

## **KEYT-TV, KSBB-CD & KKFX-CA**

### **EEO Public File Report – 2019**

## **Annual EEO Public File Report 2019**

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, 2018](#) to and including [July 31, 2019](#) (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 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, 2018](#) to [July 31, 2019](#)

Stations Comprising Employment Unit: KEYT, KSBB, KKFY

### 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	Videographer 08/05/2018	Internal Promotion	16
2	News Producer 08/20/2018	KEYT.com / Rehire	7
3	Videographer 08/29/2018	KEYT.com	11
4	Multimedia Journalist 09/04/2018	KEYT.com	2
5	Producer 11/13/2018	KEYT.com	7
6	Graphics/Audio Operator 12/04/2018	KEYT.com	1
7	Managing Editor –SM 12/17/2018	Referral	1
8	Videographer 12/02/2018	Phone In / Referral	11
9	Media Coordinator 12/18/2018	KEYT.com	1
10	Account Executive 01/04/2019	KEYT.com / Phone In	4
11	Producer 01/07/2019	KEYT.com	7
12	Digital Journalist/Desk Assistant 01/07/2019	KEYT.com / Rehire	2
13	Digital Content Director 01/28/2019	KEYT.com / Rehire	1
14	Multimedia Journalist 03/04/2019	Agent Contact	5
15	Producer 03/11/2019	KEYT.com	6
16	Evening Anchor/Multimedia Journalist 04/01/2019	Agent Contact	8
17	Multimedia Assignment Desk Editor 06/03/2019	Internal Promotion	3

18	Multimedia Journalist/Fill In Weather 06/17/2019	Referral	2
19	National Sales Coordinator 06/19/2019	Indeed.com	6
20	Executive Producer 06/20/2019	Referral	4
21	Newscast Director 06/23/2019	Internal Promotion	4
22	Media Coordinator 06/30/2019	Internal Promotion	1

Total Number of Persons Interviewed During Applicable Period: 110

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## Appendix 2

Covering the Period from [August 1, 2018](#) to [July 31, 2019](#)

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/Call In/Agent Referral/Rehire, LinkedIn Contact. 730 Miramonte Drive Santa Barbara, CA 93109	46	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22.
B	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	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22.
C	KEYT.com / NPGCO.com 730 Miramonte Drive Santa Barbara, CA 93109 (805) 882-3933	50	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22.
D	EEO Recruitment Active Source List (see attached) All addresses listed after FCC statement	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22.
E	Medialine.com P.O. Box 51909, Pacific Grove, CA 93950 (800) 237-8073 <a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22.
F	Handshake.com ASU/Biola U/CBU/Cal Poly U/CSUB/CSU Chico/CSUN/CSUSB/Cal State LA/ Kansas State U/Pepperdine U/SFSU/Santa Clara U/UCSD/UCLA/UCSB/University of Central Missouri/ University of Missouri- Columbia/USD/Westmont College/Whittier College.	1	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22.
G	Santa Barbara City College Career Center (Job Connection) 721 Cliff Drive Santa Barbara, CA 93109 (805) 965-0581 ext 4133 Kristen Frascella <a href="mailto:Frascella@sbcc.edu">Frascella@sbcc.edu</a>	5	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22.
H	California Lutheran University 60 West Olsen Road, Thousand Oaks, CA, 91360-2787 (805) 493-3135 <a href="http://www.callutheran.edu/career_services">www.callutheran.edu/career_services</a>	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22.
I	Frank N. Magid & Assoc., INC. One Research Center, Marion, Iowa 52302 (319)377-7345	0	No	0

J	California State Channel Islands University One University Drive, Camarillo, CA 93012 (805) 437-8400 www.csuci.edu	0	No	4, 7, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22.
K	University of California, Los Angeles UCLA, Los Angeles, CA 90095 (310)825-4321 www.ucla.edu	0	No	1, 4, 10.
L	Indeed.com (Paid Source) 1800-462-5842	8	No	10, 19.
M	YourCBA.com	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20, 21, 22.
N	Westmont College 955 La Paz Road, Santa Barbara, CA 93108 805-565-6000 westmont.edu	0	No	1, 4, 10.
O	Rick Gevers & Associates (Paid Source) 355 E. Ohio St. #303 Indianapolis, IN 46204 317-635-7912 rickgevers.com	0	No	20.

## 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 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

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

Moorpark College Placement  
Office  
7075 Campus Road  
Moorpark, CA 93021

Note: None of the above listed recruiting sources referred candidates during period, and none have requested notification of job vacancies.

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## Appendix 3

Covering the Period from [August 1, 2018](#) to [July 31, 2019](#)

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: (#5)

KEYT has always been involved in helping members of the community achieve their educational goals. 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 one student from University of California, Santa Barbara during summer 2019 and one student from San Francisco State University during summer 2019. Our former interns have had great success in being hired to full-time positions throughout our stations and other stations around the country. Like with all potential hires, they must go through the usual EEO wide recruiting procedures.

#### 2. EEO Training: (#14)

Equal Employment Opportunity Meetings are held on a continual basis as needed for current education to department heads as to their role and responsibilities in the EEO process. We ensure that all department heads are fully educated on their reporting documentation and have regular discussions ensuring that all departments are hiring in a non-discriminatory fashion. As part of the weekly Department Head meeting these issues are documented when discussed in the minutes which are kept in the business office's EEO file.

#### 3. Description of Supplemental Outreach Initiatives:

In August 2018, Alex Biston, Multimedia Journalist and Weather Anchor, spoke to students at KCLU about meteorology and careers in the broadcast industry. (#10)

In September 2018, Ryder Christ, Digital Journalist, Oscar Flores, Digital Content Director, and Jim Lemon, News Director, attended a seminar of aspiring journalists and critiqued mock newscasts for the students. They answered questions about proper methods and career paths in the industry. (#10)



In October 2018, Alan Rose, Chief Meteorologist, had a phone meeting with a student interested in a potential internship opportunity at the station. Alan answered questions and told the student about educational paths and career opportunities in the journalism industry. (#10)

In October 2018, Mark Danielson, General Manager, Presented at the NPG CA ATSC 3.0 Informational/Educational Presentation. He presented to city leaders, members of Congress and first responders as well as various members of the public. He outlined how our broadcast organizations alerted the public in times of disasters and announced the launch of ATSC 3.0 – Next Generation Television – Explaining what we are building in Santa Barbara and its potential impact to the public and public safety. (#4)

In October 2018, Alan Rose, Chief Meteorologist, gave a weather talk to students at Garden Street Academy. He spoke about weather patterns, the importance of education for the industry, and his career as a television meteorologist. (#10)

In November 2018, Michael Klan, Sports Director, spoke to San Marcos schools' journalism class about his career and the journalism profession. He answered the students' questions about careers in the industry as well. (#10)

In November 2018, Alan Rose, Chief Meteorologist, spoke at career day for Carpinteria School. He discussed his background, the educational paths for the industry, and his own career in television meteorology. (#10)

In November 2018, Mark Danielson, General Manager, met with Evan Schwarztauber, who works for FCC Chairman Carr. He explained the role broadcast played in saving lives and property during the Thomas Fire and Montecito Mudslide. – The twin disasters that impacted our communities for months. In addition, He recorded a FCC podcast that explained this role to the public and gave a Best Practice to other broadcasters. (#4)

In November 2018, Alan Rose, Chief Meteorologist, presented a weather talk for students at All Saints by the Sea Parish School. He spoke to students about meteorology and interacted with them about his career and careers in television journalism. (#10)

In November 2018, Mark Danielson, General Manager, attended the Santa Barbara Zoo's annual Community Partners Breakfast. This breakfast brings together leaders from our communities, leaders in business and public service. He outlined the role broadcasters play in help to keep our communities safe and informed during times of disaster. (#4)

In December 2018, Jim Lemon, News Director, Oscar Flores, Digital Content Director, Claire Flores, Assignment Director, participated in "Anchor Camp". An event at Pepperdine University. They acted as mentors for aspiring journalists and were on hand to teach, speak with, and direct students on careers and educational paths in the broadcast journalism field. (#10)

In December 2018, Mark Danielson, General Manager, attended the Humane Society Heroes Luncheon in Santa Barbara. He explained our role as broadcasters serving our community and we were honored for bringing awareness to the need to adopt animals by using the broadcast stations to make the public aware and donating the time of our employees to this public service. (#4)

In December 2018, Alan Rose, Chief Meteorologist, presented a weather and meteorology talk to students at Washington School. He spoke to enthusiastic students about weather, meteorology and careers as a weather person. (#10)

In December 2018, Mark Danielson, General Manager, attended the Partners in Education Breakfast. He met with community leaders and the state superintendent of public instruction to learn about the educational needs of students in the public school system and to express our support, donating the time of our employees to the public education system. (#4)

In January 2019, Jim Lemon, News Director, acted as a mentor to journalism students at Pepperdine University's APTRA Anchor Camp. He critiqued and guided students in careers in television journalism. (#10)

In January 2019, Alan Rose, Chief Meteorologist, gave a meteorology presentation to students at Washington School about weather patterns, the recent Thomas Fire and Montecito mudslide events, as well as weather forecasting and careers in television meteorology. (#10)

In February 2019, Ed Zuchelli, Managing Editor, spoke to a group of students at California Polytechnic State University. He spoke about jobs in the industry and working with the news media. He also answered students' questions. (#10)

In February 2019, Mark Danielson, General Manager, attended the Gratitude Luncheon. The station was recognized for its service to the community by raising awareness of the need for members of the public to donate their time to become a mentor of a young person in our community. The station donates resources and air time to this organization to help improve the lives of young people in our community who need a positive adult role model in their lives. (#4)

In February 2019, Alan Rose, Chief Meteorologist, participated as a guest judge and speaker at Westmont College's 31<sup>st</sup> annual Mathematics contest. He served as a judge during the presentation portion of the contest. Afterwards, he spoke about the application of math in weather computer modules and the educational and career paths that lead to television meteorology. (#10)

In February 2019, Michael Klan, Sports Director, reviewed a demo tape for a student from Florida State University. The student wants to go into sports casting. Michael emailed him tape critiques. (#10)

In February 2019, Alan Rose, Chief Meteorologist, attended career day at Santa Barbara School. He discussed his background, education path, and career start that led to his career in broadcast meteorology. (#10)

In February 2019, Mark Danielson, General Manager, met with Congressman Salud Carbajal to discuss issues of importance to the general public. They discussed our coverage of these events and worked directly with the Congressman to ensure we are serving the public to keep them better informed of issues that impact their lives. In addition, they discussed ATSC 3.0 and our continued development of this new technology and its benefit to the general public. (#4)

In February 2019, Alan Rose, Chief Meteorologist, presented a weather talk to students at Peabody School. He spoke about his career and what it takes to work in television journalism. (#10)

In February 2019, Mark Danielson, General Manager, met with members of Congress and the Senate plus the FCC in Washington, D.C. They discussed issues facing broadcasters, and spent a great deal of time discussing ATSC 3.0 and what we have been developing in Santa Barbara. Most importantly, they discussed the Emergency Alerting capabilities of the Next Generation of Broadcasting and how it will save lives and property in times of disaster. (#4)

In March 2019, Dave Alley, Community Outreach, presented at Nipomo, California's Dorothea Lange School. He talked about his career and careers in the television industry, as well as answered students' questions. (#10)

In March 2019, Jim Lemon, News Director, along with his counterpart from our Palms Springs television group saw 17 students during one on one and group interviews. They were able to interview these students for perspective jobs as well as critique and guide the students' resumes and interview skills. They also addressed a group of 25 for an overall session on News-Press Gazette and working for this company and in this field. They then observed and critiqued an afternoon production of Cronkite news from the control room at PBS 8 in Phoenix. (#10)

In March 2019, Dave Alley, Community Outreach, spoke at Orcutt Academy's Career Day. He spoke to students about careers in broadcast and journalism and was available for the students' questions as well. (#10)

In March 2019, Michael Klan, Sports Director, spoke to students at Apple Academy for San Marcos School. He spoke about the television industry and his own career path in the industry. (#10)

In March 2019, Dave Alley, Community Outreach, participated in Paulding School's Career Fair. He spoke to students about careers in the broadcast industry and educational requirements for the career path. (#10)

In April 2019, Mark Danielson, General Manager, attended the CALM Event. Our stations were recognized for our support of this charity which helps children in abusive homes. In addition to our recognition for our support of CALM, Mark donated time that evening to wait a table for this charity fundraiser which raises money to support the organization and children of need in our community. (#4)

In April 2019, Alan Rose, Chief Meteorologist, was a guest speaker at career day at Rio Vista School. He discussed with students his career path and educational background. (#10)

In April 2019, Mark Danielson, General Manager, took members from the Hilton Group on a tour of our station and explained the importance of broadcast television and our role to provide information to our community and our role giving life-saving information to our community in times of disaster. (#4)

In April 2019, Alys Martinez, Multimedia Journalist, spoke to students at San Marcos School's AAPLE Academy. She spoke about her work and her career path in broadcast journalism and answered students' questions. (#10)

In April 2019, Alan Rose, Chief Meteorologist, spoke to students at Santa Ynez Valley Christian Academy. He spoke about meteorology, recent Thomas Fire and Montecito Mudslide, as well as careers in the television industry. (#10)

In April 2019, Mark Danielson, General Manager, attended the first annual Santa Barbara Unified School District's Pathway to the Future. This organization is designing programs to get students careers with local businesses – Helping to prepare them for jobs immediately upon graduation. He explained the many opportunities we have for students, including internships, and entry level positions that will give those students a career in the broadcast industry. (#4)

In May 2019, Michael Klan, Sports Director, hosted 2 students at the station. They shadowed him and he showed them how to put together a real life sports cast. He answered questions about careers and educational paths in the broadcast industry. (#10)

In May 2019, Alan Rose, Chief Meteorologist, spoke to students at Adams School. He spoke and answered questions about his educational background, career path, and jobs in the television industry. (#10)

In May 2019, Mark Danielson, General Manager, met with Brian Uhl, of the Office of Emergency Management in Santa Barbara County. He walked through the OEM system and its responsibility to keep the public safe during a number of emergencies. Mark then explained our role keeping the public safe and how our joined efforts to keep the public informed saves lives. They also discussed ATSC 3.0 and its potential to enhance and stream line what OEM does and how it informs the public through the local broadcasters. (#4)

In May 2019, Alan Rose, Chief Meteorologist, spoke to students at Harding University Partnership School. He answered questions about educational requirements and careers in the meteorologist field. (#10)

In May 2019, Alan Rose, Chief Meteorologist, guided a weather discussion at Laguna Blanca School. He spoke about the recent Thomas Fire and Montecito Mudslide and what led to those events. They spoke about careers in the field and educational requirements to working in the industry. (#10)

In May 2019, Mark Danielson, General Manager, presented to Broadcasters and Board Members of ATSC in Washington, D.C. The presentation discussed the current Emergency Alerting System in the United States and the potential that ATSC 3.0 has to revolutionize how we keep the public aware of impending disasters all in an effort to save lives and property. (#4)

In May 2019, Alan Rose, Chief Meteorologist, gave a weather talk at Los Olivos School. He answered students' questions about careers in television and his own career in meteorology. (#10)

In May 2019, Alan Rose, Chief Meteorologist, was a guest speaker at Kiwanis Awards Ceremony at Cleveland School. He spoke to the students about the importance of community and giving back. He also answered questions about his career and careers in the broadcast television industry. (#10)

In June 2019, Alan Rose, Chief Meteorologist, hosted a weather student that had won a charity auction to visit and learn more about meteorology and the television industry. He spent several hours with the student as they worked on weather graphics and pre-taped a weather forecast that aired on the evening news. He answered many of the student's questions about his career path and what it takes to make it as a meteorologist in the industry. (#10)

In June 2019, Alan Rose, Chief Meteorologist, hosted a second weather student that had won a charity auction to visit and learn more about meteorology and the broadcast industry. He spent several hours with the student as they worked on weather graphics and pre-taped a weather forecast that aired on the evening news. He answered many of the student's questions about his career path and what it takes to make it as a meteorologist in the industry. (#10)

In June 2019, Alan Rose, Chief Meteorologist, presented a weather talk to students at the Museum of Natural History Science Camp. He spoke to the students about meteorology, weather patterns, recent weather events, and careers in broadcasting and meteorology. (#10)

In June 2019, Mark Danielson, General Manager, met with a delegation from Japan to discuss AWARN – the new ATSC 3.0 Emergency Alerting system. They discussed how Japan has set up its system and how it may help us to enhance the AWARN and ATSC 3.0 systems being developed here in Santa Barbara for the United States. (#4)

In July 2019, Alan Rose, Chief Meteorologist, hosted a third weather student that had won a charity auction to visit and learn more about meteorology and the broadcast industry. He spent several hours with the student as they worked on weather graphics and pre-taped a weather forecast that aired on the evening news. He answered many of the student's questions about his career path and what it takes to make it as a meteorologist in the industry. (#10)

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)

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, wildfires, flooding, mudslides, 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. (#16)

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. (#4)

For a portion of 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. (#4)

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. (#4)

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. (#4)

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. (#4)

#### 4. Job Bank & Internet Program Participation: (#6)

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).