

**ABC RADIO LOS ANGELES ASSETS, LLC, LICENSEE OF  
KSPN (AM), ESPNLA 710  
ANNUAL EEO PUBLIC FILE REPORT  
8/1/18**

**I. GENERAL POLICY**

This report covers the period from August 1, 2017 through July 31, 2018.

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 opportunity 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 Station has 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 website, disneycareers.com and on the ESPN careers 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, the California Broadcasters Association (CBA) website, yourcba.com and the All Access website, allaccess.com.

KSPN also maintains a distribution/contact list of local community-based organizations and schools to which notices of all available full-time positions were 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 two job openings for KSPN during the period of 8/1/17 to 7/31/18:

***Account Executive***

*Date position was open: 3/23/18*

*Date position was filled: 7/23/18*

To fill the vacancy, KSPN utilized all of the standard recruitment and outreach measures described above. Twelve candidates were interviewed. Referral sources of the candidates interviewed were as follows: espncareers.com – 4; Industry and Employee Referral – 8. The candidate hired applied for the job on espncareers.com.

***Board Operator II***

*Date position was open: 7/11/18*

*Date position was filled: 7/22/18*

To fill the vacancy, KSPN utilized all of the standard recruitment and outreach measures described above. One candidate was interviewed. Referral sources of the candidates interviewed were as follows: Current KSPN employee – 1. The candidate hired was a current KSPN employee, and this represented an internal promotion for him, from part-time producer to full-time board operator.

**IV. LONG TERM RECRUITMENT INITIATIVE**

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, 2017 through July 31, 2018, 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:
  - Amanda Brown, Assistant Program Director, attended a 3-day (7/10-12) leadership training at Disney, titled, '*Advancing Your Leadership*,' an experience created for leaders, who lead other leaders, manage larger scope, and drive work that is more complex. Participants accelerate leadership impact through increased self-awareness, and enhance the critical skills needed to lead successfully – skills including driving strategy and execution, leading change, influencing others, and delivering compelling communication.
- B. **Participation in Job Fairs** – KSPN participated in the following job fair 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:

- March 21, 2018 from 4:00pm to 7:00pm, USC Annenberg Career Connection Internship and Job Fair, USC Campus, Los Angeles, CA. Lizeth Gonzalez, Sr. HR Business Partner, ESPN Los Angeles, attended this job fair. This event gave students direct access to company recruiters to learn more about available internships and/or jobs within their companies. The students had the opportunity to meet the professionals 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 programs and events sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities:
- November 2, 2017 – *National Philanthropy Day Luncheon, AFP Greater Los Angeles*: LaFern Cusack, Producer/Host, KSPN, hosted the luncheon working to advance philanthropy through advocacy, research, education and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.
  - February 6, 2018 – *USC Annenberg Institute of Sports, Media & Society*: Matt Mallon, General Sales Manager, KSPN, spoke to approximately 100 students interested in sports media and communications.
  - June 8, 2018 – *Westcoast Sports Associates*: Amanda Brown, Assistant Program Director, KSPN, teamed up with one of WSA’s grant recipients to discuss and define strategies related to making organized youth sports programs more accessible for girls. The project helps expand understanding and inspire action to close the gender equity gap that exist in local youth sports organizations.
  - June 11, 2018 – *Leaders of Tomorrow (LOT) LAPC Program*: VP/GM Scott McCarthy & other station managers, KSPN, lead a workshop for participants to learn the business of ESPN (various functions) and develop/learn leadership skills by connecting and observing other leaders. The participants learned the radio side of the business, team dynamics, challenges and successes, and effective advice on leading.
  - June 20, 2018 – *Nonprofit Communications and Media Network*: LaFern Cusack, Producer/Host, KSPN, every summer, the Nonprofit Communications and Media Network (NCM Network) hosts its Annual Media Mixer so that members and guests can meet the media and media can hear about potential news ideas. This annual event supports NCM Network's Ruth Collander Endowment Fund, which provides scholarships to communications and journalism students attending Southern California colleges and universities.
  - June 27, 2018 – *Malibu Professionals Network*: LaFern Cusack, Producer/Host, KSPN, The MPN is a group of C-Level executives, entrepreneurs and managers with a common purpose of supporting commerce, community and philanthropy, through face-to-face interaction in our digital age.
  - July 25, 2018 – *USC Football Networking Dinner*: Matt Mallon, General Sales Manager, KSPN, attended networking event with USC Football team members who have an interest in sports media as a professional career. The goal of this dinner was to help equip student athletes with tips on how to best prepare themselves for a career after college as well as meet potential contacts to help answer career-related questions.

- *National Lesbian and Gay Journalist Association*: Steve Mason, Host, KSPN, created a sports media scholarship for LGBTQ students who want to pursue a career in sports media including writing, broadcasting, podcasting or vlogging. The first annual scholarship will be awarded at the National Lesbian and Gay Journalist Association in Palm Springs in September.
- D. **Educational Station Tours** – In addition to normal recruitment activities, KSPN offers a limited number of free Educational Station Tours arranged 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 talent, Producers and Board Ops. The tour traditionally ends in The Main Studio where guests can take pictures with KSPN talent and watch a LIVE show. The following Educational Tours took place August 1, 2017 through July 31, 2018:

**Date | Organization | Number of Participants | Duration | Type**

5/10/18 | Big Brothers Big Sisters, Los Angeles | (12) Participants | 1 hour | 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 online training titled, “TWDC Compliance – Preventing Harassment – 2 Hour Supervisor Enterprise.” The training covers critical learning points on sexual 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.

Additionally, during this reporting year, KSPN managers attended a two-hour, in-person, employee relations seminar. This seminar covered adhering to company standards of business conduct and performance management.

Lastly, during this reporting year, KSPN managers attended a disabilities training in which managers learned best practices for hiring. The training is designed to ensure compliance and incorporate diversity and inclusion in the workplace.

- F. **Staff anti-harassment training** – During this reporting year, all KSPN managers participated in a two-hour online training titled, “TWDC Compliance – Preventing Harassment – 2 Hour Supervisor Enterprise.” The training covers critical learning points on sexual 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 effort to expand and enhance its recruitment sources, KSPN has made the following efforts to inform qualifying groups how they can be placed on the station’s mailing list to learn of future vacancies:

- A. Internet – KSPN’s website has, throughout the reporting year, included an invitation for organizations wishing to be informed of job openings to be placed on the station’s job vacancy mailing list. The website includes a form letter that interested organizations can print, complete, and then mail, email or fax back to KSPN to accomplish this. No organizations contacted KSPN during the reporting period as a result of this website form letter.
- B. On-Air Announcements – During the reporting period, KSPN aired multiple announcements per week 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. No organization contacted KSPN during the reporting period as a result of these on-air announcements.
- C. Individual Outreach – During the reporting period, KSPN reached out to almost twenty (20) organizations, including universities and professional and minority organizations (see Attachment A), via regular mail, informing them of all full-time job vacancies.

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 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	