

EEO Public File Report

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

REPORTING PERIOD:

09/25/2023 - 09/24/2024

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
Chief Engineer	10/9/23	LinkedIn	See Recruitment Source List
Account Executive	1/9/24	Employee Referral	See Recruitment Source List
Account Executive	1/16/24	Market Referral	See Recruitment Source List
Audience Engagement Specialist	1/22/24	Employee Referral	See Recruitment Source List
Digital Media Strategist	2/5/24	LinkedIn	See Recruitment Source List
Content Editor, MyNorthwest	2/26/24	Internal Candidate	See Recruitment Source List
Jason Rantz Show Producer (KTTH)	3/24/24	Radio Ad	See Recruitment Source List
Seattle Sports Content Editor	4/1/24	MyNorthwest.com	See Recruitment Source List
Video Producer	4/1/24	Indeed	See Recruitment Source List
Seattle Sports Content Editor	4/15/24	Indeed	See Recruitment Source List
Overnight Board Operator	6/10/24	Internal Candidate	See Recruitment Source List
Marketing & Promotions Manager	6/24/24	Employee Referral	See Recruitment Source List
Multi-Media Journalist	7/10/24	Internal Candidate	See Recruitment Source List
Video Producer	7/16/24	All Access	See Recruitment Source List
Audience Engagement Specialist	7/22/24	Internal Candidate	See Recruitment Source List
Marketing and Promotions Coordinator	8/19/24	Internal Candidate	See Recruitment Source List
Media Account Executive	9/23/24	Market Referral	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	3
Classified Ad	1
Employee Referral	14
Glassdoor	2
Indeed	15
Internal Candidate*	9
Job Fair	1
LinkedIn	27
Market Referral**	3
Mynorthwest	3
Radio Ad	1
Total	79

*** Internal candidate refers to a current employee applying for another position in the organization.**

****Market Referrals are referred by employees who work for agencies, sports teams, clients, or other media companies.**

Performance Initiatives Undertaken During the Reporting Period

JOB FAIRS:

The Unit participated in seven job fairs in the community including: the Lindbergh High School career fair (2.1.24), Seattle Diversity Employment Day Career Fair (2.22.24), the Cougs First! (Washington State University) show and career expo (5.10.24), the Central Washington University Sports career fair (5.22.24), the Meridian Middle School career fair (5.28.24), the Seattle's Diversity Employment Day Career Fair (7.25.24), and the Employ Ability Career fair (9.12.24).

SPEAKING ENGAGEMENTS:

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

The Unit's Assistant Controller continued to co-chair the Media Financial Management Young Professionals Network. During the annual conference in May 2024, she planned and facilitated a roundtable and speed mentoring for committee members (members included early career professionals from various radio/TV/gaming companies around the country). The discussion topics at the roundtable included traditional media vs social media, how the industry is evolving, and the recession and hiring practices.

11.7.23 The Unit's Senior Vice President / Market Manger mentored a University of Washington sales and marketing student.

1.18.24 The Unit's News Director was a WA DECA judge for the State Career Development conference.

2.29.24 An Account Executive from the Unit was a WA DECA Judge for the State Career Development Conference.

Bonneville International was a sponsor of the 2023-2024 National Association of Broadcasters Leadership Foundation (NABLF) Media Sales Academy student mentoring and recruiting program. The program started on October 27, 2023, and the Unit's Executive Vice President of Business Affairs and Strategy spoke to a group of about 20 college students about the radio industry. On October 28, 2023, the Senior Vice President of Human Resources and Director of Sales (Seattle) presented company information and information about possible career paths in broadcasting sales to the program participants. One of the program participants was then mentored by an Account Executive (Sacramento) for about three months. After the conclusion of the program in March 2024, the contact information for all program participants was provided to Market Managers and sales leaders to support ongoing recruiting efforts.

MENTORSHIP

During the reporting period, the Unit participated in a company-wide mentoring program that spanned the six business units. Thirty employees were paired with mentors for the year. The program began in February of 2024 and continued through August 2024. There were 30 candidates interested in their personal growth and development who were paired with 30 mentors. There were four participants specific to the Seattle market (of the 30 participants) and two mentors. This program focused on skill development and growth and gave participants exposure and a chance to build professional relationships.

TRAINING

To promote understanding of, and compliance with, our policy of equal opportunity employment, all new hires have been required to complete two trainings, Sexual Harassment Prevention and Discrimination and Harassment Prevention.

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. The Unit continued to host a condensed version of the Unconscious Bias program, and invited newer hires to the company to attend. Four of the Unit's employees (Account Executive, Regional Assistant Controller, and two HR Business Partners) served as facilitators and led company-wide group conversations for newer hires which consisted of a series of four 60 min conversations called Creating Connections: Understanding Bias and Living Our Purpose and used the Franklin Covey Unconscious Bias program content. One cohort was held during the 2024 EEO reporting period from 4.10.24 – 6.24.24.

In an effort to equip employees with knowledge and resources to develop skills, build business acumen, 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 and included: Ratings & Revenue (12.7.23), Navigating Bonneville Resources (1.25.24), AI and Bonneville (2.22.24), Giving and Receiving Feedback (3.14.24), and Qualitative Audience Insights (6.6.24).

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".

- 11.9.23 – Recruiting & Interviewing
- 2.7.24 and 2.8.24 - Merit Training
- 6.20.24 - Understanding Engagement Survey Results

The Unit participated in a three-part mental health webinar series, hosted through the Employee Assistance Program and open to all employees.

- 5.16.24 - "The Importance of Unplugging"
- 5.23.24 - "Increasing Mental Toughness"
- 5.29.24) - "Gratitude"

The Unit's HR Business Partner conducted Employment Law 101 training for the new Marketing & Promotions Manager (July 2024 – Sept 2024).

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.

The Unit's leadership team participated in a two day Making Meetings Matter workshop (5.9.24 and 5.10.24) aimed at developing managers' ability to more effectively communicate, lead, motivate, and engage their teams.

TOURS

The Unit hosted a number of student groups for tours at the station building. These groups participated in a variety of activities including tours, watching live shows, getting hands on experience in the production studios, and engaging with hosts, producers, writers to ask questions and grow understanding of the business and what they could do to build their skill sets to remain competitive.

- 11.6.23 Ten (10) students from the University of Washington Career Exploration program, interested in communications and journalism
- 11.14.23 Mercer Island Advance Broadcasting students (29 students)
- 11.16.23 Evergreen High School (13 Students)
- 2.13.24 Mattson Middle School (26 students)
- 3.21.24 Olympia High School visit (3 students)
- 5.20.24 Evergreen High School (7 sports marketing students)

OTHER

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, two (2) students participated in job shadows. One (1) was from the University of Portland (1.9.24) and one (1) was from Washington State University (6.29.24). One spent time interviewing various roles within the Unit and watching the broadcast operations behind the scenes and the other was able to shadow the Unit's Mariners Reporter in the field.

The Unit's HR Business Partner participated in the Highline Public School's General Advisory Committee CTE.

10.12.23 The Unit's HR Business Partner participated in a virtual VETS hiring seminar.

11.14.23 The Unit's HR Business Partner participated in two SHRM virtual webinars; "Empowering Employee Self-Care Amid Challenging Current Events" and "The Future of Hybrid Work – Championing and Empowering Employees in a Hybrid Environment".

The Unit's Director of Finance participated in the Western Washington University mentor program.

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 Crest 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

Start Date	End Date	Recruitment Source
02-Apr-2007		Edmonds Community College Contact: Angel Vogt Address: 20000 68th Ave W Lynnwood WA 98036 Phone: (425) 640-1970
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:
		Internal Candidate – Refers to a current employee applying for another position in the organization
18-Aug-2008		Johns Hopkins Career Center Contact: Julie Kuhn Sanchez Address: 3400 North Charles Street Baltimore MD 21218 Phone: (410)516-6677

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Start Date	End Date	Recruitment Source
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
		Market Referral – Candidates that select this outreach source are referred by employees who work for agencies, sports teams, clients or other media companies.
		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

Start Date	End Date	Recruitment Source
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
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

Start Date	End Date	Recruitment Source
02-Apr-2007		Western Washington University Contact: Effie Eisses Address: 516 High Street Bellingham WA 98225 Phone: (360) 650-7579
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