

EEO Annual Report 10/01/15 to 09/30/16
KUOW/Puget Sound Public Radio Station Employment Group
KUOW-FM (94.9 FM Seattle), KUOW (1340 AM Tumwater), KQOW (90.3 FM Bellingham)

PRONG 1 – VACANCY LIST

See Recruitment Source List for recruitment source data

This report provides recruitment data collected from September 21st, 2015 through September 25th, 2016.

Position Information	Total Applicants / Total Interviewed	Recruitment Sources (RS)	RS Referring Hiree
Acquisitions Producer Programming Date filled: 12/2/2015	87 / 9	1-5, 9, 11, 25-37	2 – KUOW website
Producer (PM drive time) Programming Date filled: 11/16/2015	44 / 5	1-6, 8, 10, 12-15, 21, 25-37	2 – KUOW website
Major Gifts and Grants Coordinator Development Date filled: 12/31/2015	26 / 5	1-6, 9, 19, 20, 25-37	2 – KUOW website
Development Officer – Mid Level Development Date filled: 12/29/2015	81 / 13	1-7, 9, 19, 20, 25-37	22 – Employee referral
Content Producer Operations Date filled: 10/19/2015	35 / 3	1-7, 9, 25-37	5 – UW Hires website
Membership Program Coordinator* Development Date filled: 10/30/2015	1 / 1	1-7, 9, 19, 20, 25-37	2 – KUOW website
Host (AM drive time) Programming Date filled: 3/23/2016	46 / 5	1-6, 9-15, 25-37	22 – Employee referral
Host (PM drive time) Programming Date filled: 4/8/2016	83 / 12	1-6, 9-15, 25-37	1 – KUOW all staff email
Editor Programming Date filled: 3/29/2016	27 / 5	1-6, 9-10, 12-15, 25-37	1 – KUOW all staff email
Database Coordinator Research Date filled: 3/18/2016	30 / 5	1-5, 7, 10, 16, 25-37	5 – UW Hires website
Sponsorship & Events Manager Research Date filled: 3/18/2016	96 / 7	1-7, 17, 18, 25-37	2 – KUOW website

Position Information	Total Applicants / Total Interviewed	Recruitment Sources (RS)	RS Referring Hiree
Development Services Officer Development Date filled: 6/10/2016	42 / 11	1-5, 7, 9, 19, 20, 25-37	2 – KUOW website
Assistant to the General Manager Finance & Administration Date filled: 7/22/2016	127 / 7	1-5, 7, 12-15, 25-37	5 – UW Hires website

*UW contract classified employee. Per UW/SEIU 925 non-supervisory contract rules “contract classified candidates must be considered before non-contract-classified candidates.”

RECRUITMENT SOURCE LIST

RS Number	Recruitment Source Information	Source requested notification? (Yes/No)	No. of interviewees referred by RS over reporting period
1	KUOW All Staff Email	N	7
2	KUOW Website Jenna Montgomery 4518 University Way NE, Suite 310, Seattle, WA 98105 (206) 543-2710 www.kuow.org/job-opportunities	N	18
3	KUOW Facebook Page Bond Huberman 4518 University Way NE, Suite 310, Seattle, WA 98105 (206) 543-2710 www.facebook.com/kuowpublicradio	N	2
4	KUOW Twitter Account Bond Huberman 4518 University Way NE, Suite 310, Seattle, WA 98105 (206) 543-2710 www.twitter.com/kuow	N	1
5	University of Washington UWHires Website Joanie Moran UW HR Operations, Box 359532, Seattle, WA 98195 (206) 543-2354 www.washington.edu/admin/hr/jobs	N	32
6	Washington State Association of Broadcasters 724 Columbia Street NW, Suite 310, Olympia, WA 98501 (360) 705-0774 www.wsab.org	N	0
7	Craigslist https://seattle.craigslist.org	N	0
8	Seattle Times (Online) (206) 624-7355 www.NWclassifieds.com	N	0

RS Number	Recruitment Source Information	Source requested notification? (Yes/No)	No. of interviewees referred by RS over reporting period
9	Corporation for Public Broadcasting Jobline jobline@cpb.org 401 Ninth St NW, Washington, DC 20004-2129 (202) 879-9600 www.cpb.org/jobline	N	3
10	Current Newspaper (print & online) currentpublicmedia@gmail.com 6930 Carroll Ave, Suite 350, Takoma Park, MD, 20912 (301) 270-7240 www.current.org/jobs	N	2
11	Journalism Jobs (510) 653-1521 www.journalismjobs.com	N	1
12	National Association of Black Journalists 1100 Knight Hall, Suite 3100, College Park, MD 20742 (301) 405-0248 www.nabj.org	N	0
13	National Association of Hispanic Journalists www.nahj.org	N	0
14	Native American Journalists Association www.naja.com	N	0
15	Asian American Journalists Association 5 Third Street, Suite 1108, San Francisco, CA 94103 (415) 346-2051 www.aaja.org	N	0
16	Colors Northwest Careers www.colors-careers.com	N	0
17	IMDiversity www.lmdiversity.com	N	0
18	International Examiner www.iexaminer.org	N	0
19	Public Radio Association of Development Officers prado-request@listserve.syr.edu www.pradoweb.org	N	0
20	AFP Washington Chapter 2150 N 107th St, Ste 205 Seattle, WA 98133 (206) 367.8704 www.afp-washington.org/career-center	N	0

RS Number	Recruitment Source Information	Source requested notification? (Yes/No)	No. of interviewees referred by RS over reporting period
21	Indeed.com 177 Broad St, 6 th Floor, Stamford, CT 06901 www.indeed.com	N	2
22	Employee Referral / Personal recruitment	n/a	12
23	Word of Mouth Referral	n/a	2
24	Other / Unknown	n/a	6
25	Annex Theater Stephen McCandless 1100 E Pike St, Seattle, WA 98122 stephen.mccandless@annextheatre.org (206) 728-0933	Y	0
26	CenterPoint Institute for Life & Career Renewal Leah Krieger 4000 NE 41st St, Bldg D W, Ste 2, Seattle, WA 98105 front.office@cpinst.org (206) 686-5433	Y	0
27	Crosscut Public Media Berit Anderson 105 S Main St, Suite 330, Seattle, WA 98104 editor@crosscut.com (206) 382-6137	Y	0
28	Evergreen State College 2700 Evergreen Parkway NW, Olympia, WA 98505 jobline@evergreen.edu (360) 867-6000	Y	0
29	KAOS – Olympia Community Radio Ruth Brownstein 2700 Evergreen Parkway NW, Olympia, WA 98505 brownst@evergreen.edu (360) 867-6888	Y	0
30	KEXP 90.3 Michelle Myers 113 Dexter Avenue N, Seattle, WA 98109 michelem@kexp.org (206) 520-5800	Y	0
31	KPLU Ruby Brown brownsrm@plu.edu	Y	0
32	LDS Church – Bellevue Washington South Stake Steve Olson stevengolson@gmail.com	Y	0
33	Northwest Center Walter Tablit 7272 W. Marginal Way S, Seattle, WA 98108	Y	0

	wtablit@nwcenter.org (206) 285-9140		
34	Seattle Central College Lisa Sandoval lisa.sandoval@seattlecolleges.edu (206) 934-5575	Y	0
35	The Washington Bus Alex Miller/Katie Stultz PO Box 20188 Seattle, WA 98102 alex@washingtonbus.org / katie@washingtonbus.org (206) 325-1889	Y	0
36	UW History Fellows Program/History Dept. Michael Aguirre aguirremikey@gmail.com	Y	0
37	YMCA of Greater Seattle Bev Kashino 909 Fourth Ave, Seattle, Washington 98104 bkashino@seattleyymca.org 206.382.5000	Y	0

PRONG 2 - NOTICE OF FULL-TIME VACANCIES TO REQUESTING ORGANIZATIONS

KUOW has invited organizations and community groups to be notified of all full-time vacancies via annual on-air announcements and a permanent notice posted on the station’s website.

Four on-air announcements (spots) were aired in 2016. The announcement read as follows: “KUOW is seeking the names of organizations that regularly distribute information about employment opportunities to their constituents. If your organization would like to receive notification of job vacancies at KUOW please contact us at eeo@kuow.org. Please include your name, address, phone number and contact person as well as your e-mail address. Current information about job openings is always posted on our web site.”

A notice is posted on the station’s website that reads “If your organization would like to be added to our contact list for future job openings so you can refer qualified applicants, please email KUOW [eeo@kuow.org] with your contact information. Please note that we are unable to notify individuals of job openings”.

During 2016 no organizations were added and three organizations requested to be removed or could no longer be reached (Antioch University, WWU Communications Department, and The Art Institute of Seattle), bringing the total to 16. Four individuals requested to be added to the notification list during 2016.

Community Sources Requesting Job Opening Notifications (full contact details in table above):

- Annex Theater
- CenterPoint Institute for Life & Career Renewal
- Crosscut Public Media
- Evergreen State College
- KAOS – Olympia Community Radio
- KEXP 90.3
- KPLU 88.5

LDS Church – Bellevue Washington South Stake
 Northwest Center
 Seattle Central College
 The Washington Bus
 UW History Fellows/History Dept.
 YMCA of Greater Seattle

PRONG 3 – PARTICIPATION IN RECRUITMENT INITIATIVES AND OUTREACH ACTIVITIES

The Station Employment Unit for these stations has more than 10 full-time employees and broadcasts in a major market, (Seattle, WA). Therefore, it is required to engage in at least four (4) Outreach Activities in each two-year period. The KUOW Unit has engaged in more than four such activities as outlined below.

1. Establishment of an internship program

RadioActive Youth Media is KUOW's youth radio program designed to train the next generation of public radio journalists and empower youth through storytelling.

RadioActive offers youth a free, hands-on opportunity to discover public radio journalism, enhance writing and storytelling skills, and learn how to use professional audio recording equipment and software.

RadioActive’s mission is to *“create a space where youth delight in discovering public radio journalism. RadioActive supports young people’s growth as media makers by sharing access to public radio’s knowledge, skills, and institutions.”*

During the reporting period RadioActive held 3 beginning producer workshops (open to youth age 16-18) and ongoing weekly advanced producer workshop sessions (open to graduates of the introductory workshops), along with multiple mobile workshops and community outreach activities.

Session	Students	Dates	Location	Curriculum
Beginning Producers Fall 2015	6	10/20/15-1/21/16 Tues & Thurs Total of 72 hours	Seattle Public Library, Columbia City branch	Intro to journalism, audio recording, audio editing, interviewing, writing for broadcast and speaking on the air.
Beginning Producers Spring 2016	6	3/1/16-5/26/16 Tues & Thurs Total of 72 hours	Seattle Public Library, Southwest branch	Intro to journalism, audio recording, audio editing, interviewing, writing for broadcast and speaking on the air.
Beginning Producers Summer 2016	8	7/11/16-8/19/16 Mon-Thurs Total of 220 hours	KUOW, Seattle	Intro to journalism, audio recording, audio editing, interviewing, writing for broadcast and speaking on the air.
Advanced Producer Workshops	22	10/3/15-8/26/16 Saturdays Total of 30 hours	KUOW	Leadership committee meetings and advanced editorial and outreach trainings. Production of a regular podcast, participation in outreach events.

RadioActive is in the process of hiring a new fulltime position of ‘Associate Producer’ to further enhance their capacity to introduce youth to storytelling, journalism and multimedia production.

2. Establishment of training or mentoring programs

Between October 2015 and January 2016 the KUOW programming department undertook a 'News Initiative Program' designed to cross-train content producers giving them the opportunity to learn and develop news reporting skills which could help to advance their careers.

All the producers participated for 2 weeks at a time, spending one week covering spot news and one week (or longer) developing a more in-depth news feature.

3. Participation in events or programs sponsored by educational institutions

Date	Organization	Staff	Outreach Activity	Number of Participants
10/5/2015	University of Washington Journalism class (Joanne Silberner)	L. Jones	Spoke to UW journalism class (juniors and seniors) on cross-cultural journalism.	
10/30/2015	Cleveland High School Beacon Hill	L. Kitaeff	Interviewing workshop for library podcasting group	16
11/13/2015	Madison Middle School West Seattle	L. Kitaeff	Interviewing workshop for library podcasting group	4
12/4/2015	Highline High School Burien	L. Kitaeff	Tabling at a career fair	
1/14/2016	Cleveland High School Beacon Hill	L. Kitaeff	Tabling at an opportunity fair	
1/26/2016	West Seattle High School West Seattle	L. Kitaeff	Tabling during lunch	
1/26/2016	West Seattle High School West Seattle	L. Kitaeff	Played a story and shared info with CAN students	12
1/27/2016	SW Youth & Family Services White Center	L. Kitaeff R. Reynolds	Interviewing workshop with middle school and high school students	10
1/28/2016	Highline High School Burien	L. Kitaeff J. Asarnow A. Al-Sadi B. Huberman J. McNichols R. Reynolds T. Meinig	Hosted a group of 9th & 10th graders at KUOW for listening session, tour, and a career panel	20
2/3/2016	Mt. Rainier High School Des Moines	L. Kitaeff	Career fair	
2/5/2016	Chief Sealth High School West Seattle	L. Kitaeff	Storytelling workshop for two classes of 11th graders	60

Date	Organization	Staff	Outreach Activity	Number of Participants
2/24/16	University of Washington	I. Raftery	Job shadow of online editor	1
3/23/2016	Franklin High School South Seattle	L. Kitaeff	Presenting for a self-selected group at a Career Day	18
3/23/2016	Mt. Rainier High School Des Moines	L. Kitaeff	Storytelling workshop for a group of CAN juniors	25
3/30/2016	Bellevue International Middle School Bellevue	L. Kitaeff	Storytelling workshop for a group of middle school students	24
3/31/2016	Highline High School Burien	L. Kitaeff	Storytelling workshop for a group of CAN juniors	8
4/6/2016	Seattle Girls School Central District	L. Kitaeff	Storytelling & writing workshops for a middle school podcasting class	12
4/13/2016	Highline High School Burien	L. Kitaeff	Interviewing workshop for three civic engagement classes	75
4/14/2016	University of Washington University District	J. Asarnow	Talking to a UW Masters of Communications audio storytelling class	15
4/15/2016	Foster High School Tukwila	B. Ripley	Tabling during lunch	
4/19/2016	Roosevelt High School Wallingford	B. Ripley	Tabling during lunch	
4/20/16	The Evergreen School	M. Sillman	Spoke to a class of 3 rd graders about how to conduct an interview	25
4/21/2016	Rainier Beach High School South Seattle	B. Ripley	Tabling at career fair	
4/22/2016	Highline Evergreen High School Burien	B. Ripley	Tabling at career fair	
4/23/2016	Youth Force/South Lake High School South Seattle		Teen Job Fair	

Date	Organization	Staff	Outreach Activity	Number of Participants
5/11/16	Seattle Central College Seattle	S. Shandera	Station tour and talk for a class of 'Introduction to Mass Media' students.	20
5/18/2016	Sammamish High School Bellevue	L. Kitaeff	Interviewing & writing workshop	60
5/19/2016	Nathan Hale High School North Seattle	L. Kitaeff	Two storytelling workshop sessions at the WA State High School Radio Conference	14
6/14/16	McDonald International School Seattle	P. Murphy	Presentation to 4 th /5 th grade class	25
6/23/2016	Cleveland High School Beacon Hill	J. Asarnow S. Shandera R. Reynolds	Hosted a group of students in an Educurious career program for interviewing workshop, tour of KUOW, career conversation	20
6/28/2016	Highline High School Burien	R. Reynolds	Hosted a group of students for an info session, interviewing activity, and station tour	25
April to June	University of Washington Seattle	P. Murphy	Mentored a UW journalism student.	1
8/9/16	University of Oregon Eugene, OR	I. Raftery	Skype talk with UO journalism students by KUOW's online editor. Discussion points included the skills that apply to her job and how they can obtain those skills.	20

4. Participation in events sponsored by community organizations interested in broadcast employment issues

Date	Organization	Staff	Outreach Activity	Number of Participants
10/14/2015	World Affairs Council University District	L. Kitaeff S. Shandera	Hosted a group at KUOW for a presentation & tour	
10/30/2015	Muslim Association of Puget Sound Redmond	A. Al-Sadi	Tabling at a career fair	
3/3/2016	Seattle Globalist Youth University District	L. Kitaeff	Hosted youth at KUOW for a tour, listening, and Q&A	5
3/19/2016	Bill & Melinda Gates Foundation Downtown Seattle		Tabling at Teen Action Fair	
4/1/2016	Youth Speaks Seattle Downtown Seattle	J. Asarnow	Tabling at the Youth Speaks Grand Slam	
4/16/2016	Young Women Empowered Bothell		Tabling at Y-WE Career Day	
4/23/2016	Powerful Voices South Seattle	B. Ripley	Girlvolution! Resource Fair at Rainier Vista Boys & Girls Club	
4/27/2016	Solid Ground Housing Shoreline	L. Kitaeff	Tabling at a Family & Youth resource/job fair	
5/11/2016	Refugee Women's Alliance (ReWA) South Seattle	L. Kitaeff	Interviewing workshop	12
5/18/2016	Neighborhood House - Seola Gardens White Center	L. Kitaeff	Interviewing workshop for middle & high school students	15
6/30/2016	Delridge Community Center West Seattle	A. Kane	Interviewing WS for interns in the Delridge Community Center's summer media program	8
8/15/2016	FIUTS University District	L. Kitaeff S. Shandera	Tour, then listening and conversation with a group of youth from the Caribbean.	25
9/15/2016	Washington Journalism Education Association	L. Kitaeff	Two storytelling workshops for UW Journalism Day	25

SUMMARY OF EFFECTIVENESS

Number of applications for each open position

Acquisitions Producer	87
Producer (PM drive time)	44
Major Gifts & Grants Coordinator	26
Development Officer, Mid-Level	81
Content Producer	35
Membership Program Coordinator	1
Host (AM drive time)	46
Host (PM drive time)	83
Editor	27
Database Coordinator	30
Sponsorship & Events Manager	96
Development Services Officer	42
Assistant to the General Manager	127
TOTAL	725

KUOW has continued to attract an excellent pool of candidates for each of its 13 open positions from this year. This is the result of a wide range of information about job openings being distributed to our community and beyond.