

**ABC RADIO LOS ANGELES ASSETS, LLC, LICENSEE OF
KSPN (AM), ESPNLA 710
ANNUAL EEO PUBLIC FILE REPORT
8/1/15**

I. GENERAL POLICY

This report covers the period from August 1, 2014 through July 31, 2015.

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) and a classified advertisement in the Toluca Times on May 20, 2015 and the TolucaTimes.com on May 20, 2015.

The following are the six job openings for KSPN during the period of 8/1/14 to 7/31/15:

Account Executive

Date position was open: 6/10/14

Date position was filled: 9/10/14

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, ladowntownnews.com and placed an ad in the Downtown News classified the weeks of 6/16/14 and 6/23/14. The position was also announced at the Orange County 14th Annual Diversity Employment Day on 7/30/14. Nine candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPNCareers.com – 5; Industry and Employee Referral – 3; SCBA.com - 1. The candidate hired was an Employee Referral.

Senior Producer Audio

Date position was open: 8/18/14

Date position was filled: 10/5/14

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. Eleven candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPNCareers.com – 7; Industry and Employee Referral – 2; Current KSPN Employee - 2. The candidate hired was an Employee Referral.

Digital & Mobile Sales Manager

Date position was open: 12/8/14

Date position was filled: 4/29/15

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, LinkedIn, LADowntownNews.com and placed an ad in the Downtown News classified the week of 1/12/15. Twelve candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPNCareers.com – 4; SCBA.com – 1; LinkedIn – 2; Industry and Employee Referral - 4; Current KSPN Employee - 1. The candidate hired learned of the job from LinkedIn.

Board Operator II

Date position was open: 12/11/14

Date position was filled: 1/9/15

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. Nine candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPNCareers.com – 7; Current KSPN Employee - 2. The candidate hired was a current KSPN employee, and this represented an internal promotion for him, from part-time Board Operator to full-time Board Operator.

Assistant Program Director

Date position was open: 3/18/15

Date position was filled: 7/5/15

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. Eighteen candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPN Careers.com – 6; Industry and Employee Referral - 5; Current KSPN Employee - 7. The candidate hired was a current KSPN employee, and this represented an internal promotion for her, from Executive Producer to Assistant Program Director.

Account Executive

Date position was open: 3/23/15

Date position was filled: 7/1/15

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 and LinkedIn. Fifteen candidates were interviewed. Referral sources of the candidates interviewed were as follows: ESPN Careers.com – 7; Industry and Employee Referral - 7; Current ESPN Employee - 1. The candidate hired was a current ESPN CMS employee and this represented a promotion for him, from Account Services Executive to Account Executive.

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, 2014 through July 31, 2015, 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:
- Haley Stevens, KSPN Promotions Assistant, took the class "Intro: Graphic Design" January 19th- May 18th, 2015 (Monday Nights 5:00p-10:30p) Introductory computer graphics course which covers many aspects of computer-generated art and graphics. The student will use Macintosh computers and Adobe Creative Suite to assist in creating art and graphics using many different software programs applicable today for use in graphics. The classes were held at the Saddleback Community College in Mission Viejo, California.
 - Mike Tosch, KSPN Chief Engineer, took the class "Video Systems Setup & Troubleshooting Including HD" put on by Sony May 12-15, 2015. This 4-day intensive instructor led course focused on How to use SD and HD test signal generators, multipurpose waveform monitors; Overview of Standards conversion; Migrating to HD and streaming world of Broadcasting; Facility architecture including the use of routers, DAs and Zero timing; Interconnecting video equipment, signal flow and termination; File formats for video and Artifacts of Transcoding; HD and SD color space (illegal colors); Understanding video camera setup alignment procedures and matching; Video Compression: Bit rates, Artifacts, Cross conversion, Sub sampling. The class was held at the Sony Training Institute in San Jose, California.

- Scott McCarthy, KSPN Vice President, General Manager, Matthew Mallon, KSPN General Sales Manager, Richard Walsh, KSPN Play-By-Play Manager and Lee Weissmann, Digital Sales Manager, took the course “Digital Media Sales Certification” given by The IAB in New York City on July 30, 2015. 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 one full day on July 30, 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:

- March 27, 2015 from 10am-3pm, Jobs USA Career Fair – LA Convention Center in Los Angeles, CA. Tommy Lam, Director of Marketing of KSPN, who has hiring responsibilities, attended this 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.
- May 27, 2015 from 4:45pm-7:30pm, Sports and Entertainment Career Fair and Networking Event – Stubhub Center in Carson, CA. Scott McCarthy, Vice President/General Manager of KSPN, who has hiring responsibilities, attended this 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.

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:

- July 31, 2014 Woodcraft Rangers Gala: A Celebration of Excellence: Marcellus Wiley, Host, KSPN, spoke with members of Woodcraft Rangers, Los Angeles’ oldest after school program, and what it has meant to him. He also accepted an Alumni Excellence Award.
- October 21, 2014, Segerstrom High School: Humberto Duran, Reporter at KSPN, spoke to high school journalism students about broadcasting and various careers in radio and television.
- October 22, 2014 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.
- January 12, 2015 Firebaugh High School: Humberto Duran, Reporter at KSPN, spoke to high school students about broadcasting and various careers in radio and television.
- January 21, 2015 Animo Jackie Robinson: Humberto Duran, Reporter at KSPN, spoke to High School students about broadcasting and various careers in radio and television.

- January 28, 2015 Phineas Banning High School: Humberto Duran, Reporter at KSPN, spoke to High School students about broadcasting and various careers in radio and television.
- February 11, 2015 USC Radio Career Panel “Managing Electronic Media”: 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.
- February 26, 2015 54th Street Elementary “Black History Program”: Marcellus Wiley, Host, KSPN, spoke to the younger student body about the importance of paying attention, listening and following directions. He then spoke to the older student body about discipline and the importance of education. He had a Q&A, autograph and photo session before leaving the excited and inquisitive group of boys and girls.
- March 18, 2015 PIRATES Annual State of the Media Workshop: LaFern Cusack, Producer/Host, KSPN, spoke with people in the media about trends and opportunities working with television, radio, news service and newspaper newsrooms and community affairs operations.

- D. **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.
- E. **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.
- F. **Listing Each Upper-Level Opening with Media Trade Group** – As mentioned in Section III above, all full-time positions at the Stations were posted with a wide variety of job banks and newsletters of media trade groups with a broad-based membership that includes women and minorities. These included the Southern California Broadcasters Association (SCBA.com) and the California Broadcasters Association (yourCBA.com) websites. See Attachment A.

Attachment “A”: KSPN Local Community Outreach List:

MINORITIES IN
BROADCASTING TRAINING PROGRAM
PO Box 39696
Los Angeles, CA 90039

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

JVSLA
5757 Wilshire Blvd.
Promenade Three
Los Angeles, CA 90036

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

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

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

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

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

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

THE NATIONAL ASSOCIATION
OF HISPANIC JOURNALISTS
1000 NATIONAL PRESS BUILDING
529 14TH STREET, NW
WASHINGTON, DC 20045-2001

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

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

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

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

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

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