

EEO Public File Report

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

Reporting Period
 September 22, 2010 – September 23, 2011

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

Job Title of FT Vacancy	Date Filled	Hire Source	Recruitment Source
Imaging Director	9/29/2010	Professional Trade Publication	See Recruitment Source list for entries on or before 8/27/10
710 ESPN Program Director	9/16/2010	Market Referral	See Recruitment Source list for entries on or before 9/16/10
Account Executive	11/10/2010	Employee Referral	See Recruitment Source list for entries on or before 9/22/10
Sales Assistant	11/11/2010	Market Referral	See Recruitment Source list for entries on or before 9/29/10
Sales Assistant	11/17/2010	Internet	See Recruitment Source list for entries on or before 9/29/10
KIRO FM Contributor/Reporter	11/8/2011	Employee Referral	See Recruitment Source list for entries on or before 10/7/10 Additional Recruitment Source Used: Inside Radio
97.3 KIRO FM Host	10/29/2010	Employee Referral	See Recruitment Source list for entries on or before 10/7/10
BSRG Sales Assistant	2/2/2011	Mynorthwest.com	See Recruitment Source list for entries on or before 1/19/11
BIC Reporter	3/28/2011	Employee Referral	See Recruitment Source list for entries on or before 2/15/11
710 ESPN Producer	4/4/2011	Employee Referral	See Recruitment Source list for entries on or before 2/18/11
KIRO/KTTH Program Director	4/1/2011	Market Referral	See Recruitment Source list for entries on or before 2/22/11 Additional Recruitment Source Used: Inside Radio, All Access
BSMG Accounting Assistant	3/28/2011	Craigslist	See Recruitment Source list for entries on or before 3/1/11 Additional Recruitment Source Used: www.craigslist.com

BSMG Account Executive	3/28/2011	Employee Referral	See Recruitment Source list for entries on or before 12/16/11
97.3 KIRO FM FT Anchor	9/2/2011	Employee Referral	See Recruitment Source list for entries on or before 4/27/11 Additional Recruitment Source Used: All Access
Web Developer	8/24/2011	Employee Referral	See Recruitment Source list for entries on or before 6/13/11
KIRO/KTTH Assistant Program Director	7/20/2011	Internet/NTS Media	See Recruitment Source list for entries on or before 6/17/11
BSMG Account Executive	9/12/2011	Employee Referral	See Recruitment Source list for entries on or before 6/25/11
BSMG Account Executive	9/22/2011	Employee Referral	See Recruitment Source list for entries on or before 6/25/11
Producer, Ron and Don Show	9/19/2011	Employee Referral	See Recruitment Source list for entries on or before 8/24/11

Total Number of Interviews for All Full-Time Vacancies Filled During Reporting Period Per Recruitment/Referral Sources:

Recruitment Source:	Number of Interviewees Referred
All Access	4
Central Washington University	1
Craigslist	9
Employee Referral	28
Industry Referral	1
Internal	5
Market Referral	6
Mynorthwest.com	7
Professional Trade Publication	2
Radio Ad	2
Seattle University	1
Self Referred	1
Internet	3
Total Applicants	70

Performance Initiatives Undertaken

The Unit's General Manager/Director of Sales is involved as a mentor with the University of Washington's Sales Mentorship Program. The GM/DOS meets with three students throughout the year, two to three times each, during their Fall, Winter and Spring quarters. The GM/DOS coaches and guides the students as they investigate the world of sales as a career opportunity. During the school year the Unit's GM/DOS attends a class and/or the end of year breakfast as well.

The Unit conducts a year round un-paid internship program for college students receiving college credit. The Unit offers a variety of departmental internships in areas such as programming for sports and talk, newsroom, new media/digital, and sales and promotions. While completing an internship with the Unit, interns gain a variety of skills in their chosen area of focus while gaining a broader understanding of the media broadcast world. Interns acquire skills in everything from editing, gathering audio, researching/creating story ideas/topics, website and new media, planning, preparing and executing events, podcasting, photography, board operation, production and call screening. Interns learn how to operate in a real world setting, gaining firsthand knowledge of the industry enabling them to make educated choices about their future. The Unit had 30 interns complete their programs for educational credit learning in the following departments: New Media (9); Newsroom (7); ESPN Programming (6); Ron & Don Show (4), Promotions (3); and Ross & Burbank Show (1). The interns came from: Art Institute of Seattle(2), Bellevue College(5), Central Washington University(1), Chapman University(1), Claremont College(1), Dartmouth(1), Gonzaga University(2), North Seattle Community College(1), Pennsylvania State University(1), Seattle University(3), Scripps College(1), Shoreline Community College(1), South Seattle Community College(1), University of Michigan(1), University of Washington(5), and Washington State University(2).

The Unit's management and personnel participated in numerous speaking engagements and employer panels in the community. They shared topics such as education required, training necessary, day-to-day activities of broadcast sales, life as an on-air host, marketing for a radio station, the world of digital media, how to begin a career in the broadcast industry and what employers are looking for in competitive job candidates as well as what employers look for in applicant resumes and interviews. They shared this knowledge at: Ferucci Junior High, Green River Community College, Shorewood High School, South Seattle Community College, WalMart Diversity Conference, and the Washington Journalism Educators Association. The Unit also hosted job shadow opportunities with students from Cedar Heights Junior High, Jackson High School and Shorewood High School. The Unit facilitated tours for local cub scout troops. The Unit's management and personnel also participated as mentors in a variety of job shadow opportunities and also led building tours for interested civic groups.

The Unit's Human Resources Director attended the Edmonds Community College Internship Fair. 236 students came through the fair and the Unit's Human Resources Director spoke with 52 who were interested in the Unit's eight available internships. The Unit's Human Resources Director also attended the Puget Sound Regional Broadcasters job fair at Fisher Plaza accepting applications and resumes from those 150 candidates interested in the broadcasting industry.

Recruitment Source List

The following sources have requested notification of job openings.

Start/End Dates:	Recruitment Source:
2/26/2007	All Access Contact: Joel Denver Address: 28955 Pacific Coast Hwy, #210-5 Malibu, CA 90265 Phone: (310) 457-6616
6/23/2011	Art Institute of Seattle Contact: Lindsay Ota Address: 2323 Elliott Ave Seattle, WA 98121 Phone: (206) 239-2345
4/2/2007	Bellevue Community College Contact: Jane Foster Address: 3000 Landerholm, Circle SE Bellevue, WA 98007 Phone: (425) 564-2476
4/2/2007	Central Area Motivation Program Contact: Sultan Mohammed Address: 722 18th Ave Seattle, WA 98144 Phone: (206) 812-4940
4/2/2007	Central Washington University Contact: Maxine Herbert-Hill Address: 400 E 8th Ave Ellensburg, WA 98926 Phone: (509) 963-1921
4/2/2007	City University Career Planning Contact: Alex Webster Address: 11900 NE 1st St Bellevue, WA 98005 Phone: (425) 709-7607
4/2/2007	Clover Park Technical College Contact: Harry Vye Address: 4500 Steilacoom Blvd SW Lakewood, WA 98499 Phone: (253) 589-5800
10/6/2009	DeVry University Contact: Jodi Handley Address: 3600 S 344th Way Federal Way WA 98001 Phone: (253) 943-3056
4/2/2007	Eastern Washington University Contact: Robin Showalter Address: SWH 115 Cheney WA 99004 Phone: (509) 359-2221

4/2/2007	Edmonds Community College Contact: Angel Vogt Address: 20000 68th Ave W Phone: (425) 401-9710
4/2/2007	Evergreen State College Contact: Mychael Heuer Address: 2700 Evergreen Pkwy NW Olympia, WA 98505 Phone: (360) 867-6189
10/2/2009	Everett Community College Contact: Linda Nichols Address: 2000 Tower St Everett, WA 98201 Phone: (425) 388-9214
4/2/2007	Green River Community College Contact: Tom Krause Address: 12401 SE 320th St Auburn, WA 98092 Phone: (253) 833-9111
8/18/2008	Johns Hopkins Career Center Contact: Ladzer Odotei Address: 3400 North Charles St Baltimore, MD 21218 Phone: (410) 516-8056
4/2/2007	Lower Columbia Community College Contact: John Krause Address: 1600 Maple Longview, WA 98362 Phone: (360) 442-2331
1/28/2008	Mynorthwest.com Contact: Marin Brustuen Address: 1820 Eastlake Ave East Seattle, WA 98102 Phone: (206) 726-7028
4/2/2007	National Association of Hispanic Contact: Joseph Torres Address: 529 14th St Suite 1000 Washington DC 20045 Phone: (202) 662-7145
4/2/2007	North Seattle Community College Contact: Campus Career Services Address: 9600 College Way Seattle WA 98103 Phone: (206) 527-7656
4/25/2008	OH/IL Centers for Broadcasting Contact: Gary James Address: 9885 Rockside Rd Ste 160 Cleveland, OH 44125 Phone: (261) 271-6060

4/2/2007	Pierce College Contact: Danny Marshall Address: 9401 Farwest Dr SW Lakewood, WA 98498 Phone: (253) 964-6705
4/2/2007	Seattle Central Community College Contact: Career Planning & Placement Address: 1701 Broadway Seattle, WA 98122 Phone: (206) 587-5422
4/2/2007	Seattle Pacific University Contact: Career Development Address: 3307 Third Ave W Seattle, WA 98119 Phone: (206) 281-2018
4/2/2007	Seattle University Contact: Career Development Address: 108 E Columbia Seattle, WA 98122 Phone: (206) 296-6000
4/2/2007	Seattle University Contact: Daniel Kelley-Petersen Address: 108 E Columbia Seattle, WA 98122 Phone: (206) 296-6083
4/2/2007	South Seattle Community College Contact: Kelly Deforrest Address: 6000 16th Ave SW Seattle, WA 98106 Phone: (206) 764-7962
12/5/2008	Tacoma Housing Authority Contact: Brent Masters Address: 1724 E 44th Street Tacoma, WA 98404 Phone: (253) 284-9489
4/2/2007	University of Puget Sound Contact: Leah Vance Address: 1500 N Warner #1074 Tacoma, WA 98416 Phone: (253) 879-3250
4/2/2007	University of Washington Contact: Maureen Jones Address: 134 Mary Gates Hall, Box 3 Seattle, WA 98195 Phone: (206) 543-9107
4/2/2007	Washington State University Contact: Glenn Johnson Address: 226 Murrow Center Pullman, WA 99164 Phone: (509) 335-1556

4/2/2007	Washington Vocational Services Contact: Michelle Caiola Address: 22316 70th Ave W suite D Mountlake Terrace, WA 98043 Phone: (425)-774-3338
4/2/2007	Washington Women's Employment Contact: Marilyn Sather Address: 3516 S 47th St #205 Tacoma, WA 98409 Phone: (253) 474-9933
4/2/2007	Western Washington University Contact: Tina Loudon Address: 516 High Street Bellingham, WA 98225 Phone: (360) 650-3240
4/2/2007	Western Washington University Contact: Shar Sarte Prince Address: 516 High Street Bellingham, WA 98225 Phone: (360) 650-3240
4/2/2007	Western Washington University Contact: Effie Eisses Address: 516 High Street Bellingham, WA 98225 Phone: (360) 650-3240
8/13/2008	Whitman College Contact: Heidi M. Baldwin Address: 345 Boyer Ave Walla Walla, WA 99362 Phone: (509) 527-5183
4/3/2009	WWU: Communication Department Contact: Ann Reynolds Address: 516 High Street Bellingham, WA 98225 Phone: (360) 650-3870
4/3/2009	WWU: KUGS FM Contact: Jamie Hoover Address: 516 High Street Bellingham, WA 98225 Phone: (360) 650-4771