 2011, CJ Ward, Anchor, worked with the Santa Barbara Children's Festival where he was available to discuss his career and opportunities in the broadcast industry.

In June 2011, John Palminteri, Senior Reporter, emceed the Santa Barbara Fire Alliance fundraiser where he discussed his career in the broadcast industry and was available to answer questions about career opportunities in the broadcast industry.

In June 2011, Alan Rose, Chief Meteorologist, had a local high school student job shadow him for three hours at the KEYT studios. The student observed the normal day-to-day operations and assisted in graphics production for the 5PM and 6PM newscasts. They also had a discussion about weather forecasting and careers in the broadcast industry.

In June 2011, John Palminteri, Senior Reporter, attended the Associated Press Television and Radio Association annual conference. He met with students that were pursuing careers in the broadcast industry and gave them advice on getting their first job in the industry which included writing samples, tape critiques and work place etiquette. He also spoke during panel discussions about careers in the broadcast industry especially reporter and news positions.

In July 2011 Tracy Lehr, Ventura Bureau Chief, was a guest speaker at the Lois Capps for Kids Multi Media Camp in Ventura. She discussed career opportunities in the broadcast industry along with some writing and on-tips for their newscast.

Throughout the period covered, Ariana Rubio, Marketing Specialist, sat on the board of the American Advertising Federation of Santa Barbara. Each month at the meetings she discusses career opportunities in the broadcast industry along with local trends, new advertisers and education about advertising.

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.

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).

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