

KEYT-TV, OEYT-TV, KSBB-CD & KKFX-CD



EEO Public File Report – 2024

Annual EEO Public File Report 2024

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, OEYT, KSBB and KKFX 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, 2023](#) to and including [July 31, 2024](#) (the "Applicable Period").

The FCC's 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, 2023](#) to [July 31, 2024](#)

Stations Comprising Employment Unit: KEYT, OEYT, KSBB, KKFX

Section 1: Vacancy Information

	Full-time Positions – Job Title and Date Filled	Recruitment Source of Successful Candidate	Total Number of Interviewees from All Sources for This Position
1	Videographer 08/20/2023	Internal Candidate	6
2	Account Executive 09/14/2023	Call In	1
3	Producer 11/06/2023	KEYT.com	2
4	Videographer 11/06/2023	Internal Candidate	4
5	Videographer 11/28/2023	Indeed.com	2
6	Producer 02/26/2024	KEYT.com	1
7	Assignment Desk 03/04/2024	Referral	6
8	Multimedia Journalist 04/29/2024	KEYT.com	6
9	Producer 05/06/2024	KEYT.com	2
10	Traffic Assistant 05/20/2024	Internal Candidate	4

Total Number of Persons Interviewed During Applicable Period: 34

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Appendix 2

Covering the Period from [August 1, 2023](#) to [July 31, 2024](#)

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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	Internal Candidates 730 Miramonte Drive Santa Barbara, CA 93109	7	No	1, 4, 5, 9, 10.
B	TVJOBS.COM Broadcast Employment Services PO BOX 4116 Oceanside, CA 92052 (760) 754-8177 admin@tjjobs.com Attention: Mark Holloway	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10.
C	KEYT.com / NPGCO.com 730 Miramonte Drive Santa Barbara, CA 93109 (805) 882-3933	12	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10.
D	Jobspeaker – South Central Coast. See list of schools immediately following Statement of EEO Policy.	0	No	5, 6.
E	Handshake.com See list of schools immediately following the Statement of EEO Policy.	2	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10.
D	California Lutheran University 60 West Olsen Road, Thousand Oaks, CA, 91360-2787 (805) 493-3135 www.callutheran.edu/career_services	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10.
E	Frank N. Magid & Assoc., INC. One Research Center, Marion, Iowa 52302 (319)377-7345	0	No	0
F	Indeed.com (Paid Source) 1800-462-5842	7	No	2, 3, 4, 5, 6, 7, 8, 9, 10.
G	California Broadcasters Association (YourCBA.com) 915 L Street Sacramento, CA 95814 (916) 444-2237	0	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10.
H	Rick Gevers & Associates (Paid Source) 355 E. Ohio St. #303 Indianapolis, IN 46204 317-635-7912 rickgevers.com	0	No	0
I	Arizona State University Outreach Interviews 1151 South Forest Avenue Tempe, AZ 85281 855-278-5080	0	No	0

	hresc@asu.edu			
J	University of Missouri Outreach Interviews Columbia, MO 65211 573-882-2121 muhr@missouri.edu	0	No	0
K	SLOJobs.com (Paid Source) 1800-225-1372 customercare@slojobs.com	0	No	0
L	Word of Mouth/Employee Referral	2	No	3, 7,
M	Walk In/Call In	1	No	2,
N	Agent Referral	0	No	0
O	Rehire	0	No	0
P	Linked In (LinkedIn.com)	3	No	1, 2, 4, 7,
Q	Hartnell College 411 Central Avenue, Salinas, CA 93901 831-755-6700	0	No	1, 3, 4, 5, 6, 7, 8, 9, 10.
P	Cal Poly Job Fair Outreach 1 Grand Avenue, San Luis Obispo, CA 93407. 805-756-1111	0	No	0
Q	Santa Barbara South County Chamber of Commerce	0	No	10.
R	Pennsylvania State University Outreach Interviews 201 Old Main, University Park, PA 16802. 814-865-4700	0	No	0

Below is the stations' current active list of schools alerted to job vacancies via Handshake.com and JobSpeaker School Portal.

Arizona State University	Biola University	California Baptist University
California Polytechnic State University – San Luis Obispo	California Polytechnic University - Pomona	California State University - Bakersfield
California State University Chico	California State University Los Angeles – Cal State LA	California State University, Channel Islands
California State University, Northridge	California State University, San Bernardino	Kansas State University
Pepperdine University	San Francisco State University	Santa Clara University
University of California, San Diego	University of California, Los Angeles	University of California, Santa Barbara
University of Central Missouri	University of Missouri - Columbia	University of San Diego
Westmont College	Whittier College	California State University – Dominguez Hills
California State University – East Bay	California State University – Sacramento	California State University – San Marcos
California State University – Monterey Bay	California State University – Stanislaus	University of California, Santa Cruz

University of Southern
California

Vanguard University of
Southern California

San Jose State University

Ventura County Community
College District – Moorpark-
Oxnard-Ventura

Santa Barbara City College

Allan Hancock College

Cuesta College

College of the Canyons

Antelope Valley College

Note: None of the above listed recruiting sources have requested notification of job vacancies.

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Appendix 3

Covering the Period from [August 1, 2023](#) to [July 31, 2024](#)

Stations Comprising Station Employment Unit: KEYT, OEYT, KSBB, KKFX

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

1. Internship Programs: (#5)

NPG of California, LLC has always been involved in helping members of the community achieve their educational goals. NPG of California, LLC implemented a paid 12-week summer internship program budgeting for one intern in the news department and one in the sales department. In the summer of 2023 we hosted a full-time paid News Producer Intern for 12 weeks beginning on July 5, 2023 and ending on September 27, 2023. Our former interns have had great success in being hired to full-time positions throughout our stations and other stations around the country. We expect that to be the case again in the future. 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: (Job Fairs #1, Community Groups #4, Educational Institutions #10)

In September 2023, Ryder Christ, News Director, attended the State Street Job Fair. He spoke to attendees about current job openings and opportunities in the industry.

In October 2023, Lily Dallow, Digital Content Director, talked to students at Santa Barbara City College's journalism 101 class. She spoke about journalism, multimedia, social media, and her first job in the industry. She spoke about her stories, career, and goals as a journalist.

In October 2023, Ryder Christ, News Director, hosted a booth at the State Street Job Fair. He spoke to attendees about current openings as well as careers in the industry. He handed out cards and encouraged attendees to apply.

In October 2023, Scott Hennessee, Anchor, gave a presentation on his career journey to the AAPLE Academy at San Marcos High School. He discussed his thoughts on leadership as well as journalism and educational paths that lead to a career in journalism.

In October 2023, Nate Loop, Executive Producer, gave a tour to two students involved with a local Boy Scouts group. They visited the station to get their meteorology badge. He explained how the stations operate, then they spent time with Mackenzie Lake, Weather Anchor, to learn about meteorology and forecasting. They also watched live shows and learned what its like to be in front of the green screen.

In October 2023, Anikka Abbott, Chief Meteorologist, gave a tour to the National Weather Service. They gave a presentation on media collaboration and resources for the media. They discussed what to expect from future weather events. They met members of the team and discussed journalism and careers in the field.

In October 2023, Ryder Christ, News Director and Jim Lemon, General Manager, met with faculty at University of California, Santa Barbara's archive department. They discussed tapes donated to the University by the station group. How they will convert them to digital and how they will be used to teach and educate students.

In October 2023, Nate Loop, Executive Producer, gave a tour to the Santa Barbara Newcomers' Club. The group is made up of new Santa Barbara residents. They learned the history of the station and television news business from Jim Lemon, General Manager. Nate told them more about how television news is gathered and produced and they also got to meet some of the on-air talent, They watched live shows, and took photos as well as participated in a Q&A. They discussed jobs, career paths and educational requirements.

In November 2023, Michael Fabac, Director of News & Marketing and Laura Clark, Chief People Officer for News-Press and Gazette, attended a recruitment trip to University of Missouri. They interviewed students and collected resumes and notes on 17 Mizzou candidates that they shared with the local properties as possible future hires.

In December 2023, Jim Lemon, General Manager, Ryder Christ, News Director, and Tracy Lehr, Multimedia Journalist attended "Camp News". They were among volunteers from the broadcast news industry mentoring students of journalism. The event gives budding reporters and anchors an opportunity to work with industry veterans to create either a full broadcast story, or an anchor demo they can use to pursue their first jobs in the industry.

In December 2023, Jim Lemon, General Manager, spoke to students of the journalism department at Loyola Marymount University. They spoke about the industry, how to break into it and career paths. They also answered students questions.

In December 2023, Ryder Christ, News Director, gave a class on news writing and videography at St. Francis High School. He spoke at length to students about working in journalism and how to navigate the career path necessary to do so.

In January 2024, Lily Dallow, Digital Content Director, gave a presentation to students of the STEAM academy at Bishop Diego High School. She spoke about digital journalism in the current climate, career paths in the industry and answered students questions.

In February 2024, Christina Rodriguez, Multimedia Journalist, spoke to the journalism class at California Polytechnic State University of San Luis Obispo. She spoke to the aspiring journalists about her own journey through college and beginning her news reporting career. She also advised them on tips for reporting, storytelling, interviewing and how to get into the industry. She encouraged them to seek out employment in the industry locally.

In February 2024, Chad Hypes, Gary Smith and Curtis Varns, General Manager, all recruiters for News-Press and Gazette, attended a recruitment trip to University of Missouri. They interviewed students and collected resumes and notes on Mizzou candidates that they shared with the local properties as possible future hires and interns.

In February 2024, Chad Hypes, Meaghan Drakas and Michael Fabac, VP Content and Station Promotion, all recruiters for News-Press and Gazette, attended a recruitment trip to Pennsylvania State University. They interviewed students and collected resumes and notes on

candidates that they shared with the local properties as possible future hires and interns. They also visited both journalism and meteorology classes and spoke directly to students there about job opportunities.

In March 2024, Jim Lemon, General Manager, Leo McVicker, Operations Manager, and Mike Klan, Sports Director, spoke with students at Dos Pueblos High School as they unveiled a set donated to them by the NPG of California, LLC station group. Students will use the new set to conduct newscasts and practice skills needed in television journalism. The students are members of the schools, Virgil Elings Media Arts and Communication Center.

In April 2024, Jim Lemon, General Manager, Ryder Christ, News Director, and Mike Klan, Sports Director, spoke to students at the University of California, Santa Barbara's on campus radio station, KCSB. They spoke to both news and sports students about the industry, career paths and educational requirements. They also answered questions and critiqued students work.

In April 2024, Michael Fabac, VP Content and Station Promotion, along with Sean Flanagan and Staci-Lyn Onofre, recruiters for News-Press and Gazette, attended a virtual recruitment event at Arizona State University. They interviewed and spoke with many students and collected information and resumes for 20 ASU graduates that they forwarded to the local station group as potential future hires and interns.

In April 2024, Ryder Christ, News Director, hosted a booth at the St. Francis High School's job fair. He gave out information to students about current job openings, discussed the industry and working in media with the students.

In April 2024, Kate Riesen, Account Executive, Christa Kurkjian, Anchor, Joey Vergilis, Anchor, and Mackenzie Lake, Weather Anchor, spoke with students during Bring Your Kid To Work day. They spoke about working in journalism, the educational paths required, and the types of careers offered in the industry.

In April 2024, Ryder Christ, News Director, tabled for the station group at the Santa Barbara City College career fair. He spoke to students and attendees about news, creative writing and film production. He spoke to journalism students and discussed future positions within the station group.

In April 2024, Nate Loop, Executive Producer, was interviewed by a Cal State Northridge student doing a project for his media studies class. They talked about television news station management and how the business works, how the newsroom works and how things are organized. They also spoke about how stations make money and the challenges faced due to changing media landscapes.

In April 2024, Scott Hennessee, Anchor, was the featured speaker at the UCSB Daily Nexus Gaucho reunion event. He was interviewed about his career and the news industry as well as jobs in the industry.

In June 2024, Ryder Christ, News Director, spoke with students in the St Francis High School's television production program. The students work to put on a daily morning news update for the school. Ryder spoke about his career and educational path to working in television news.

In June 2024, Nate Loop, Executive Producer, sat on the board of a media conference with other members of local media and emergency public information communicators in the Lompoc, CA area. They discussed emergency response communications, resources and job openings.

In July 2024, Donald Weiting, Commercial Production Manager, worked with students from Delta High School. They worked on a PSA for the school and spoke at length about careers in production and broadcast journalism.

In July 2024, Ryder Christ, News Director, hosted a tour for the Pacifica High School summer class. He showed students the facility and talked about careers in journalism and television news.

Throughout the period listed, Nissa Gay, Account Executive, sat on the board and accreditation committee at VACE (Ventura Adult Continuing Education). Nissa worked closely with the board to advise them on the broadcast sales and journalism career field. She provided information and was a connection for graduating students looking for work.

Throughout the period listed, Kate Riesen, Account Executive, attended local Chamber meetings and represented the station group at community events. She spoke to many attendees and members about current job openings and career opportunities in news and sales.

Throughout the period listed, Nate Loop, Executive Producer, critiqued writing samples of students and interested candidates. He gave feedback and discussed current openings and career opportunities in the industry.

Throughout the period listed, Herbert Tuyay, former Chief Videographer, regularly spoke to members of the public about the industry and career opportunities in the field. If not out on shoots and stories speaking with the public, Herbert regularly worked with students throughout the area about skills needed, educational paths that lead to the industry as well as how to break into the industry. He critiqued numerous tapes, reels and writing samples and provided feedback to anyone seeking advice on the industry.

Throughout the period listed, Ryder Christ, News Director, critiqued writing samples of students and interested candidates. He gave feedback and discussed current openings and career opportunities in the industry.

Throughout the period, General Manager, Jim Lemon answered questions about career opportunities in the broadcast industry at several public events and board meetings: Some of these were: Old Spanish Days, the Unity Telethon, and other various organizations and luncheons throughout the tri-counties. Jim also sat on the board for Goodwill Central Coast.

4. California Broadcasters Association Participation:

KEYT, OEYT, KSBB and KKFX is a member of the California Broadcasters Association and regularly receives guidance and updates from the Association in regard to changes and updates in FCC and EEO guidance.