

**ABC RADIO LOS ANGELES ASSETS, LLC, LICENSEE OF
KSPN (AM), ESPNLA 710
ANNUAL EEO PUBLIC FILE REPORT
8/1/16**

I. GENERAL POLICY

This report covers the period from August 1, 2015 through July 31, 2016.

ABC Radio Los Angeles Assets, LLC, licensee of KSPN (AM) (“KSPN”), located in Los Angeles, CA, has a longstanding commitment to a policy of equal employment and advancement opportunities for all employees and applicants for employment without regard to race, religion, color, sex, sexual orientation, national origin, age, marital status, covered veteran status, mental or physical disability, pregnancy, or any other basis prohibited by state or federal law. This commitment to fair employment practices applies to every aspect of the employment process to ensure that equal consideration is extended to all employees and applicants in recruitment, selection procedure, employee development, performance evaluation, promotions, transfers, benefits and other aspects of employment.

It is KSPN’s policy to promote the realization of equal employment opportunity through a positive, continuing program of specific recruitment, outreach, hiring, promotion and other practices designed to ensure the full realization of equal employment opportunity.

II. RESPONSIBILITY

Scott McCarthy, Vice President and General Manager of KSPN, is the EEO officer at KSPN responsible for the administration and implementation of our Equal Employment Opportunity Program and the accuracy of the information documented in this report.

III. INTERNAL RECORD KEEPING, PUBLICITY AND POSITIONS FILLED

In compliance with EEO rules, the Stations have widely publicized all full-time job vacancies throughout the reporting year. All such vacancies at KSPN, were posted on the KSPN website, ESPNLA.com. In addition, all such vacancies were posted on The Walt Disney Company websites disneycareers.com and on the ESPN career website espncareers.com, for internal (existing employee) and external (prospective employee) access. They were also posted on the Southern California Broadcasters Association Website SCBA.com and the California Broadcasters Association (CBA) website yourcba.com.

KSPN also maintains a distribution/contact list of local community-based organizations and schools to which notices of all available full-time positions are sent. KSPN’s current local distribution/contact list is included as Attachment “A”. This list is updated periodically.

KSPN has asked interested organizations to notify the Station if they wish to be placed on the Station’s local distribution/contact list. During the reporting year, organizations for the Station’s mailing list were

solicited through a combination of a notice on the KSPN website throughout the year and periodic on-air announcements on the Station (KSPN airs two announcements per month, or 24 per year).

The following are the six job openings for KSPN during the period of 8/1/15 to 7/31/16:

Senior Producer Audio

Date position was open: 7/17/15

Date position was filled: 2/15/16

To fill this vacancy, KSPN utilized all of the standard recruitment and outreach measures described above. In addition, KSPN posted this position on allaccess.com and LinkedIn. Seven candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPNCareers.com – 4; Industry and Employee Referral – 1; Current KSPN Employee - 2. The candidate hired applied for the job on espncareers.com.

Project Sales Associate

Date position was open: 8/5/15

Date position was filled: 11/22/15

To fill this vacancy, KSPN utilized all of the standard recruitment and outreach measures described above. In addition, KSPN posted this position on allaccess.com. Eight candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPNCareers.com – 6; Industry and Employee Referral – 2. The candidate hired applied for the job on espncareers.com.

Sales & Marketing Assistant

Date position was open: 12/16/15

Date position was filled: 1/31/16

To fill this vacancy, KSPN utilized the standard recruitment and outreach measures described above¹. Six candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPNCareers.com – 5; Current KSPN Employee - 1. The candidate hired was a current KSPN employee, and this represented an internal promotion for her, from part-time promotions assistant to full-time Sales & Marketing Assistant.

Operations Manager

Date position was open: 12/1/15

Date position was filled: 7/5/16

To fill this vacancy, KSPN utilized all of the standard recruitment and outreach measures described above. In addition, KSPN posted this position on allaccess.com. Six candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPNCareers.com – 2; Industry and Employee Referral - 2; Current ESPN Employee -2. The candidate hired was an Industry Referral.

¹ This job opening was not sent to the station's organizational mailing list. At the time of this opening, the employee handling recruiting notices had just started in that position and was unaware of this distribution requirement. Thus, this step in the normal recruitment protocol was regrettably not followed.

Account Executive

Date position was open: 2/11/16

Date position was filled: 5/26/16

To fill this vacancy, KSPN utilized the standard recruitment and outreach measures described above². Twelve candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPNCareers.com – 11; Industry and Employee Referral – 1. Two candidates were hired. One candidate was an Employee Referral, and the other candidate applied for the job on espncareers.com.

IV. LONG TERM RECRUITMENT INITIATIVES

KSPN is committed to performing at least four of the long-term EEO recruitments set forth in the FCC's EEO rules within a two-year period. From August 1, 2015 through July 31, 2016, KSPN participated in the following long-term recruitment initiatives:

- A. **Training Programs** designed to enable station personnel to acquire skills that could qualify them for higher level positions:
- Nate Cordray, Account Executive, Mark Kates, Account Executive, David Kent, Account Executive, Ron Mitchell, Account Executive, Tracy Murray, Account Executive, Robert Novak, Account Executive, Allen Sliwa, Account Executive, and Alissa Siegel, Project Sales Associate, took the course "Digital Media Sales Certification" given by The IAB on January 8th, 2016, January 15th, 2016 and January 22nd, 2016. This class is the only certified digital sales program offered and covered Comprehending the Digital Advertising Ecosystem, Selling Digital Media, Managing Digital Advertising Campaigns and Analyzing Campaign Performance. The training took place over the course of three weeks, and was followed by an online test.
- B. **Participation in Job Fairs** – KSPN participated in the following job fairs by staffing a booth with company personnel responsible for hiring decisions, distributing information about careers in radio, soliciting applications, informing attendees of job postings and encouraging them to go to school and participate in internships, collecting resumes for distribution to appropriate KSPN hiring managers, and answering questions:
- August 13-14, 2015 from 10am-4pm, Asian American Journalist Association Job Fair at the Grand Hyatt in San Francisco, CA. Tommy Lam, Director of Marketing of KSPN, who has hiring responsibilities, attended this job fair representing ESPNLA. Other ESPN employees from other divisions also attended the job fair, which draws thousands of qualified diverse professionals with the aim to recruit, promote and reaffirm their commitment to diversity in the workplace. The attendees had the opportunity to meet for one-on-one interaction and career advice.

² This job opening was not sent to the station's organizational mailing list. At the time of this opening, the employee handling recruiting notices had just started in that position and was unaware of this distribution requirement. Thus, this step in the normal recruitment protocol was regrettably not followed.

- April 6, 2016 from 11am – 3pm, City of Los Angeles Diversity Career Fair in Culver City, CA. Richard Walsh, Local Sales Manager of KSPN, who has hiring responsibilities, and Alissa Siegel, project Sales Associate at KSPN, attended this job fair, which draws thousands of qualified diverse professionals with the aim to recruit, promote and reaffirm their commitment to diversity and equality in the workplace. The attendees had the opportunity to meet for one-on-one interaction and career advice.

C. **Participation in programs sponsored by educational institutions and community groups –**

KSPN participated in the following mentoring program and events sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities:

- November 13th, 2015 - *After School All-Stars Dream Event*: Marcellus Wily, Host, KSPN, spoke amongst a large group of 8th graders that are at risk of dropping out of school to empower students that school does matter.
- November 21st, 2015 - *Los Angeles Boys and Girls Club of America's 2015 Teen Summit*: Kelvin Washington, Host, KSPN, spoke to 1,400 + teens about bullying, self-empowerment, and embracing diversity. He also talked about the importance of college and career readiness, as well as personal and professional development.
- March 2nd, 2016 - *USC Radio Management Panel*: LaFern Cusack, Producer/Host, KSPN, spoke with USC Students about how they engage audiences, the landscape of radio, job opportunities and real world career experiences.
- March 19th, 2016 - *100 Black Men of Orange County's "Passport to the Future" Career Day at Sage Hill High School*: Kelvin Washington, Host, KSPN, participated in this event that promotes the idea that as kids see and meet professionals that look like them, the more they will understand that they can ACHIEVE the same. Kelvin shared his journey to working in Radio and TV, and offered encouragement and inspiration to the young men.
- March 19th, 2016 - *Unstoppable Gala Foundation*: Marcellus Wily, Host, KSPN, was a presenter for the event, and championed the importance of children being able to receive access to an education.
- April 3rd, 2016 – *Sports Business Association Professional Basketball Panel*: Kelvin Washington, Host, KSPN, spoke to a group of 200 students at the University of Southern California about how he highlights his love for the game during his radio shows.
- April 26th, 2016 - *Columbia's Varsity C Show*: Marcellus Wily, Host, KSPN, hosted the event that showcases and awards student-athlete's milestones and achievements.
- May 20th, 2016 - *Niguel Hills Middle School Career Day*: Travis Rodgers, Host, KSPN, spoke with middle school students about his career path to ESPN, and the importance of finding a job you're passionate about.
- June 29th, 2016 - *After School All-Stars CampUs Event*: Marcellus Wiley, Host, KSPN, spoke to 9th graders, who are at risk of not pursuing college, about perseverance, determination, and the importance of receiving a college education.
- July 14th, 2016 - *From Michelangelo to ESPN. A Surgeon's Journey*: Dr. Robert Klapper, Host, KSPN, spoke with 85 international high school students from UCLA's Oxbridge Program about his journey to becoming a top orthopedic surgeon, and how he merges his love of sculpting and sports by comparing athletes to artists.

- July 20th, 2016 – *Athlete Career Transition Football Networking Dinner*: Matt Mallon, GSM, KSPN, spoke with athletes from the University of Southern California about his career path to ESPN, and the benefits of incorporating your passion into your work.

D. **Educational Station Tours** - In addition to normal recruitment activities, KSPN-AM offers a limited number of free Educational Station Tours presented by a designated tour guide. These tours offer an opportunity for students and community members to see the Station behind-the-scenes. Locations that are traditionally visited include: The Programming Department, The Control Room and The Main Studio. Along the way the groups sometimes get to talk with KSPN-AM talent, Producers and Boards Ops. The tour traditionally ends in the Main Studio where guests can take pictures with KSPN-AM talent and watch a LIVE show. The following Educational Tours took place August 1, 2015 through July 31st, 2016:

Date | Organization | Number of People | Duration | Type

7/6/16 · LASEC Professional Development Program · (20) Students · 1hr · Educational

- E. **Participation in training to management-level personnel as to methods of ensuring equal employment opportunity and preventing discrimination** - During this reporting year, all KSPN managers participated in a two-hour on-line training titled “TWDC Compliance - Preventing Harassment – 2 Hour Supervisor Enterprise.” The training covers critical learning points on sexual harassment, and also trains learners on the fundamentals of broader workplace harassment prevention, addressing all of the federally protected categories under Title VII. The program is designed to ensure compliance and to help organizations establish a powerful affirmative defense to workplace harassment.
- F. **Staff anti-harassment training** - During this reporting year, all KSPN employees participated in a two-hour on-line training titled “TWDC Compliance - Preventing Harassment - Enterprise.” The training covers critical learning points on sexual harassment and also trains learners on the fundamentals of broader workplace harassment prevention, addressing all of the federally protected categories under Title VII. The program is designed to ensure compliance and to help organizations establish a powerful affirmative defense to workplace harassment.

V. **OUTREACH TO COMMUNITY ORGANIZATIONS AND SELF-ASSESSMENT**

In compliance with the FCC’s EEO rules and as part of a continuing long-term effort to expand and enhance its recruitment sources, KSPN has aired multiple announcements per month stating that the station is an equal opportunity employer and that any organization wishing to be placed on the mailing list to learn of future job vacancies can contact the station.

KSPN continually reviews its recruitment methods to ensure that it is receiving qualified applicants from a wide array of sources. KSPN will also continue to strive to update, refine, and expand its mailing lists through further efforts like these in the months and years ahead and to use the improved mailing lists for virtually all full-time job openings.

Attachment “A”: KSPN Local Community Outreach List:

MINORITIES IN
BROADCASTING TRAINING PROGRAM
PO Box 212
Palos Verdes Estates, CA 90274

UNIVERSITY OF CALIFORNIA
LOS ANGELES – CAREER CENTER
405 HILGARD AVE.
LOS ANGELES, CA 90095

LOS ANGELES COUNTY
OFFICE OF EDUCATION
21415 PLUMMER ST. #B
CHATSWORTH, CA 91313

UNIVERSITY OF SOUTHERN CALIFORNIA
CAREER PLANNING & PLACEMENT
STUDENT UNION 110
LOS ANGELES, CA 90089-4897

LOS ANGELES MISSION COLLEGE
CAREER CENTER
13356 ELDRIDGE AVE.
SYLMAR, CA 91342

THE HISPANIC ASSOCIATION
OF COLLEGES AND UNIVERSITIES
HACU WESTERN REGIONAL OFFICE
915 L STREET, STE. 1425
SACRAMENTO, CA 95814

JVSLA
6505 Wilshire Blvd. Ste. 200
Los Angeles, CA 90048

Suzanne Alcantara
USC Annenberg School for
Communication & Journalism
3502 Watt Way, ASC 140
Los Angeles, CA 90089

ASIAN AMERICAN JOURNALISTS ASSOC
5 Third Street #1108
San Francisco, CA 94103

LOS ANGELES VALLEY COLLEGE
CAREER CENTER
5800 FULTON AVENUE
VALLEY GLEN, CA 91401

AAJA-Los Angeles
231 E. Third Street
Los Angeles, CA 90013

SANTA MONICA COLLEGE
1900 PICO BLVD.
SANTA MONICA, CA 90405-1644

WOODBURY UNIVERSITY
7500 GLENOAKS BLVD.
BURBANK, CA 91510-7846

LOS ANGELES PIERCE COLLEGE
JOB CENTER
6201 WINNETKA AVE.
WOODLAND HILLS, CA 91371

LOS ANGELES CITY COLLEGE
CAREER CENTER
855 N. VERMONT AVE.
LOS ANGELES, CA 90029

Alliance for Women in Media, SoCal
PO Box 11043
Burbank, CA 90510

PEPPERDINE UNIVERSITY
ATTN: NANCY SHATZER
24255 PACIFIC COAST HIGHWAY
MALIBU, CA 90263