

EEO Annual Report 10/01/14 to 09/30/15
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 27th, 2014 through September 20th, 2015.

Position Information	Total Applicants / Total Interviewed	Recruitment Sources (RS)	RS Referring Hiree
Senior Development Officer Major Gifts and Grants Development Date filled: 11/18/2014	41 / 7	1-8, 12, 15, 16, 17, 23, 26-43	6 – UW Hires
Producer (Midday) Programming Date filled: 11/29/2014	154 / 9	1-7, 11, 12, 18-22, 26-43	1 - KUOW All-Staff email
Producer (Midday) Programming Date filled: 1/28/2015	87 / 7	1-6, 8, 9, 11, 12, 18-22, 26-43	1 - KUOW All-Staff email
Managing Producer Programming Date filled: 2/10/2015	29 / 4	1-9, 11, 12, 18-22, 24, 26-43	43 – Employee referral
Producer (Midday) Programming Date filled: 5/1/2015	52 / 5	1-6, 12, 26-43	3 – KUOW website
Major Gifts & Grants Officer Development Date filled: 6/23/2015	23 / 8	1-6, 8, 10, 12, 16, 26-43	1 - KUOW All-Staff email
Board Operator (Drivetime) 2 positions Programming Date filled: 7/17/2015	39 / 6	1-6, 12, 22, 26-43	43 – Employee referral 43 – Employee referral
Production Engineer/Producer Operations Date filled: 7/20/2015	32 / 3	1-6, 8, 12-14, 26-43	1 - KUOW All-Staff email
Reporter Programming Date filled: 7/24/2015	71 / 6	1-6, 8, 11, 12, 18-22, 26-43	1 - KUOW All-Staff email
Assistant to the General Manager Finance & Administration Date filled: 7/27/2015	80 / 2	1-6, 8, 18-21, 26-43	1 - KUOW All-Staff email

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	1
2	Washington State Association of Broadcasters Char Myers 724 Columbia Street NW, Ste 310, Olympia, WA 98501 (360) 705-0774 www.wsab.org	N	0
3	KUOW Website Jenna Montgomery 4518 University Way NE, Suite 310, Seattle, WA 98105 (206) 543-2710 www.kuow.org/job-opportunities	N	10
4	KUOW Facebook Page Bond Huberman 4518 University Way NE, Suite 310, Seattle, WA 98105 (206) 543-2710 www.facebook.com/kuowpublicradio	N	0
5	KUOW Twitter Account Bond Huberman 4518 University Way NE, Suite 310, Seattle, WA 98105 (206) 543-2710 www.twitter.com/kuow	N	0
6	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	11
7	Seattle Times (Print) Susie Marin (206) 652-6533 www.seattletimes.com/mediakit	N	0
8	Seattle Times (Online) (206) 624-7355 www.NWclassifieds.com	N	0
9	Washington State Employment Security Dept./ WorkSource (360) 407-1389 https://fortress.wa.gov/esd/worksource	N	0
10	ColorsNW, Inc 1319 Dexter Ave N, Suite 250, Seattle, WA 98109 (206) 444-9251 www.colorscares.com	N	0
11	Journalism Jobs (510) 653-1521 www.journalismjobs.com	N	0

RS Number	Recruitment Source Information	Source requested notification? (Yes/No)	No. of interviewees referred by RS over reporting period
12	Corporation for Public Broadcasting Jobline jobline@cpb.org 401 Ninth St NW, Washington, DC 20004-2129 (202) 879-9600 www.cpb.org/jobline	N	5
13	Broadcast Education Association BEAMemberServices@nab.org (202) 429-3935 www.beaweb.org	N	0
14	Society of Broadcast Engineers 9102 North Meridian Street, Suite 150, Indianapolis, IN 46260 (317) 846-9000 www.sbe.org	N	0
15	Monster www.monster.com	N	0
16	Public Radio Association of Development Officers prado-request@listserve.syr.edu www.pradoweb.org	N	0
17	AFP Washington Chapter 2150 N 107th St, Ste 205 Seattle, WA 98133 (206) 367.8704 www.afp washington.org/career-center	N	0
18	National Association of Black Journalists 1100 Knight Hall, Suite 3100, College Park, MD 20742 (301) 405-0248 www.nabj.org	N	0
19	National Association of Hispanic Journalists www.nahj.org	N	0
20	Native American Journalists Association www.naja.com	N	0
21	Asian American Journalists Association 5 Third Street, Suite 1108, San Francisco, CA 94103 (415) 346-2051 www.aaja.org	N	0
22	Journalism Next info@journalismnext.com (703) 629-0178 www.journalismnext.com	N	0
23	Greater Public 401 North 3rd Street, Suite 370, Minneapolis, MN 55401 www.greaterpublic.org	N	0
24	Indeed.com 177 Broad St, 6 th Floor, Stamford, CT 06901 www.indeed.com	N	1

RS Number	Recruitment Source Information	Source requested notification? (Yes/No)	No. of interviewees referred by RS over reporting period
25	Current Newspaper (print & online) currentpublicmedia@gmail.com 6930 Carroll Ave, Suite 350, Takoma Park, MD, 20912 (301) 270-7240 www.current.org/jobs	N	0
26	Annex Theater Stephen McCandless 1100 E Pike St, Seattle, WA 98122 stephen.mccandless@annextheatre.org (206) 728-0933	Y	0
27	Antioch University Student Life Office 2326 Sixth Avenue, Seattle, WA 98121 studentlife@antiochsea.edu (206) 268-4025	Y	0
28	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
29	Compass Housing Alliance Floren Lee Sempel 77 S. Washington St, Seattle, WA 98104 flsempel@compasshousingalliance.org (206) 474-1000	Y	0
30	Crosscut Public Media Berit Anderson 105 S Main St, Suite 330, Seattle, WA 98104 editor@crosscut.com (206) 382-6137	Y	0
31	Evergreen State College 2700 Evergreen Parkway NW, Olympia, WA 98505 jobline@evergreen.edu (360) 867-6000	Y	0
32	KAOS – Olympia Community Radio Ruth Brownstein 2700 Evergreen Parkway NW, Olympia, WA 98505 brownst@evergreen.edu (360) 867-6888	Y	0
33	KEXP 90.3 Michelle Myers 113 Dexter Avenue N, Seattle, WA 98109 michelem@kexp.org (206) 520-5800	Y	0
34	LDS Church – Bellevue Washington South Stake Steve Olson stevengolson@gmail.com	Y	0

RS Number	Recruitment Source Information	Source requested notification? (Yes/No)	No. of interviewees referred by RS over reporting period
35	My Air Check Scott Russell #1-711 Gibsons Way, Gibsons, B.C., Canada, VON1V9 registration@myaircheck.com Myaircheck.com (604) 740-1374	Y	0
36	Northwest Center Walter Tablit 7272 W. Marginal Way S, Seattle, WA 98108 wtablit@nwcenter.org (206) 285-9140	Y	0
37	The Art Institute of Seattle Renee Sproull rsproull@aii.edu 206.239.2289	Y	0
38	The Washington Bus Alex Miller/Katie Stultz PO Box 20188 Seattle, WA 98102 alex@washingtonbus.org / katie@washingtonbus.org (206) 325-1889	Y	0
39	UW History Fellows Program/History Dept. Michael Aguirre aguirremikey@gmail.com	Y	0
40	Western Washington University Dept. of Communication Studies Ann Reynolds 516 High Street, Bellingham, WA 98225 Ann.Reynolds@wwu.edu (360) 650-3870	Y	0
41	YMCA of Greater Seattle Bev Kashino 909 Fourth Ave, Seattle, Washington 98104 bkashino@seattleyymca.org 206.382.5000	Y	0
42	KPLU 88.5 Ruby Brown brownsrm@plu.edu	Y	0
43	Employee Referral / Personal recruitment	n/a	13
44	Word of Mouth Referral	n/a	3
45	Other / Unknown	n/a	13

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 2015. 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 2015 two organizations were added (The Art Institute of Seattle and Seattle Central College) and three organizations requested to be removed (Compass Housing Alliance, MyAirCheck and Seattle YMCA Transitions), bringing the total to 16. Seven individuals requested to be added to the notification list during 2015.

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

Annex Theater
Antioch University
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 Art Institute of Seattle
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.

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 2014	6	9/30/14-12/13/14 Tues & Thurs Total of 55 hours	Tukwila Community Center	Intro to journalism, audio recording, audio editing, interviewing, writing for broadcast and speaking on the air.
Beginning Producers Spring 2015	6	2/10/15-4/30/15 Tues & Thurs Total of 72 hours	KUOW, Seattle	Intro to journalism, audio recording, audio editing, interviewing, writing for broadcast and speaking on the air.
Beginning Producers Summer 2015	8	7/6/15-8/14/15 Mon-Thurs Total of 240 hours	KUOW, Seattle	Intro to journalism, audio recording, audio editing, interviewing, writing for broadcast and speaking on the air.
Advanced Producer Workshops	31	10/4/14-9/12/15 Saturdays Total of 38 hours	KUOW	19 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 6/13/15.

KUOW hired its first **‘Producer in Training’** during 2015. Ann Kane joined KUOW in January 2015 as a paid intern/trainee producer on the daily magazine show The Record for a period 16 weeks. Ann was a Weekday High (RadioActive program predecessor) alum from 2008.

3. Participation in events or programs sponsored by educational institutions

Date	Organization	Staff	Outreach Activity	No. of Participants
12/16/14	UW Preschool	S. Shandera J. Montgomery	Station tour for c. 20 children, teachers and parents	20
2/19/15	University of Montana	A. Jenkins	Guest speaker at 2 journalism classes. Presented on storytelling and interviewing techniques.	50
1/7/15	Garfield High School	L. Kitaeff	Played a story, presented during Garfield Messenger meeting.	25
1/9/15	Beacon Interagency Academy	L. Kitaeff	Interviewing workshop for LA class	6
1/15/15	Franklin High School - College Access Now	L. Kitaeff	Announcement/presentation to College Access Now junior class.	40
1/15/15	Garfield High School - College Access Now	L. Kitaeff	Announcement/presentation to College Access Now junior class.	30
1/16/15	South Lake High School	L. Kitaeff	Tabling in the career center	8
1/16/15	Foster High School	L. Kitaeff	Tabling during both lunches	20
1/20/15	Garfield High School - College Access Now	L. Kitaeff	Played a story, presented to College Access Now senior class	18
3/4/15	Seattle Urban Academy	L. Kitaeff	Presented at a Summer Opportunity Fair and spoke with students individually.	30
3/4/15	Bellevue College (class has running start HS students)	L. Kitaeff	Storytelling workshop	6
3/5/15	Pacific Lutheran University	A. Jenkins	Guest lecturer on storytelling and interviewing techniques to Journalism class.	12
3/27/15	Technology Access Foundation Academy	J. Asarnow	Spoke about RadioActive workshop and gave feedback to youth working on podcasting projects	30

Date	Organization	Staff	Outreach Activity	No. of Participants
4/1/15	Technology Access Foundation Academy	J. Asarnow	Attended podcasting showcase for the class I visited last week	50
4/8/15	Nathan Hale HS - College Access Now	L. Kitaeff	Storytelling workshop	8
4/16/15 & 4/21/15	Antioch University	M. Sillman	Job shadow	1
4/21/15	New Start High School	L. Kitaeff	Tabling at a career fair	
4/23/15	Foster High School	C. Otey	Tabling at career day	
5/1/15	Franklin High School	L. Kitaeff	Tabling during lunch	
5/5/15	Franklin High School - College Access Now	L. Kitaeff	Storytelling workshop	10
5/7/15	West Seattle High School - College Access Now	L. Kitaeff	Played a story & presented about the workshop	15
5/12/15	Garfield High School - College Access Now	L. Kitaeff	Announcement/presentation to College Access Now senior class	15
5/14/15	UW Department of Communication Radio Production class	S. Shandera	Station tour for university level students learning radio production, storytelling, podcast creation and writing. Insight into the workings of a public radio station and careers in radio.	15
May 2015	UW Department of Communication	P. Murphy	Mentoring a UW journalism student, providing feedback on their Journalism Portfolio.	1
5/15/15	South Puget Sound Community College journalism class	A. Jenkins	Guest speaker: focus was on skills and strategies for pursuing a journalism career or taking some of the skills and tools of journalism and applying them to other careers.	40
7/15/15	Educurious	L. Kitaeff	Storytelling WS & tour for Educurious teachers at KUOW	5
7/16/15	Latona School Associates (Seattle School District)	S. Shandera	Station tour for group of 25 summer program students looking to learn more about public radio and radio careers.	25

Date	Organization	Staff	Outreach Activity	No. of Participants
9/3/15	Rainier Beach High School	L. Kitaeff	Orientation activities fair	
9/10/15	New Start High School	L. Kitaeff	Story pitch workshop	20
9/11/15	Evergreen High School: TEC	L. Kitaeff	Story pitch workshop	50
9/15/15	Evergreen State College	A. Jenkins	Moderated and lectured for The Evergreen State College civic engagement event: a morning panel discussion, presentation and workshop with approximately 50 incoming students participating in the Evergreen Student Civic Engagement Institute. The focus was on ways students can engage in public policy and do so effectively.	50
9/16/15	Western Washington University KUGS-FM	J. Asarnow	Station tour and info session	7
9/16/15	Renton High School	L. Kitaeff	Journalism class: Played a story & shared workshop info	15
9/16/15	Evergreen High School: AAA	L. Kitaeff	Media class: Played a story & shared workshop info	25
9/16/15	Big Picture High School	L. Kitaeff	Played story, talked with students interested in applying	4
9/17/15	Kentwood High School	L. Kitaeff	Played stories, shared workshop info with media and journalism classes	35
9/17/15	University of Washington WA Journalism Education Association	S. Shandera T. Dolan	Station tour and talk for 8 students from Mt Vernon High School attending UW/WJEA Journalism Day. Students were offered the opportunity to tour the station and ask questions regarding careers in radio and/or journalism.	8
9/17/15	University of Washington WA Journalism Education Association	M. Sillman	Speaking to/advising local area high school media students in attendance at UW/WJEA Journalism Day.	70

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

Date	Organization/Event	Staff	Outreach Activity	No. of Participants
10/15/14	World Affairs Council International Visitor Program	J Asarnow L. Kitaeff S. Shandera	Station tour and Q&A for delegation of 13 individuals from around the world focusing on youth engagement and leadership.	13
10/25/14	College Broadcasters, Inc (CBI)	S. Lerner	Participated in a panel on voicing/performance in radio at the national CBI conference for college students working in TV or radio interested in pursuing careers in broadcasting.	
10/25/14- 10/26/14	RadioActive + University Branch of Seattle Public Library	L. Kitaeff J. Asarnow C. Otey	2-day vox pop workshop for teens: open to the public	11
11/12/14	YTech	L. Kitaeff	Interviewing + storytelling workshop for a youth podcast workshop	3
11/6/14	Individuals	S. Shandera	Provided a station tour to 2 individuals who have worked in college radio stations and were interested in hearing more about public radio and job opportunities in public radio. - One of the individuals is now employed at KUOW as a part-time producer.	2
11/12/14	Society of Professional Journalists (SPJ) Western Washington Chapter	S. Lerner	Participated in 'speed-mentoring' event (5 minute mentoring sessions)	25
11/19/15	Public Radio "Super Regional" conference	C. Mathes	C. Mathes was a panelist/presenter at a women-only session entitled "Beyond the Glass Ceiling: Women in Senior Management". Offering advice and guidance to women, especially women of color, about navigating workplace challenges in public media.	
11/20/14	Society of Professional Journalists (SPJ) Western Washington Chapter	J. Gates	Speaking engagement on the topic of freelancing. Presentation followed by one-on-one discussions.	55
12/15/14	4H Washington	A. Jenkins	Guest lecturer on storytelling to 4H youth of Washington: Led a storytelling workshop with a group of approximately 25 4H youth interested in audio/video storytelling and presentation.	25
12/18/14	n/a	Multiple KUOW staff	Participation in Public Radio Day – open house and tours given to over 100 members of the general public giving information about public radio, what we do, broadcast careers, etc.	100+

Date	Organization/Event	Staff	Outreach Activity	No. of Participants
2/3/15	Plymouth Healing Communities	S. Shandera	Station tour for a small group of individuals recovering from mental health illness.	6
2/6/15	Community Empowerment Group (World Affairs Council)	S. Shandera R. Reynolds H. Burn	Station tour to 3 individuals working in radio in Thailand	3
2/13/15	Cub Scout Pack 615 – Den 2	S. Shandera	Station tour for 10 cub scouts looking to learn about public radio and to earn their 'media badge'	10
2/20/15	Cub Scout Pack 850	S. Shandera	Station tour for 6 cub scouts looking to learn about public radio and the various jobs people perform at a radio station	6
2/28/15	LEAP conference (Latino/a Educational Achievement Project)	L. Kitaeff	Tabling at resource/career fair	35
2/28/15	LEAP conference (Latino/a Educational Achievement Project)	L. Kitaeff	Writing for radio workshop	9
3/10/15	KUOW RadioActive	C. Mathes	Presentation on career path development.	6
3/12/15	Livnot Chai	L. Kitaeff	Hosted a group for tour and interviewing workshop	8
3/19/15	Leadership Tomorrow Seattle	C. Mathes	Participated in networking event at the Leadership Tomorrow Seattle's "Alumni of Color" event.	
3/31/15	Seattle Foundation & Spencer Stuart	C. Mathes	C. Mathes participated in a "Building Leadership" discussion forum.	
4/1/15	UW 'Whole U'	S. Shandera	Station tour	20
4/10/15	Youth Speaks Grand Slam	J. Asarnow, Ardo, Carlos	Tabling	
4/14/15	Puget Sound Skills Center	S. Shandera	Broadcast Communications instructor from the Puget Sound Skills Centers (part of Highline School District) came in to learn about KUOW, RadioActive and broadcast careers.	1
5/9/15	Seattle Public Library - University Branch	L. Kitaeff	Interviewing workshop	6

Date	Organization/Event	Staff	Outreach Activity	No. of Participants
5/16/15	Girlvolution! (Powerful Voices) at Rainier Vista B&G Club	Iman Mohamed	Tabling + interview workshop at a youth-led social justice conference	
6/8-6/12	King County Interagency Detention Center	L. Kitaeff A. Kane	Pop-up audio storytelling workshop with teen boys in youth detention	7
6/23/15	Friends of the Children	L. Kitaeff	Interview & storytelling workshop	6
7/1/15	Foundation for International Understanding Through Students (FIUTS)	S. Shandera J. Asarnow	Station tour given to journalism students from south Asia.	20
7/30/15	Iraqi Young Leaders Exchange Program (World Affairs Council)	J. Asarnow	KUOW Tour and info session	12
8/4/15	Rainier Community Center	L. Kitaeff	Tabling/networking at Neighborhood Night Out	
8/5/15	Multimedia Resource Training Institute (MMRTI)	L. Kitaeff	Tour of KUOW and interviewing workshop for SYVPI youth summer program	16
8/25/15	Rainier Vista Boys & Girls Club	L. Kitaeff J. Asarnow	Tour of KUOW and interviewing workshop for summer camp	20
8/29/15	Vera Project	Ardo Hersi	Women's Media panel event	
9/1/15	YMCA young adult services @ 2100 Building	L. Kitaeff	Young adults career fair	
9/1/15	Vassar Alumni Network	E. Hovance A. Hokanson	Tour and discussion regarding careers in public radio.	1
9/11/15	Douglass-Truth Library	L. Kitaeff	Interviewing workshop and application help session	4

SUMMARY OF EFFECTIVENESS

Number of applications for each open position

Senior Development Officer, Major Gifts and Grants	41
Producer (Midday)	154
Producer (Midday)	87
Managing Producer	29
Producer (Midday)	52
Major Gifts and Grants Officer	23
Board Operator (2 positions)	39
Production Engineer/Producer	32
Reporter	71
Assistant to the General Manager	80
TOTAL	608

KUOW has continued to attract an excellent pool of candidates for each of its 10 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.