

EEO Public File Report

Employment Unit Covered:
KIRO(AM), KIRO-FM, KTTH(AM)

REPORTING PERIOD:

09/25/2022 - 09/24/2023

Full Time Vacancies Filled During Reporting Period and Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

Job Title	Date Filled	Hire Source	Recruitment Source
Broadcast Engineer	10/3/22	Exigent Circumstances Hire	See Recruitment Source List
Topical Content Producer	10/17/22	Internal hire	See Recruitment Source List
Digital Media Strategist	11/14/2022	LinkedIn	See Recruitment Source List
Reporter	1/3/2023	Employee Referral	See Recruitment Source List
Reporter	3/27/2023	Internal Hire	See Recruitment Source List
Digital Ad Ops Coordinator	4/3/2023	Internal Hire	See Recruitment Source List
Digital Media Strategist	4/3/2023	Internal Hire	See Recruitment Source List
Sales Operations Coordinator	4/3/2023	LinkedIn	See Recruitment Source List
Imaging Producer	4/4/2023	Employee Referral	See Recruitment Source List
Producer, KIRO Newsradio	5/15/2023	MyNorthwest.com	See Recruitment Source List
Account Executive	6/1/2023	Internal Hire	See Recruitment Source List
Account Manager	6/1/2023	Employee Referral	See Recruitment Source List
Account Executive	6/5/2023	Employee Referral	See Recruitment Source List
Board Operator, Seattle Sports (FT)	6/22/2023	Internal Hire	See Recruitment Source List
Lead Editor, Mynorthwest	6/26/2023	Indeed	See Recruitment Source List
Digital Sales Manager	6/27/2023	Market Referral	See Recruitment Source List
Reporter	7/24/2023	Employee Referral	See Recruitment Source List

Host, KIRO	7/31/2023	Internal Hire	See Recruitment Source List
Host, KIRO	8/14/2023	Internal Hire	See Recruitment Source List
Producer, KIRO Newsradio	9/5/2023	Internal Hire	See Recruitment Source List
Producer, KIRO Newsradio	9/18/2023	Internal Hire	See Recruitment Source List

Total Number of Interviewees for All Full-Time Vacancies Filled

During Reporting Period Per Recruitment/Referral Sources:

Recruitment Source	Number of Interviewees Referred
All Access	4
Employee Referral	11
Exigent Circumstances Hire	1
Glassdoor	2
Indeed	14
Internal Candidate	20
LinkedIn	12
Market Referral	3
Mynorthwest	4
Radio Ad	2
Washington State University	1
Total	74

Performance Initiatives Undertaken

2023 EEO Year - Performance Initiatives Undertaken (9/25/22- 9/24/23)

JOB FAIRS:

The Unit participated in six job fairs in the community including: the University of San Francisco Arts & Entertainment Job Fair (10.13.22), the Handshake virtual Seattle Colleges Career Fair (11.3.22) the Seattle Diversity Employment Day Career Fair (2.23.23), the Cougs First! (Washington State University) career and networking event (4.12.23), the Diversity Employment Day Pacific NW Virtual Career Fair (5.26.23) and the Seattle's Diversity Employment Day Career Fair (7.12.23).

SPEAKING ENGAGEMENTS:

The Unit's management and staff spoke with educational institutions and community organizations.

The Unit's Assistant Controller continued to co-chair the Media Financial Management Young Professionals Network. Throughout the year, Sept-April, she planned and facilitated a bi-monthly call for committee members (members included young(er) professionals from various radio/TV/gaming companies around the country) as well as facilitated a roundtable, speed mentoring session, and service project at the annual conference. The discussion topics at the roundtable included recessionary concerns, traditional media vs social media, and diversity and inclusion. The discussions on the bi-monthly calls focused around goal setting, leadership and development.

On March 25, the Unit's Program Director/Host participated as keynote speaker at Mason County Lincoln Day Dinner where he focused on how to get more involved in local politics.

On July 6, the Unit's Program Director/Host participated in a panel on Seattle Channel (local public TV) to discuss political issues with Congresswoman Marylyn Strickland (D-Tacoma).

MENTORSHIP

During the reporting period, the Unit participated in a company-wide leadership development program that spanned the six business units. Twenty-four employees were paired with mentors for the year. The program included a 360-feedback review to identify skill areas to focus building upon and participants attended quarterly cohort leadership calls. This program began in January of 2023 and continued through the calendar year. There were 24 emerging leaders who were paired with 24 tenured mentors. There were five participants specific to the Seattle market (of the 24 participants) and two mentors. This program focused on skill development and growth and gave participants exposure and a chance to build professional relationships.

TRAINING

Throughout the year, the Unit partnered with Franklin Covey to provide a personal development resource for all employees working 20+ hours per week, called the Franklin Covey All-Access Pass. This resource provided many on-demand tools for personal development, including articles, videos, and self-guided activities. Beginning in January 2023, the Unit held quarterly, condensed iterations of the Unconscious Bias program, which lasted six weeks and were assigned to newly hired employees and open for all employees to attend. Two of the Unit's employees (Account Executive and Regional Assistant Controller) served as facilitators and led company-wide group conversations for newer hires (a series of four 60 min

conversations called Creating Connections: Understanding Bias and Living Our Purpose) using the Franklin Covey Unconscious Bias program content. Two separate cohorts were held during the 2023 EEO reporting period.

In an effort to empower employees with knowledge and resources to embrace their own development, hone their skill sets and advance in their careers, the Unit produced a series of virtual development seminars covering a variety of topics, open to all employees. Each session was offered twice a month and included: Goal Setting (1.12.23), Getting the Most out of your Connect4Success – i.e. performance conversations (2.16.23), Crucial Conversations (3.9.23), Emergency Prep w/FEMA (4.23.23), Imposter Syndrome (5.11.23), Creating Connections (6.8.23), Strategic Guiding Principles - Business Acumen (7.13.23) and A Leader In Each Of Us (8.3.23).

In order to provide managers of all levels ongoing training and development, the Unit participated in a series of virtual seminars titled, "Manager Meet Ups".

- 9.22.22 & 9.23.22 - Managing in a hybrid environment / providing feedback and coaching
- 11.16.22 & 11.17.22 – Navigating difficult conversations and pay transparency
- 12.14.22 & 12.15.22 – Pay transparency laws and compensation discussion
- 2.8.23 & 2.9.23 – Merit and performance conversations
- 4.26.23 & 4.27.23 - Manager Fundamentals, Part One
- 5.18.23 & 5.19.23 – Manager Fundamentals, Part Two

The Unit's HR Business Partner conducted Employment Law 101 training for three employees who were promoted or hired as new managers during the reporting period: the Traffic & Transportation Coordinator, Digital Sales Manager and Lead Editor.

In order to promote understanding of, and compliance with, our policy of equal opportunity employment, all new employees hired have been required to complete two trainings, Sexual Harassment Prevention and Discrimination and Harassment Prevention, as part of their onboarding process. In January 2023, the Unit switched providers for this training in order to provide a more robust and thorough training experience for employees.

The Unit's leadership team participated in a two day Coaching for Results workshop aimed at developing managers' ability to lead, motivate, performance manage and coach their teams.

OTHER

The Unit's HR Business Partner and News Director participated in a career showcase at ShoWare Center for high school students on 4.27.23. Eleven (11) districts participated and 1465 students attended. The purpose of this event was to allow the student to see, hear and in some cases experience hands on, a wide range of career pathways. Students learned, directly from employers, the skills, education and training needed for that industry such as apprenticeships, internships, and "*On the Job Training*". Students also learned the application process for various industries and were introduced to new career path considerations.

The Unit participated in a company-wide employee resource group, the Bonneville Community, "for employees interested in learning about and promoting inclusion and diversity at Bonneville."

The Unit's Company President and the SVP of HR participated in the Diversity, Equity, and Inclusion Forum hosted by the National Association of Broadcasters Leadership Foundation on 11.15.22.

The Unit's SVP / Market Manager was a WSAB (Washington State Association of Broadcaster) board member, advocating for the broadcast industry with lawmakers.

During the reporting period, four (4) students participated in job shadows. Two (2) were from Boise State University, one (1) was from Mercer Island High School and one (1) was from a local middle school. They spent time interviewing various roles within the Unit and watching the broadcast operations behind the scenes.

The Unit took part in FCC overview and other training given by the Unit's General Counsel on 8.30.23 and 8.31.23.

The Unit airs recruitment advertisements on all stations throughout the year inviting organizations into the recruitment process.

Recruitment Source List

The following sources were notified of the Unit's full-time job openings. The sources marked with an asterisk (*) have requested notifications of full-time job openings.

Start Date	End Date	Recruitment Source
26-Feb-2007	8/15/23	All Access Contact: Joel Denver Address: 28955 Pacific Coast Hwy#210-5 Malibu CA 90265 Phone: (310) 457-6616
22-Sept-15		Asian American Journalists Association Contact: Samantha Pak Address: P.O. Box 9698 Seattle, WA 98109
02-Apr-2007		Bellevue Community College Contact: Fabienne Mouton Address: 3000 Landerholm Circle SE Bellevue WA 98007 Office B232N Phone: (425) 564-2190
10-Dec-2015		C89.5 FM* Contact: H. June Fox Address: 10750 30th Ave NE Seattle WA 98125 Phone: 206-252-3801
02-Apr-2007		Central Washington University Contact: Career Services Address: 400 E University Way, Ellensburg WA 98926 Phone: (509) 963-1921
02-Apr-2007		City University Career Planning Contact: Career Services Address: 521 Wall Street Ste 100 Seattle, WA 98121 Phone: (206) 239-4500
06-Oct-2009		DeVry University Contact: Linda Carpenter Address: 3005 Highland Parkway Downers Grove, IL 60515-5799 Phone: (630) 960-8040
02-Apr-2007		Eastern Washington University Contact: Nate Bryant Address: 114 Showalter Hall, Cheney WA 99004 Phone: (509) 359-6058
02-Apr-2007		Edmonds Community College Contact: Angel Vogt Address: 20000 68th Ave W Lynnwood WA 98036 Phone: (425) 640-1970

Start Date	End Date	Recruitment Source
02-Oct - 2009		Everett Community College Contact: Myra Odom-Oby 2000 Tower Street Everett, WA 98201 (425) 388-9278
02-Apr-2007		Evergreen State College Contact: Kevin Andrew / Advising Address: 2700 Evergreen Pkwy NW Olympia WA 98505 Phone: (360) 867-6189
02-Apr-2007		Evergreen State College (2) Contact: Career Development Address: 2700 Evergreen Parkway NW Olympia, WA 98505 Phone: (360) 867-6193
15-Jan-2014		Goodwill Contact: Ahmed Mohamoud Address: 14500 15th Ave NE Shoreline, WA 98155 Phone: (206) 631-8456
02-Apr-2007		Green River Community College Contact: John Kasprick Address: 12401 SE 320th St Auburn WA 98092 Phone: (253) 833-9111
23-Sep-2014		Indeed.com Contact: Indeed, Inc. Address: 7501 N. Capital of Texas Hwy Building B Austin, TX 78731 Phone:
18-Aug-2008		Johns Hopkins Career Center Contact: Julie Kuhn Sanchez Address: 3400 North Charles Street Baltimore MD 21218 Phone: (410)516-6677
27-Aug-2013		King County Employment & Education Resources* Contact: Sung Cho Address: 500 SW 7th St #201 Renton WA 98057 Phone: (206) 477-6988
02-Apr-2007		Lower Columbia Community College Contact: Jenny Smith Address: 1600 Maple Longview WA 98362 Phone: (360) 442-2330

Start Date	End Date	Recruitment Source
		mynorthwest.com Contact: Marin Brustuen Address: 1820 Eastlake Ave East Seattle WA 98102 Phone: 206.726.7000
02-Apr-2007		North Seattle Community College Contact: Meredith Bane Address: 9600 College Way Seattle WA 98103 Phone: (206) 934-6074
25-Apr-2008		OH/IL Centers for Broadcasting Contact: D. Clark Address: 9885 Rockside Rd Ste 160 Cleveland OH 44125 Phone: (312) 884-8000
02-Apr-2007		Pierce College Contact: Diana Baker Address: 9401 Farwest Dr SW Lakewood WA 98498 Phone: (253) 912-3641
21-Sep-2015		Seattle Association of Black Journalists Contact: Liz Brazile Address: Phone:
02-Apr-2007		Seattle Central Community College Contact: Muno Ali Address: 1701 Broadway BE1102E Seattle WA 98122 Phone: (206) 934-4383
02-Apr-2007		Seattle Pacific University Contact: Lori Brown Address: 3307 Third Ave W Ste 216 Seattle WA 98119 Phone: (206) 281-2493
02-Apr-2007		Seattle University - CD Contact: Dan Kelly-Petersen Address: 901 12th Ave Seattle WA 98122 Phone: (206) 296-6080
02-Apr-2007		South Seattle Community College Contact: Sylvia Juarez Address: 6000 16th Ave SW Seattle WA 98106 Phone: (206) 934-7962

Start Date	End Date	Recruitment Source
05-Dec-2008		Tacoma Housing Authority Contact: Kendra Peischel Address: 1724 E. 44th Street Tacoma WA 98404 Phone: (253) 207-4472
05-Dec-2008		Tacoma Housing Authority (2) Contact: Caroline Cabellon / Cacey Hanauer Address: 1724 E. 44th Street Tacoma WA 98404 Phone: (253) 207-4414
02-Apr-2007		University of Puget Sound Contact: Sue Dahlin Address: 1500 N Warner #1081 Tacoma WA 98416 Phone: (253) 879-3433
02-Apr-2007		University of Washington Contact: Troy Bonnes Address: Box 353740 CMU 118 Communications Seattle WA 98195 Phone: (206) 543-8860
17-Sept -2019		Washington State Association of Broadcasters Contact: Keith Shipman PO Box 11341 Tacoma, WA 98411 Phone: (360) 705-0774
16-Jan-2014		Washington State Division of Vocational Rehabilitation* Contact: Brent Masters Address: 9600 College Way N Seattle WA Phone: 206-549-8344
02-Apr-2007		Washington State University Contact: Job Listings (Career Advising Office) Address: 226 Murrow Hall PO Box 642530 Pullman WA 99164-2530 Phone: (509) 335-7333
02-Apr-2007		Washington Vocational Services Contact: Laura Allen Address: 22316 70th ave w suite D Mountlake Terrace WA 98043 Phone: (425) 774-3338
02-Apr-2007		Western Washington University Contact: Effie Eisses Address: 516 High Street Bellingham WA 98225 Phone: (360) 650-7579

Start Date	End Date	Recruitment Source
01-Oct-2021		Western Washington University Contact: Brita Eschete Address: 516 High Street OM 280 MS9002 Bellingham, WA 98225
13-Aug-2008		Whitman College Contact: Marisol Martinez Address: 345 Boyer Ave Walla Walla WA 99362 Phone: (509) 527-5183
03-Apr-2009		Western Washington University: KUGS-FM Contact: Jamie Hoover Address: 516 High Street Bellingham WA 98225 Phone: (360) 650-4771