

**EEO Annual Report 10/01/13 to 09/30/14**  
**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

<b>Position Information</b>	<b>Total Applicants / Total Interviewed</b>	<b>Recruitment Sources (RS)</b>	<b>RS Referring Hiree</b>
<b>General Manager</b> Operations Date filled: 10/14/2013	45 / 7	1-9, 13, 18-34	13 - Spencer Stuart
<b>Newscaster</b> Programming Date filled: 10/8/2013	118 / 5	1-8, 10, 18-34	33 - Employee referral
<b>Producer (2 openings)</b> Programming Date filled: 10/8/2013	195 / 5	1-8, 10, 18-34	1 - KUOW All-Staff email (2)
<b>Communications &amp; Events Producer</b> Community Engagement Date filled: 11/7/2013	225 / 9	1-8, 14, 18-34	33 - Employee referral
<b>Web Producer</b> Online Date filled: 12/9/2013	175 / 7	1-8, 18-34	2 - KUOW website
<b>Acquisitions Producer</b> Programming Date Filled: 12/24/2013	118 / 11	1-8, 10, 11, 18-34	11 - Indeed.com
<b>Membership Program Coordinator</b> Development Date Filled: 9/8/2014	19 / 3	1-8, 18-34	1 - KUOW All-Staff email

This report provides recruitment data collected from October 1<sup>st</sup>, 2013 through September 26, 2014.

**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	3
2	KUOW Website Jenna Montgomery 4518 University Way NE, Suite 310, Seattle, WA 98105 (206) 543-2710 <a href="http://www.kuow.org/job-opportunities">www.kuow.org/job-opportunities</a>	N	10
3	KUOW Facebook Page Bond Huberman 4518 University Way NE, Suite 310, Seattle, WA 98105 (206) 543-2710 <a href="http://www.facebook.com/kuowpublicradio">www.facebook.com/kuowpublicradio</a>	N	0
4	KUOW Twitter Account Bond Huberman 4518 University Way NE, Suite 310, Seattle, WA 98105 (206) 543-2710 <a href="http://www.twitter.com/kuow">www.twitter.com/kuow</a>	N	1
5	University of Washington UWHires Website Joanie Moran UW HR Operations, Box 359532, Seattle, WA 98195 <a href="mailto:jmoran@uw.edu">jmoran@uw.edu</a> <a href="http://www.washington.edu/admin/hr/jobs">http://www.washington.edu/admin/hr/jobs</a> 206-543-2354	N	9
6	Washington State Association of Broadcasters Char Myers 724 Columbia Street NW, Ste 310, Olympia, WA 98501 <a href="http://www.wsab.org">www.wsab.org</a> (360) 705-0774	N	0
7	Washington State Employment Security Dept./ WorkSource <a href="https://fortress.wa.gov/esd/worksource/">https://fortress.wa.gov/esd/worksource/</a> (360) 407-1389	N	0
8	Seattle Times (Print & Online) <a href="http://www.NWclassifieds.com">www.NWclassifieds.com</a> <a href="mailto:sales@nwjobs.com">sales@nwjobs.com</a> (206) 624-7355	N	0
9	Current Newspaper (print & online) 6930 Carroll Ave, Suite 350, Takoma Park, MD, 20912 <a href="mailto:currentpublicmedia@gmail.com">currentpublicmedia@gmail.com</a> <a href="http://www.current.org/jobs">www.current.org/jobs</a> (301) 270-7240	N	0
10	Corporation for Public Broadcasting Jobline 401 Ninth St NW, Washington, DC 20004-2129 <a href="mailto:jobline@cpb.org">jobline@cpb.org</a> <a href="http://www.cpb.org/jobline">www.cpb.org/jobline</a> (202) 879-9600	N	2

RS Number	Recruitment Source Information	Source requested notification? (Yes/No)	No. of interviewees referred by RS over reporting period
11	Indeed.com 177 Broad St, 6 <sup>th</sup> Floor, Stamford, CT 06901 <a href="http://www.indeed.com">www.indeed.com</a>	N	2
12	Monster <a href="http://www.monster.com">www.monster.com</a>	N	0
13	Spencer Stuart Jason Baumgarten 126 NW Canal Street, Seattle, WA 98107 jbaumgarten@spencerstuart.com (206) 224-5660	N	7
14	Northwest Development Officers Association 2150 N. 107th St, Ste 205, Seattle, WA 98133 <a href="mailto:office@ndoa.org">office@ndoa.org</a> <a href="http://www.ndoa.org">www.ndoa.org</a> (206) 367-8704	N	0
15	Public Radio Association of Development Officers <a href="http://www.pradoweb.org">www.pradoweb.org</a> prado-request@listserve.syr.edu	N	0
16	AFP Washington Chapter 2150 N 107th St, Ste 205 Seattle, WA 98133 <a href="http://www.afpWASHINGTON.org/career-center">www.afpWASHINGTON.org/career-center</a> (206) 367.8704	N	0
17	Greater Public 401 North 3rd St, Ste 370, Minneapolis, MN 55401 <a href="http://www.greaterpublic.org">www.greaterpublic.org</a> (888) 454-2314	N	0
18	Annex Theater Stephen McCandless 1100 E Pike St, Seattle, WA 98122 <a href="mailto:stephen.mccandless@annextheatre.org">stephen.mccandless@annextheatre.org</a> (206) 728-0933	Y	0
19	Antioch University Student Life Office 2326 Sixth Avenue, Seattle, WA 98121 <a href="mailto:studentlife@antiochsea.edu">studentlife@antiochsea.edu</a> (206) 268-4025	Y	0
20	Centerpoint Institute for Life & Career Renewal Leah Krieger 4000 NE 41st St, Bldg D W, Ste 2, Seattle, WA 98105 <a href="mailto:front.office@cpinst.org">front.office@cpinst.org</a> (206) 686-5433	Y	0
21	Compass Housing Alliance Floren Lee Sempel 77 S. Washington St, Seattle, WA 98104 <a href="mailto:flsempel@compasshousingalliance.org">flsempel@compasshousingalliance.org</a> (206) 474-1000	Y	0

RS Number	Recruitment Source Information	Source requested notification? (Yes/No)	No. of interviewees referred by RS over reporting period
22	Crosscut Public Media Berit Anderson 105 S Main St, Suite 330, Seattle, WA 98104 editor@crosscut.com (206) 382-6137	Y	0
23	Evergreen State College 2700 Evergreen Parkway NW, Olympia, WA 98505 jobline@evergreen.edu (360) 867-6000	Y	0
24	KAOS – Olympia Community Radio Ruth Brownstein 2700 Evergreen Parkway NW, Olympia, WA 98505 <a href="mailto:brownst@evergreen.edu">brownst@evergreen.edu</a> (360) 867-6888	Y	0
25	KEXP 90.3 Michelle Myers 113 Dexter Avenue N, Seattle, WA 98109 <a href="mailto:michelem@kexp.org">michelem@kexp.org</a> (206) 520-5800	Y	0
26	LDS Church – Bellevue Washington South Stake Steve Olson <a href="mailto:stevengolson@gmail.com">stevengolson@gmail.com</a>	Y	0
27	My Air Check Scott Russell #1-711 Gibsons Way, Gibsons, B.C., Canada, VON1V9 <a href="mailto:registration@myaircheck.com">registration@myaircheck.com</a> Myaircheck.com (604) 740-1374	Y	0
28	Northwest Center Walter Tablit 7272 W. Marginal Way S, Seattle, WA 98108 <a href="mailto:wtablit@nwcenter.org">wtablit@nwcenter.org</a> (206) 285-9140	Y	0
29	The Washington Bus Alex Miller PO Box 20188 Seattle, WA 98102 <a href="mailto:alex@washingtonbus.org">alex@washingtonbus.org</a> (206) 325-1889	Y	0
30	UW History Fellows Program/History Dept. Michael Aguirre aguirremikey@gmail.com	Y	0
31	Western Washington University Dept. of Communication Studies Ann Reynolds 516 High Street, Bellingham, WA 98225 <a href="mailto:Ann.Reynolds@wwu.edu">Ann.Reynolds@wwu.edu</a> (360) 650-3870	Y	0

32	YMCA of Greater Seattle Bev Kashino 909 Fourth Ave, Seattle, Washington 98104 <a href="mailto:bkashino@seattleyymca.org">bkashino@seattleyymca.org</a> 206.382.5000	Y	0
33	Employee / Word of Mouth Referral	n/a	7
34	Other / Unknown	n/a	6

**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 2014. 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](mailto: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](mailto:eeo@kuow.org)] with your contact information. Please note that we are unable to notify individuals of job openings”.

One organization was added during 2014, bringing the total to 17.

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

- Annex Theater
- Antioch University
- Centerpoint Institute for Life & Career Renewal
- Compass Housing Alliance
- Crosscut Public Media
- Evergreen State College
- KAOS – Olympia Community Radio
- KEXP 90.3
- KPLU 88.5
- LDS Church – Bellevue Washington South Stake
- My Air Check
- Northwest Center
- Seattle YMCA Transitions
- The Washington Bus
- UW History Fellows/History Dept.
- WWU Dept. of Communications
- 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. Participation through Job Banks**

KUOW posts every full-time vacancy on the Washington State Association of Broadcasters (WSAB) job bank and the Washington State Employment Security Dept./WorkSource website.

**2. 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 2013	6	10/1/13-12/13/13 Tues & Thurs Total of 55 hours	Neighborhood House, Seattle	Intro to journalism, audio recording, audio editing, interviewing, writing for broadcast and speaking on the air.
Beginning Producers Spring 2014	6	2/18/14-5/1/14 Tues & Thurs Total of 55 hours	KUOW, Seattle	Intro to journalism, audio recording, audio editing, interviewing, writing for broadcast and speaking on the air.
Beginning Producers Summer 2014	8	6/30/14-8/8/14 Mon-Thurs Total of 180 hours	KUOW, Seattle	Intro to journalism, audio recording, audio editing, interviewing, writing for broadcast and speaking on the air.
Advanced Producer Workshops	35	10/12/13-9/20/14 Saturdays Total of 54 hours	KUOW	27 two-hour workshops reflecting the priorities and interests of the group. Activities included advance production techniques; talks from professional journalists and radio producers; listening to and critiquing youth produced work; production of a monthly podcast. Field trip to KEXP on 11/23/13. Field trip to the SPARK museum of Radio & Electricity and to see Ira Glass live on 5/3/14.

### 3. Participation in events or programs sponsored by educational institutions

Date	Organization	Staff	Outreach Activity	No. of Participants
11/25/13	UW Dept. of Communication Radio Storytelling and Production class	A Ahearn S Shandera	Station tour and info session about KUOW, storytelling, production and journalism/broadcast careers.	15
12/4/13	UW Dept. of Communication News Lab class	S Shandera	Station tour and info session for UW News lab, reporting class	3
1/7/14	Holy Names Academy Seattle, WA	L Kitaeff	"Writing for radio" workshop for 3 English classes doing a poetry podcast project (plus additional curriculum support)	70
1/9/14	Seattle Academy Seattle, WA	L Kitaeff	Interviewing workshop for seniors in a "Podcasting & Digital Journalism" class.	8
1/10/14	Roosevelt High School Seattle, WA	L Kitaeff	Interviewing workshop for juniors & seniors in a "Margins and Centers" class.	13
1/14/14	Renton High School Renton, WA	L Kitaeff	Interviewing workshop for juniors & seniors in two sessions of a video production class	40
1/17/14	Middle College High School at Northgate Seattle, WA	L Kitaeff	Interviewing workshop	12
1/17/14	Middle College High School at UW (Ida B. Wells School for Social Justice) Seattle, WA	L Kitaeff	Interviewing workshop	9
3/12/14	Madrona K-8 Seattle, WA	L Kitaeff	Interviewing workshop for a middle school journalism class	18
4/18/14	Highline Arts & Academics Academy Seattle, WA	L Kitaeff	Played a story and led a workshop on how to report your story/identity mapping for 3 media classes working on a storytelling project	45
6/3/14	UW Dept. of Communication Writing for Mass Media class	S Shandera	Station tour and info session for 16 undergraduate students, including 4 from China/Taiwan and one from India.	16
8/5/14	North Seattle Community College Seattle, WA	B Huberman	Presentation on leveraging social media in careers focused on media, journalism and communications to a group of NSCC Communications students.	
9/4/14	Western Washington University KUGS-FM	A Hokanson	Station tour and info session	

Date	Organization	Staff	Outreach Activity	No. of Participants
9/10/14	Big Picture High School Burien, WA	L Kitaeff	Interviewing workshop and listening session	10
9/11/14	Rainier Beach High School Seattle, WA	L Kitaeff	Activities Resource Fair – tabled and talked with students	12
9/12/14	Foster High School Tukwila, WA	L Kitaeff	Played a story, presented during AVID English and leadership classes and tabled during lunch.	50
9/12/14	Rainier Beach High School Rainier Beach, Seattle	L Kitaeff	Presented in 3 different classrooms – IB LA, journalism, English	50

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

Date	Organization/Event	Staff	Outreach Activity	No. of Participants
11/23/13	Muslim Youth Leadership Program (MYLP @ CAIR-WA)	A Al-Sadi	Interviewing workshop for MYLP students at KUOW, plus a 45-minutes talk and Q&A with Amina Al-Sadi, producer of the Record.	7
11/14/13	n/a	K Christopulos S Woo	Open house/station tour	8
11/16/13	Alliance for Education “See it. Be it.” career exploration event	S Scher A Nicks	The event exposes middle and high school students to a wide range of career possibilities by providing interactive and hands-on opportunities with representatives from a variety of careers.	c. 500
1/16/14	n/a	E Hovance C Dodge	Open house/station tour	12
1/19/14	Seattle Public Library University Branch	L Kitaeff	Interviewing workshop for young people who signed up through SPL	6
2/7/14- 2/8/14	Mt. Vernon migrant youth group	L Kitaeff	2-day radio journalism workshop for teens in a migrant youth group. Working in pairs, each team created a short (1-2min) story on a community member.	8
3/14/14	King County Library System	S Shandera S Woo	Station tour for 4 KCLS employees	4

Date	Organization/Event	Staff	Outreach Activity	No. of Participants
3/20/14	n/a	S Shandera T Dolan	Open house/station tour	8
3/21/14	Citizen University	J Gates T Dolan	Tabled at the Citizen University conference dedicated to the art of powerful citizenship and community engagement	200
4/14/14	World Affairs Council	S Lerner	Sara Lerner hosted a group of 10 visitors from the Mongolian national news television organization. She gave them a tour of the station and answered questions about radio production and news reporting in the US.	10
4/23/14	Seattle Public Library Central Branch	L Kitaeff	Interviewing workshop + listening to a story with teen advisory group	6
5/8/14	Digital Connectors	L Kitaeff	Tour of KUOW, interviewing workshop, editing workshop	7
5/10/14	Seattle Public Library University Branch	L Kitaeff	Interviewing workshop for young people who signed up through SPL	8
5/22/14	Old Firehouse Teen Center, Redmond	L Kitaeff	Interviewing workshop and listening to stories, presenting about RA	21
5/23/14	n/a	S Shandera	Station tour and info session for family with high-school age child interested in applying to the RadioActive Youth Media program and broadcast careers.	3
5/27/14	Cub scout troop		Station tour for 4 cub scouts as part of their media badge.	4
6/12/14	Solid Ground – Brettler Family Place	L Kitaeff	Interviewing workshop + listened to a story w/their drop-in teen group	8
6/26/14	The Foundation for International Understanding Through Students (FIUTS) Study of the U.S. Institute for Student Leaders in Journalism and New Media (SUSI)	S Shandera	Station tour and info session for 23 students/youth leaders from various countries who are involved with journalism, new media and radio in their home countries. <i>“Though I’m not much attached with media and journalism I learnt a lot from the media and journalism classes we had from the Seattle Globalist staff and the site visits we done to the Seattle Times and the KUOW radio station make my knowledge broaden on the field of journalism.”</i> Haritha, FIUTS SUSI student from Sri Lanka.	23

<b>Date</b>	<b>Organization/Event</b>	<b>Staff</b>	<b>Outreach Activity</b>	<b>No. of Participants</b>
7/1/14	International Visitor Leadership Program (IVLP)	S Shandera L Kitaeff	Station tour and info session for 23 visitors studying Investigative Journalism as part of the U.S. State Department's premier professional exchange program. The focus for these visitors was to talk about investigative journalism, education and training for young journalists in new media.	30
7/24/14	Miller Community Center	S Shandera	Station tour for 15 children from the Miller Community Center day camp.	15
7/24/14	Tacoma Rotary #8	T Banse	Tom Banse was the keynote speaker at the Tacoma Rotary #8 luncheon. He talked about memorable recent stories that he covered, new reporting and emergency preparedness.	c. 100
7/24/14	n/a	K Andriesen D Faust	Open house/station tour	16
7/28/14	Washington Bus	L Kitaeff	Storytelling workshop	22
8/11/14 & 8/18/14	Muslim Youth Leadership Program	T Dolan C Duchamp A Hokanson	Station tour and info session for a group of 25 Muslim youth interested in careers in broadcasting, media and journalism. KUOW staff spoke on factors contributing to their success, recommended skills for success, extra-curricular activities, classes, job-shadowing, internship, and entry-level opportunities.	25
8/13/14	World Affairs Council International Visitor Program	J Asarnow	Station tour and Q&A for delegation of 13 individuals from around the world focusing on youth engagement and leadership.	13
8/14/14	University District Boys & Girls Club	J Asarnow N Tran	Tour and listening session for a group of 9-12 year olds	20
8/19/14	Camp Ten Trees	L Kitaeff J Asarnow	Youth chose roles (writer, interviewer, editor), then created group "stories" based around a question about identity	12
9/15/14	UW Short Term English Program (STEP)	S Shandera	Station tour for 17 students from various countries taking a short term class as part of the UW English Department program	17
9/17/14	Boeing Professional Development	S Shandera D Faust	Station tour and info session for 15 Boeing employees	15
9/18/14	Washington Journalism Education Association 'Journalism Day' attendees	J Asarnow A Kane S Shandera	Station tour and info session for 17 high school journalism students from around Washington State. The students were involved in the WJEA 'Journalism Day' on UW campus attending sessions on all kinds of journalism	17

## SUMMARY OF EFFECTIVENESS

Number of applications for each open position

Newscaster	118
Producer (2 positions)	195
General Manager	45
Communications & Events Producer	225
Web Producer	175
Acquisitions Producer	118
Membership Program Coordinator	19
<b>TOTAL</b>	<b>895</b>

KUOW has attracted an excellent pool of candidates for each of the 7 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.