

BROADCAST EEO – RECRUITING LOG

EEO Public File Report

**KCTS Television, Seattle, WA
October 1, 2019-September 30, 2020**

Positions Filled

Full-Time Position (+30 hrs)	Position Title	Recruitment Period	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed (phone & in office)	Number Hired
573	Facility Technician	4.17.19-10.4.19	10.4.19	Cascade Public Media Internal Announcement	2	1
				Cascade Public Media, Facebook, Twitter	1	0
				Craigslist	2	0
				Renton Technical College	0	0
				Schools on Handshake: EWU, UW, UW Tacoma, SU, SPU, WSU, Whitworth, Gonzaga	0	0
				Shoreline Community College	0	0
				Everett Community College	0	0
				Worksource	2	0
				Indeed	2	0
575	Audience Engagement Manager	5.23.19-11.5.19	11.5.19	Cascade Public Media Internal Announcement	2	0
				Cascade Public Media Website, Facebook, Twitter	5	0
				Journalism Jobs w/diversity upgrade	3	0
				Referral	2	0
				The Creative Group – Robert Half	5	1
584	Donor and Audience Relations Manager	7.12.19-9.27.19	9.27.19	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media Website, Facebook, Twitter	0	0
				Craigslist	2	0
				Employ Diversity	0	0
				Idealist	3	1
				Philanthropy NW	0	0
				PMBA	0	0
* See Attached List of Recruitment Sources for Contact Information						

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601	Payroll & Benefits Administrator	1.30.2020-3.5.2020	3.5.2020	Cascade Public Media Internal Announcement	1	0
				Cascade Public Media Website, Facebook, Twitter	0	0
				Idealist	0	0
				Employ Diversity	0	0
				Gibson & Associates, Inc	2	1
				Archbright	2	0
603	Media Specialist	2.13.2020-2.28.2020	2.28.2020	Cascade Public Media Internal Announcement	2	1
				Cascade Public Media Website, Facebook, Twitter	2	0
604	Director of Corp. Sponsorship & Bus Dev	4.8.2020-4.30.2020	4.30.2020	Cascade Public Media Internal Announcement	2	1
				Cascade Public Media Website, Facebook, Twitter	2	0
605	Account & Partnership Manager	6.11.2020-7.17.2020	7.17.2020	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media Website, Facebook, Twitter	0	0
				Idealist	0	0
				Referral	2	0
				Indeed	2	0
				LinkedIn	2	1
* See Attached List of Recruitment Sources for Contact Information						

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Information Regarding Recruitment Sources Contacted for Full-Time Vacancies				
No	Recruitment Source	Contact Information	Total Interviewed	Entitled to Notification
1	KCTS Internal Announcements & Bulletins (Internal website and internal e-newsletter) 401 Mercer Street, Seattle, WA 98109	206.728.6463 Human Resources Business Partner	25	N
2	KCTS Website, Crosscut Website, Facebook & Twitter 401 Mercer Street, Seattle, WA 98109	http://www.kcts9.org 206.728.6463 Human Resources Business Partner and Marcom Specialist	37	N
3	KCTS Board of Directors c/o KCTS, 401 Mercer Street, Seattle, WA 98109	Various via email	0	N
4	Asian American Journalists Association 5 Third St. Suite 1108 San Francisco, CA 94103	http://www.aaja.org/job-posting/ Account name: jobs@kcts9.org	0	N
5	Advancement Northwest (Formerly Association of Fundraising Professionals (AFP) & Northwest Development Officers Association (NDOA) 2150 N 107th St, Ste 205 Seattle, WA 98133	http://www.afpadvancementnw.org/career-center 206.971.3605 Account name: jobs@kcts9.org	0	N
6	Accountemps Seattle – Robert Half 601 Union Street, Suite 4300 Seattle, WA, 98101, US	https://www.roberthalf.com/work-with-us/our-services/accountemps 206.830.9970	0	N
7	Alliance for Women in Media 2365 Harrodsburg Road, A325 Lexington, KY 40504	https://allwomeninmedia.org/ 202.750.3664	0	N
8	Archbright recruiting services 5601 6 th Ave S Suite 400 Seattle, WA 98108	https://www.archbright.com/page/recruiting 206.329.1120	2	N

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9	Corporation for Public Broadcasting 401 9 th Street, NW, Washington DC, 20004	www.cpb.org	0	N
10	Craigslist San Francisco, CA	http://seattle.craigslist.org/ Account name: jobs@kcts.org	4	N
11	Creative Circle One Union Square 600 University St, Suite 2808 Seattle, WA 98101	https://www.creativecircle.com/ 206.652.5552	0	N
12	Creative Group – Robert Half 601 Union St Ste 4300 Seattle, WA 98101	https://www.roberthalf.com/work-with-us/our- services/creativegroup 844.875.3207	5	N
13	Current 6930 Carroll Avenue, Suite 625 Takoma Park, MD 20912	current.org Account name: jobs@kcts.org	0	N
14	Diversitywashington.com Olympia, WA 800.984.3775	www.diversitywashington.com Account name: jobs@kcts9.org	0	N
15	Employ Diversity 1671 The Alameda, Suite 200 San Jose, CA 95126	https://www.employdiversity.com/ Account name: CPMjobs	0	N
16	Gibson & Associates, Inc. 1700 Seventh Avenue Suite 2100 Seattle, WA 98101	https://www.gibsonasso.com/	4	N
17	Glassdoor Mill Valley, CA	https://www.glassdoor.com/index.htm	0	N
18	Herd Freed Hartz Columbia Center, Suite 7170 701 5th Ave Seattle, WA 98104	https://www.herdfreedhartz.com 206.525.9700	0	N

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19	Idealist 79 Fifth Avenue, 17 th Floor, New York, NY 10003	http://www.idealist.org 646.290.7725 Account name: jobs@kcts9.org	16	N
20	Indeed 177 Broad Street, 6th Floor Stamford, CT 06901	http://www.indeed.com CPM account name: jobs@kcts9.org	30	N
21	Institute for Nonprofit News 714 W. Olympic Blvd. #931 Los Angeles, CA 90015	https://inn.org/ 818.582.3560	0	N
22	International Examiner 409 Maynard Ave. S. #203 Seattle, WA 98104	http://www.iexaminer.org/ (206) 624-3925	0	N
23	Journalism Jobs Berkeley, California	http://www.journalismjobs.com/index.php 510-508-7386	8	N
24	Lake WA HR Association 2150 N 107th St #205 Seattle, WA 98133	http://www.lwhra.org/ Account name: jobs@kcts9.org	0	N
25	LinkedIn Sunnyvale, CA	https://www.linkedin.com/	9	N
26	Mason Frank International info@masonfrank.com 303-558-4400	https://www.masonfrank.com/	12	N
27	Mediabistro 825 Eighth Avenue, 29 th Floor New York, NY 10019	https://www.mediabistro.com/ Account name: jobs@kcts9.org	0	N
28	National Association of Black Journalists 1100 Knight Hall, Suite 3100 College Park, Maryland 20742	http://nabjcareers.org/	0	N
29	National Association of Hispanic Journalists Washington D.C.	http://www.nahjcareercenter.com/ Account name: jobs@kcts9.org	0	N

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30	National Association of Black Accountants 7474 Greenway Center Drive, Suite 1120 Greenbelt, Maryland 20770	https://www.nabainc.org/ 240-542-5000	0	N
31	Native American Journalist Association 395 W. Lindsey St., Norman, OK 73069	https://www.naja.com/	0	N
32	The Nonprofit Network 4018 City Terrace Drive Los Angeles, CA 90063	http://thenonprofitnetwork.org/login.php Account name: jobs@kcts9.org	0	N
33	Online News Association 1111 North Capitol Street NE, Sixth Floor Washington, DC 20002	http://journalists.org/resources/career-center/ Account name: jobs@kcts9.org	0	N
34	Philanthropy NW 2101 Fourth Avenue, Suite 650, Seattle, WA 98121	https://philanthropynw.org CPM account name: jobs@kcts9.org	0	N
35	Professional Diversity Network Chicago, IL	https://www.prodivnet.com/ 888-281-9066	0	N
36	Promax BDA	https://promaxbda.org/ Account name: jobs@kcts9.org	0	N
37	Radio Television Digital News Association 529 14th Street, NW, Suite 1240 Washington, D.C. 20045	https://rtdna.org/	0	N
38	Seattle SHRM P.O. Box 58530 Seattle, WA 98138-1530	https://shrm-seattle.site-ym.com/ (206) 623-8632	0	N
39	Society of Professional Journalists 3909 N. Meridian St., Suite 200 Indianapolis, IN 46208	https://www.spj.org/index.asp 317-927-8000	0	N

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40	Washington Society of Certified Public Accountants 902 140th Ave NE Bellevue, WA 98005-3480	https://www.wscpa.org/	0	N
41	WA Planned Giving Council 2150 N 107th St, Ste 205 Seattle, WA 98133	http://www.wpgc.org/post-a-job (425) 644-4800	0	N
42	Worksource 888-316-5627	https://www.worksourcewa.com/ Account name: jobs@kcts9.org	2	N
43	Zip Recruiter	https://www.ziprecruiter.com/ (877) 252-1062	0	N
	Schools:			
44	Bellevue College 3000 Landerholm Cir SE Bellevue, WA 98007	https://bellevue-csm.symplicity.com/employers Account name: jobs@kcts9.org	0	N
45	North, South, Central Community Colleges 9600 College Way North Seattle, WA 98103	https://employer.gradleaders.com/SeattleColleges/Employers/Login.aspx?jprid=3791 Account name: jobs@kcts9.org	0	N
46	Renton Technical College 3000 NE 4th St Renton, WA 98056	https://rtc-csm.symplicity.com/employers Account name: jobs@kcts9.org	0	N
47	Seattle Pacific University 3307 3rd Ave West Seattle WA 98119	https://www.myinterfase.com/spu/employer/ Account name: jobs@kcts9.org	0	N
48	Shoreline Community College 16101 Greenwood Avenue N Shoreline, WA 98133	https://www.collegecentral.com/shoreline/Employer.cfm Account name: jobs401	0	N
49	UW - Husky Job Board University of Washington, Box 352810 Seattle, WA 98195	https://washington.edu 206.543.0535 KCTS account name: ctzau@kcts.org	0	N

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50	Other	Job Search Engines, etc.	3	N/A
51	Referrals: "word of mouth"	Various Cascade Public Media Employees; Broadcast Community Members	16	N/A
	TOTAL INTERVIEWS:		173	

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2018 – September 30, 2020**

(Note: 1 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2019– September 30, 2020)

Initiative: Participate in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities

No.	Date	Initiative/ Description	Initiative/ Description	Personnel Involved
1.	12.16.19	School Group	Students from the International Community School in Kirkland visited CPM. They received a tour and recorded and filmed an interview with Skip about the impact of the Seattle World's Fair on Seattle.	Knute Berger, Editor-At-Large
2.	12.27.19	Student Informational Interview	Informational interview onsite with a student editor of the publication, The Downtown Post, published by the Downtown School students near Seattle Center. The student was given a tour of the newsroom and spent an hour interviewing Skip.	Knute Berger, Editor-At-Large
3.	1.8.2020	School Group	14 High School students from Bush School taking part in an intensive multidisciplinary class focused on social justice short film studies were hosted by some CPM staffers and led through a variety of exercises and talks.	Shaminder Dulai, Visual Journalism Editor Jen Dev, Producer Dorothy Edwards, Staff Photographer
4.	4.16.2020	University Class	Virtual visit with a journalism class at California State University, Fresno. The professor and about 35 students were interested in learning more about enterprise reporting in the time of COVID-19. We also spent a great deal of time talking through preparation and how to best position themselves for earning professional newsroom roles upon graduation	Victor Hernandez, Executive Editor

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2018 – September 30, 2020**

(Note: 2 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2019– September 30, 2020)

Initiative: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment

To promote public broadcasting and demonstrate commitment to the community, KCTS 9 collaborates with local schools and a variety of organizations and groups to host interns and provide job shadow opportunities. Internships expose individuals to careers in broadcasting and related professions while furthering KCTS 9’s connection to the community and our recruiting efforts and diversity initiatives. Internships are a means for students to gain practical, hands-on, career related experience that compliments their formal education. In addition, students learn new skills that can be applied to multiple settings and receive mentorship. Gaining real-world professional experience prepares students to work effectively in the workforce upon graduation and helps them make more informed career choices.

Department	School Attended	Total Interns	Personnel Involved
Marketing & Communications	Seattle Central University of Washington	2	Jeremy Croff, Creative Services Director
Crosscut Arts & Culture and Science & Environment	Fellowship	2	Ted Alvarez, Science & Environment Editor Mark Baumgarten, News & Politics Editor

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2018 – September 30, 2020**

(Note: 3 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2019– September 30, 2020)

Initiative: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions

Date	Location	Description	Scope of Involvement	Personnel Involved
10.2.19	Onsite	CDP 2019 Q2 State of Membership Webinar	Overview of public media membership metrics from CDP.	Beth Topping, Membership Director
10.7.19	Seattle, WA	Launching Planned Giving to a New Level	Museum of Flight’s recent \$79.5 million comprehensive campaign – Inspiration Begins Here! – and how the four-year effort boosted its planned giving operations to a new level of impact. Hear about the lessons learned and how the success of the campaign and the relationships it deepened have let the institution to build a more professional and sustained program.	Kerry O’Keefe, VP of Philanthropy Sherry Larsen-Holmes, Planned Giving Officer
10.10.19	Bellevue, WA	Clark Nuber: MIP Fundamental & Intermediate Reporting & Budgeting Workshop	MIP reporting, default and custom reports, financial statements, basic custom statements, custom columns, report groups, drill down analyzer. Budget module versions, controls, wizard worksheets.	Tula Urdaz-White, Finance and Budget Manager
10.12.19	Seattle, WA	Product Camp Seattle	Product Management “unconference” with sessions about Design Thinking, Strategy, User Testing, etc.	Morgan Dusatko, Digital Product Manager
10.16.19-10.17.19	Seattle, WA	Seattle Interactive Conference	A celebration of the incredible work happening at the intersection of technology, creativity and industry. Spotlight innovation in experience, design, and strategy. The belief in the power of creative thinking, and that data and technology can be leveraged to help us make better, intentional choices.	Morgan Dusatko, Digital Product Manager

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10.23.2019	Onsite	PBS Brand Refresh Pre-launch Update	Presentation by PBS Branding on the brand refresh initiative for PBS member stations for planning for use of refreshed brand in station public facing assets	Amy Jolley, Legal Affairs Manager
10.28.19	Redmond, WA	WA Partners Fall Lunch & Learn	An update on Microsoft’s overall philanthropic strategy, review of internal programs for participation from local nonprofits	Kerry O’Keefe, VP of Philanthropy
10.29.19	Onsite	How to Control Charitable Life Insurance Policies	This webinar explains the philosophy and theories that make up a charitable life insurance policy, and teach you to distinguish a charitable life insurance policy from other policies. You’ll learn how to manage policies and how to protect your org from accepting policies that aren’t suitable for charitable gifts.	Sherry Larsen-Holmes, Planned Giving Officer
11.13.19-11.14.19	Seattle, WA	Northwest Event Show	The NW Event Show is designed for marketing professionals, event producers, and event suppliers charged with innovating their event efforts and exploring what’s next. Learn best practices that will enable you to launch new and innovative event-based ideas.	Kaila Trout, Donor Engagement Manager
11.13.19-11.14.19	Bellevue, WA	SecureWorld	Securing your organization’s digital transformation.	Julianne Lamsek, IT Director
11.14.19	Onsite	HR Virtual Summit	The virtual summit features more than 60 presentations by some of the nation’s foremost authors, industry experts, thought leaders, and executives in HR.	Carole Williams, HR Director Stephanie Curran, Sr. HR Generalist
11.15.19	Onsite	PBS Capital Campaigns	Review of three PBS member stations’ Capital Campaign efforts, including a Q&A	Kerry O’Keefe, VP of Philanthropy
12.6.19	Seattle, WA	Strategy Planning Workshop	Tim Griggs & Ryan Tuck teach Crosscut how to increase revenue, audience, and influence.	Kerry O’Keefe, VP of Philanthropy
12.10.19	Onsite	Political Expression and Conflicts of Interest	With the presidential primaries just a few months away, this webinar will teach best practices for preserving public media’s credibility during the 2020 election.	Amy Jolley, Legal Affairs Manager Mark Baumgarten, Managing Editor
12.10.19	Seattle, WA	Introduction to Online Fundraising Optimization	Learn the foundational principles of online fundraising optimization. These aren’t just best practices-they’re tested and proven methodologies that can lead to real growth in your online fundraising efforts.	Annelise Holverstott, Fundraising Marketing Administrator

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12.11.19	Seattle, WA	New Research on Planned Giving Donors	Research presentation and panel discussion on Giving USA Foundation’s newest Special Report, “Leaving a Legacy: A New Look at Today’s Planned Giving Donors.” The study is a landmark effort in understanding today’s planned giving donors.	Sherry Larsen-Holmes, Planned Giving Officer
12.19.19	Seattle, WA	Building Interpersonal Awareness	A major factor in our success in the workplace is the ability to work with others. Through this course, develop on awareness of your unique behaviors and the behaviors of those you work with using the DiSC Workplace Profile to increase your effectiveness and reduce tension.	Hannah Steele, Event Specialist
1.6.2020-1.10.2020	Onsite	Lightning Experience Administrative Essentials for New Admins	Instructor-led administrator training for Salesforce	Rich Maddox, Network Systems Administrator
1.6.2020-1.13.2020	New Your City, NY	Ravitch Fiscal Reporting Workshop	An intensive primer on the nuts and bolts of fiscal reporting in states and cities, with special attention to bonds, pensions, tax structures, and inequality.	Mason Bryan, Associate Opinions Editor
1.7.2020	Bellevue, WA	MIP Year-End and 1099 Processing Workshop	The process required to produce Vendor 1099s for the tax reporting year.	Noella Kitambila, Accounts Payable Lead
1.14.2020-1.15.2020	Seattle, WA	SHRM People Analytics Conference	Whether you lead as an HR department of one or work alongside a team, you will leave empowered with insight and equipped to apply people analytics strategies that can positively impact your organization’s practices, processes and outcomes.	Carole Williams, HR Director
1.21.2020	Onsite	Creating and Using Donor Personas for Online Fundraising	In this webinar, they explain how to create and use donor personas to tailor your digital engagement strategies and personalize your fundraising communications.	Annelies Holverstott, Fundraising Marketing Administrator
1.22.2020-1.23.2020	Tampa, FL	PMVG: CTO Conference	ATSC 3.0 discussion and metering of viewership in ATSC 3.0.	Jabran Soubeih, VP of Engineering & Technology
1.27.2020 2.11.2020 2.28.2020 3.5.2020 7.29.2020 8.19.2020	Onsite or Virtual	Archbright’s Management Academy	Courses covering: Communicating for Leadership Success Building and Sustaining Trust Driving Change Maximizing Team Performance Creating a Team Charter Adaptive Leadership	Rob Dunlop, President & CEO Rebecca Farwell, SVP & COO Michell Pihl, Chief Financial & Administrative Officer Kerry O’Keefe, VP of Philanthropy Jabran Soubeih, VP of Engineering and Technology Kevin Colligan, Executive Director, Digital Product & Technology Julianne Lamsek, IT Director Victor Hernandez, Executive Editor Kelsey Tomascheski, Marcom Director

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				Jonah Fruchter, Director of Corp Sponsorship and Bus Dev Deb Slattery, Director of Data & Analytics Mark Allan, Chief Creative Officer Ben Derby, Director of Major Gifts Shaminder Dulai, Visual Journalism Editor Beth Topping, Membership Director Mark Baumgarten, Managing Editor Mike Babani, Donor and Audience Relations Manager
2.20.2020	Onsite	5 Productivity Killers for Email Teams	Most teams get stuck in productivity traps—and don't even notice it. Litmus and Trello help you spot the time drains that eat away at your days.	Annelise Holverstott, Fundraising Marketing Administrator
2.24.2020-2.26.2020	Washington D.C.	APTS Annual Conference	The APTS Public Media Summit is the largest annual gathering of public broadcasting general managers and community leaders who come together to explore issues that are vital to the future and mission of public service media.	Rob Dunlop, President & CEO
3.4.2020	Onsite	The Coronavirus: Legal and Workplace Implications	The Centers for Diseases Control says the spread of the corona virus is "inevitable." Mark Lies from the law firm Seyfarth Shaw will discuss steps you can take to keep your workforce safe and the implications of federal laws including OSHA, the FMLA and the ADA. SHRM CEO Johnny C. Taylor and Amber Clayton from SHRM's Knowledge Center will provide answers to question many employers have as they craft their action plans.	Carole Williams, HR Director
3.4.2020	Onsite	Investing in Online Fundraising: How to Show ROI and Build Buy-In	Webinar from Campbell & Company - lay out a multi-level argument for online fundraising investment, explaining how you can show ROI and build buy-in among staff and leadership	Annelise Holverstott, Fundraising Marketing Administrator
3.10.2020	Onsite	An Exclusive SHRM/CDC Update: How Business, Workers and Workplaces Should Respond to COVID-19	Jay Butler, deputy director for infectious diseases at the CDC, will provide a critical, up-to-the minute report on the coronavirus (COVID-19) crisis. He will provide government updates and advice on how to take precautions and handle presumptive cases in the workplace. SHRM president and CEO Johnny C. Taylor, Jr., will provide an update on steps SHRM and the HR community are taking during this crisis to	Carole Williams, HR Director

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			keep workers safe. Amber Clayton and Alex Alonso from SHRM will also answer questions that SHRM has received on strategies and best practices.	
3.10.2020-3.12.2020	Onsite	NPSP Virtual Learning Days with Salesforce for NGOC Customers	On-line training for the NGOC migration.	Brett Coffee, Donor Operations Manager Lera Betin, Gift Processing Coordinator
3.13.2020	Onsite	Virtual Conference Webinar: 2020 Employment Law Update	Over concurrent sessions and three keynote presentations, provide a comprehensive continuing education for HR professionals at every stage of their career. Concentrate on solutions designed to help your organization become more compliant; delve into the cutting-edge trends that will impact your workplace in the next few years; build a strategic plan to increase engagement and retention.	Carole Williams, HR Director Stephanie Curran, Sr. HR Generalist
3.19.2020	Onsite	Paid Family and Medical Leave: The Employer Role in 2020 & Beyond	Archbright presents updated information on Washington's PFML.	Stephanie Curran, Sr. HR Generalist
3.27.2020	Onsite	Families First Coronavirus Response Act – Making Sense of the Paid Leave Mandates	President Trump signed HR 6201 (the Emergency Families First Coronavirus Response Act) into law. The law requires employers with 500 or fewer employees to provide emergency paid sick leave and emergency paid leave under the Family and Medical Leave Act. Joshua Seidman and Tracy Billows from the law firm Seyfarth Shaw will look at the details of this legislation and discuss what the impact will be for you and your workforce.	Carole Williams, HR Director
3.31/2020	Virtual	PBS Membership Tactics and Strategy for COVID-19 Response	PBS Membership provides strategies for membership retention and acquisition during COVID-19	Amy Jolley, Legal Affairs Manager
4.8.2020	Onsite	Conducting Effective Internal Investigations	Conducting Effective Internal Investigations provides practical and timely information for employer representatives who by virtue of their position are charged with investigating a workplace complaint.	Stephanie Curran, Sr. HR Generalist
4.15.2020	Virtual	Time Management and Prioritization Practices	Archbright webinar on best practices and habits for daily time management and work prioritization	Amy Jolley, Legal Affairs Manager
4.22.2020	Edmonds, WA	Avid: Remote working for broadcast and media organizations	Join the Avid specialists as they share best practice, hints and tips on how to remotely produce compelling stories and videos for your viewers and followers.	Jabran Soubeih, VP of Engineering & Technology
4.23.2020	Seattle, WA	Harmonic:ATSC 1.0 & 3.0	We are leading the evolution in ATSC media	Jabran Soubeih, VP of Engineering &

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			processing solutions and the transition to Next Gen TV. Our latest ATSC 3.0 innovations have been implemented in the field for over-the-air (OTA) and streaming services.	Technology
5.7.2020	Virtual	The PBS Editorial Standards: Covering COVID-19	PBS Editorial Standards team presents strategies and best practices for reporting on COVID-19	Amy Jolley, Legal Affairs Manager
5.20.2020	Virtual	Optimizely Test & Learn	A virtual conference about testing and agile processes in software product development	Morgan Dusatko, Digital Product Manager
5.26.2020-5.29.2020	Virtual	PMBA Annual Conference	A conference designed specifically for public media professionals: general managers, CFOs, financial and business executives, HR professionals, and a broad array of supporting organizations	Tula Urdaz-White, Budget & Finance Manager; Emily Kragh, Controller; Amy Jolley, Legal Affairs Manager
5.27.2020	Virtual	Product School ProductCon	A virtual conference about product management	Morgan Dusatko, Digital Product Manager
5.28.2020	Virtual	CDP Webinar: Conversational Texting	Review of text-to-give/outbound texting services offered by ACD	Beth Topping, Membership Director
5.29.2020	Virtual	Membership Response & Resources for COVID-19: Strategy, Tactics and Messaging	Overview from PBS and consulting team on how to navigate fundraising during COVID-19	Beth Topping, Membership Director
5.29.2020	Virtual	Membership Response & Resources for COVID-19: On-Air Fundraising, Giving Tuesday Now, and FYE Fundraising Tactics	Overview from PBS and consultants on how to maximize opportunities during COVID-19, specifically with on-air fundraising and GivingTuesday	Beth Topping, Membership Director
5.29.2020	Virtual	PSBJ Commercial Real Estate Webinar	Puget Sound Business Journal compiled real estate experts from the region to discuss the impact of the pandemic on the local market	Rob Dunlop, President & CEO Michell Pihl, Chief Financial and Administrative Officer
6.1.2020	Virtual	OSHA Pandemic Response in the Workplace	OSHA reviews standards and practices to prepare the office environment for return from remote work by employees	Amy Jolley, Legal Affairs Manager
6.3.2020	Virtual	COVID-19 Accounting and Tax Considerations for NFPs	Clark Nuber training to discuss relevant not-for-profit accounting and tax considerations related to COVID-19.	Michell Pihl, Chief Financial and Administrative Officer
7.9.2020-7.10.2020	Virtual	Public Television Major Market Group	Two day conference of the Public Television Major Market Group. Various Topics	Rob Dunlop, President & CEO
7.14.2020	Virtual	PBS Trademark Agreement Webinar	PBS reviews the member station PBS trademark license agreement related to the PBS brand refresh	Kelsey Tomascheski, Director of Marcom; Greg Cohen, Design Director; Amy Jolley, Legal Affairs Manager
7.15.2020	Virtual	Conversational Texting	CDP discusses its new Conversational Texting service and its applications to a variety of fundraising campaigns	Annelise Holverstott, Fundraising Marketing Administrator Beth Topping, Membership Director
7.22.2020	Virtual	The Surprisingly Simple	You can get equipped with an email	Annelise Holverstott, Fundraising

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		Secret to a Successful Email Welcome Series	welcome series strategy that leads to meaningful fundraising results, Every idea you'll hear is founded in research from our library of 2,500+ online fundraising experiments	Marketing Administrator
7.29.2020-7.31.2020	Virtual	Public Media Women In Leadership Conference	Race & equity issues experienced specifically by professional women within the workplace of public media organizations and corporations.	Multiple Staff
8.11.2020	Virtual	Cogency Global Intellectual Property Due Diligence	Review of intellectual property due diligence practices using public record systems for protection of business assets	Amy Jolley, Legal Affairs Manager
8.19.2020	Virtual	Coalition Insurance: Cyber Risk Management	Review of best practices and security risks for Coalition cyber insurance policy holders	Amy Jolley, Legal Affairs Manager
8.24.2020	Virtual	Managing the Layers: Protected Leaves and the Law	This virtual course will help HR professionals navigate the many protected leave laws, both at the federal and state level. It will outline employer responsibilities to manage the new WAPFML law. It will identify legal obligations when managing absences, taking into consideration the many types of protected leaves such as sick leave, FMLA, ADA, and domestic violence leave, to name a few.	Carole Williams, HR Director Stephanie Curran, Sr HR Generalist Desirae Grosbost, Payroll & Benefits Administrator
8.25.2020	Virtual	Kids, A Job, & A Teaching Gig - Navigating the Chaos of 2020 YOUR WAY	Wellspring EAP & Center for Parental Leave Leadership present a framework for balancing work and childcare during COVID	Annelise Holverstott, Fundraising Marketing Administrator
9.9.2020	Virtual	PMVG CEO Summit	Topics include: Public Media Mergers Project and YouTube TV Roadmap	Rob Dunlop, President & CEO
9.16.2020	Virtual	Resources for Humans Virtual Conference	Get smart People Strategy ideas and best practices for your teams and organization at Resources for Humans Virtual: People Strategy in the New World of Work. Learn from 40+ speakers from companies of all sizes our informative sessions.	Carole Williams, HR Director Stephanie Curran, Sr HR Generalist Desirae Grosbost, Payroll & Benefits Administrator
9.23.2020	Virtual	Coalition Insurance: Cyber Crimes Review and Reponse during COVID-19	Review and discussion of types of and instances of cybercrime for Coalition policy holders during COVID-19	Amy Jolley, Legal Affairs Manager
9.24.2020	Virtual	CDP - Q2 State of the System Webinar	Analysis and insight on system fundraising performance through 6/3/20	Beth Topping, Membership Director

BROADCAST EEO – RECRUITING LOG

**Longer-Term Recruitment Initiatives
Implemented During October 1, 2018 – September 30, 2020**

(Note: 4 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2019– September 30, 2020)

Initiative: Providing training to management level personnel on EEO and anti-discrimination.

No.	Date	Location	Description	Scope of Involvement	Personnel Involved
1.	11.1.19 11.12.19 12.17.19	Onsite	Diversity, Equity, and Inclusion training	Goals training	All Managers
2.	1.9.2020	Onsite	Panel discussion with Seattle Center Racial Equity Cohort	How to build racial equity into your budget & fundraise through an anti-racist lens	Beth Topping, Membership Director
3.	9.10.2020	Virtual	2020 Workplace Harassment Prevention Training	An interactive online harassment prevention training that instructs on: what constitutes acceptable and unacceptable workplace behavior; how to recognize harassment when it occurs; and how to report and respond to violations.	All Managers
4.	Various	On-Site	Race and Equity	To learn about issues surrounding race and equity in the workplace and beyond.	All new managers