

BROADCAST EEO – Public File Report

EEO Public File Report

KCTS Television, Seattle, WA

October 1, 2020-September 30, 2021

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
612	Media Producer	1.11.2021-3.11.2021	3.11.2021	Cascade Public Media Internal Announcement	4	1
				Cascade Public Media, Facebook, Twitter	0	0
				Indeed	2	0
				Professional Diversity Network	0	0
				LinkedIn	2	0
				Google	2	0
				Referral	2	0
613	DEI Program Administrator	2.18.2021-6.3.2021	6.3.2021	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	8	1
				Indeed	5	0
				Corporation for Public Broadcasting	0	0
				Professional Diversity Network	0	0
				LinkedIn	4	0
				Glassdoor	2	0
614	Staff Reporter – Education	2.18.2021-4.14.2021	4.14.2021	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	3	0
				Indeed	0	0
				Education Writers Association	6	0
				National Association of Black Journalists	0	0
				Native American Journalists Association	0	0
				Online News Association	0	0
				Referral	3	1
	* See Attached List of Recruitment Sources for Contact Information					

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616	Individual Giving Coordinator	3.12.2021-6.21.21	6.21.21	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	0	0
				Indeed	4	0
				Philanthropy Northwest	0	0
				Idealist	4	1
				Women of Color in Fundraising and Philanthropy	0	0
				Google	3	0
				LinkedIn	1	0
618	Digital Conversion and Fundraising Strategist	4.5.2021-8.20.2021	8.20.2021	Cascade Public Media Internal Announcement	2	0
				Cascade Public Media, Facebook, Twitter	4	1
				Association of Fundraising Professionals	0	0
				Diversity.com	0	0
				Idealist	2	0
				Philanthropy NW	0	0
				Built In Seattle	0	0
				Corporation for Public Broadcasting	0	0
				Diversity in Nonprofits	0	0
				Indeed	3	0
				LinkedIn	4	0
				Referral	2	0
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621	Capital Campaign Manager	4.16.2021-6.2.2021	6.2.2021	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	1	0
				Indeed	3	1
				Corporation for Public Broadcasting	0	0
				Idealist	0	0
				Association of Fundraising Professionals	0	0
				Women of Color in Fundraising and Philanthropy	0	0
				Philanthropy Northwest	2	0
622	Marcom Managing Editor	4.21.2021-4.30.2021	4.30.2021	Cascade Public Media Internal Announcement	2	1
				Cascade Public Media, Facebook, Twitter	0	0
				Indeed	0	0
				Referral	1	0
623	Communities Reporter	4.27.2021-6.17.2021	6.17.2021	Cascade Public Media Internal Announcement	4	0
				Cascade Public Media, Facebook, Twitter	4	0
				Indeed	1	0
				Online News Association	0	0
				Google	2	1
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624	Central-Eastern WA Reporter	4.27.2021-7.6.2021	7.6.2021	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	8	1
				Indeed	0	0
				Asian American Journalist Association	0	0
				National Association of Hispanic Journalists	0	0
				Referral	2	0
625	Director of Data & Analytics	5.7.2021-7.12.2021	7.12.2021	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	0	0
				Indeed	0	0
				Built In	0	0
				Idealist	2	0
				Minority Professionals Network	0	0
				National Society of Black Engineers	0	0
				Society of Hispanic Professional Engineers	0	0
				LinkedIn	6	1
628	Director of Videography	5.21.2021-8.25.2021	8.25.2021	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	1	0
				Corporation of Public Broadcasting	0	0
				National Association of Black Journalists	0	0
				Online News Association	0	0
				Referral	7	1
				LinkedIn	2	0
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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
630	Full Stack Developer	6.10.2021-7.20.2021	7.20.2021	Cascade Public Media Internal Announcement	2	1
				Cascade Public Media, Facebook, Twitter	0	0
				Indeed	4	0
				Idealist	4	0
				Drupal Jobs	2	0
				Black Jobs	0	0
				Women in Technology	0	0
				LinkedIn	2	0
				Referral	1	0
				631	KCTS 9 Social Media Editor	7.1.2021-9.24.2021
Cascade Public Media, Facebook, Twitter	2					
Indeed	5					
Idealist	4	1				
Employ Diversity						
LinkedIn	2					
632	Donor Stewardship Officer	7.13.2021-7.30.2021	7.30.2021	Cascade Public Media Internal Announcement	2	1
				Cascade Public Media, Facebook, Twitter	0	0
* See Attached List of Recruitment Sources for Contact Information						

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Information Regarding Recruitment Sources Contacted for Full-Time Vacancies			
Recruitment Source	Contact Information	Total Interviewed	Entitled to Notification
KCTS Internal Announcements & Bulletins (Internal website and internal e-newsletter) 401 Mercer Street, Seattle, WA 98109	206.728.6463 Human Resources Business Partner	16	N
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	34	N
KCTS Board of Directors c/o KCTS, 401 Mercer Street, Seattle, WA 98109	Various via email	0	N
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
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
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
Alliance for Women in Media 2365 Harrodsburg Road, A325 Lexington, KY 40504	https://allwomeninmedia.org/ 202.750.3664	0	N
Archbright recruiting services 5601 6 th Ave S Suite 400 Seattle, WA 98108	https://www.archbright.com/page/recruiting 206.329.1120	0	N
Built In Seattle	https://builtin.com/	0	N

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Corporation for Public Broadcasting 401 9 th Street, NW, Washington DC, 20004	www.cpb.org	0	N
Craigslist San Francisco, CA	http://seattle.craigslist.org/ Account name: jobs@kcts.org	0	N
Creative Circle One Union Square 600 University St, Suite 2808 Seattle, WA 98101	https://www.creativecircle.com/ 206.652.5552	0	N
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	0	N
Current 6930 Carroll Avenue, Suite 625 Takoma Park, MD 20912	current.org Account name: jobs@kcts.org	0	N
Diversity.com	https://diversity.com/	0	N
Diversity in Nonprofit 260 Peachtree Street, N.W. Suite 2200 Atlanta, GA 30303	https://diversityinnonprofit.com/ (404) 915-7300	0	N
Diversitywashington.com Olympia, WA 800.984.3775	www.diversitywashington.com Account name: jobs@kcts9.org	0	N
Drupal Jobs	https://jobs.drupal.org/	2	N
Education Writers Association 1825 K Street NW, Suite 200 Washington, DC 20006	https://www.ewa.org/	6	N
Employ Diversity 1671 The Alameda, Suite 200 San Jose, CA 95126	https://www.employdiversity.com/ Account name: CPMjobs	0	N

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Gibson & Associates, Inc. 1700 Seventh Avenue Suite 2100 Seattle, WA 98101	https://www.gibsonasso.com/	0	N
Glassdoor Mill Valley, CA	https://www.glassdoor.com/index.htm	2	N
Herd Freed Hartz Columbia Center, Suite 7170 701 5th Ave Seattle, WA 98104	https://www.herdfreedhartz.com 206.525.9700	0	N
Hispanic Latino Professionals Association	https://www.hlpa.com/ (888) 550-3777	0	N
Idealist 79 Fifth Avenue, 17 th Floor, New York, NY 10003	http://www.idealist.org 646.290.7725 Account name: jobs@kcts9.org	14	N
Indeed 177 Broad Street, 6th Floor Stamford, CT 06901	http://www.indeed.com CPM account name: jobs@ kcts9.org	38	N
Institute for Nonprofit News 714 W. Olympic Blvd. #931 Los Angeles, CA 90015	https://inn.org/ 818.582.3560	0	N
International Examiner 409 Maynard Ave. S. #203 Seattle, WA 98104	http://www.iexaminer.org/ (206) 624-3925	0	N
Journalism Jobs Berkeley, California	http://www.journalismjobs.com/index.php 510-508-7386	4	N
Lake WA HR Association 2150 N 107th St #205 Seattle, WA 98133	http://www.lwhra.org/ Account name: jobs@kcts9.org	0	N

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LinkedIn Sunnyvale, CA	https://www.linkedin.com/	27	N
Mediabistro 825 Eighth Avenue, 29 th Floor New York, NY 10019	https://www.mediabistro.com/ Account name: jobs@kcts9.org	0	N
Minority Professionals Network P.O. Box 55399 Atlanta, GA 30308-5399	https://www.minorityprofessionalnetwork.com/ (404) 629-9323	0	N
National Association of Black Journalists 1100 Knight Hall, Suite 3100 College Park, Maryland 20742	http://nabjcareers.org/	0	N
National Association of Hispanic Journalists Washington D.C.	http://www.nahjcareercenter.com/ Account name: jobs@kcts9.org	0	N
National Association of Black Accountants 7474 Greenway Center Drive, Suite 1120 Greenbelt, Maryland 20770	https://www.nabainc.org/ 240-542-5000	0	N
National Society of Black Engineers 205 Dangerfield Road Alexandria, VA 22314	https://www.nsbe.org/ (703) 549-2207	0	N
Native American Journalist Association 395 W. Lindsey St., Norman, OK 73069	https://www.naja.com/	0	N
The Nonprofit Network 4018 City Terrace Drive Los Angeles, CA 90063	http://thenonprofitnetwork.org/login.php Account name: jobs@kcts9.org	0	N
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

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Philanthropy NW 2101 Fourth Avenue, Suite 650, Seattle, WA 98121	https://philanthropynw.org CPM account name: jobs@kcts9.org	2	N
Professional Diversity Network Chicago, IL	https://www.prodivnet.com/ 888-281-9066	0	N
Promax BDA	https://promaxbda.org/ Account name: jobs@kcts9.org	0	N
Radio Television Digital News Association 529 14th Street, NW, Suite 1240 Washington, D.C. 20045	https://rtdna.org/	0	N
Seattle SHRM P.O. Box 58530 Seattle, WA 98138-1530	https://shrm-seattle.site-ym.com/ (206) 623-8632	0	N
Society of Hispanic Professional Engineers 13181 Crossroads Parkway North, Suite 220 City of Industry, CA 91746	https://www.shpe.org/ (323) 725-3970	0	N
Society of Professional Journalists 3909 N. Meridian St., Suite 200 Indianapolis, IN 46208	https://www.spj.org/index.asp 317-927-8000	0	N
Washington Society of Certified Public Accountants 902 140th Ave NE Bellevue, WA 98005-3480	https://www.wscpa.org/	0	N
Women of Color in Fundraising and Philanthropy	https://www.woc-fp.com/	0	N
Women in Technology 200 Little Falls Street, Suite 205 Falls Church, VA 22046	https://www.womenintechnology.org/ (703) 349-1044	0	N
Worksource 888-316-5627	https://www.worksourcewa.com/ Account name: jobs@kcts9.org	2	N

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Zip Recruiter	https://www.ziprecruiter.com/ (877) 252-1062	2	N
Schools:			
Bellevue College 3000 Landerholm Cir SE Bellevue, WA 98007	https://bellevue-csm.symplicity.com/employers Account name: jobs@kcts9.org	0	N
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
Renton Technical College 3000 NE 4th St Renton, WA 98056	https://rtc-csm.symplicity.com/employers Account name: jobs@kcts9.org	0	N
Seattle Pacific University 3307 3rd Ave West Seattle WA 98119	https://www.myinterfase.com/spu/employer/ Account name: jobs@kcts9.org	0	N
Shoreline Community College 16101 Greenwood Avenue N Shoreline, WA 98133	https://www.collegecentral.com/shoreline/Employer.cfm Account name: jobs401	0	N
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
Other	Job Search Engines, etc.	7	N/A
Referrals: "word of mouth"	Various Cascade Public Media Employees; Broadcast Community Members	21	N/A
TOTAL INTERVIEWS:		177	

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2019 – September 30, 2021**

(Note: 1 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2020– September 30, 2021)

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.	3.15.2021	University of Central Florida Lecture	A virtual lecture for Media Management majors at UCF lead by Phil Hoffman. Rob Dunlop, our President & CEO, spoke to students during a breakout session on the topic of merging traditional and digital media; management of change; and organizational development in media	Rob Dunlop, President & CEO
2.	4.9.2021	Oglethorpe University, Atlanta panel member	Panel participant for a webinar for university students at Oglethorpe University on freelancer writing and getting jobs writing for publication.	Donna Blankinship, News & Politics Editor
3.	5.3.2021-5.8.2021	Crosscut Festival	Journalists, politicians, authors, creators and newsmakers from our community and around the nation come together to take a hard look at the people, policy and events that shape our lives. Festival programming will include a week of virtual conversations available online and select sessions will be broadcast on KCTS 9. Speakers from across the nation and around the region will join us to consider issues in politics, social justice, the economy, science, the environment, and the arts.	Multiple departments

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2019 – September 30, 2021**

(Note: 2 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2020– September 30, 2021)

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
Crosscut Science & Environment	Fellowship	1	Ted Alvarez, Science & Environment Editor
Crosscut Audience Engagement	Fellowship	1	Anne Christnovich, Audience Engagement Manager

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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
10.1.2021	Virtual	Non Profit Optimization & Innovation Summit	The Nonprofit Innovation & Optimization Summit is the premier conference for nonprofit marketers and fundraisers looking to grow their online fundraising	Annelise Holverstott, Fundraising Marketing Administrator
10.7.2020-10.9.2020	Virtual	National Association Charitable Gift Planners	The purpose was to consult with other planned giving professionals and attend seminars on planned giving topics ranging from asking for planned gifts to educational seminars on different types of planned gifts, and the latest trends, and opportunities.	Becky Magnuson, Sr. Estate Gift Planning Officer Austin Kellogg, Estate Gift Planning Officer
10.8.2020	Virtual	BambooHR HR Virtual Summit 2020	This virtual summit is dedicated to uplifting the HR industry. With the help of industry experts, authors, thought leaders, executive coaches, and visionaries, the tools provided are what you need to free yourself from transactional HR practice and do great work.	Carole Williams, Director of HR Stephanie Curran, Sr. HR Generalist
10.16.2020	Virtual	Native American Journalists Association newsroom training	NAJA trainer Graham Lee Brewer joined the newsroom via Zoom to support the department's commitment to deliver thoughtful, consistent news reporting and listening and engagement of and with the region's tribal nations.	Newsroom staff Recording of training available for all staff
10.27.2020	Virtual	MIP Reporting Intermediate and Advanced Reporting Virtual Workshop	Creation of financial statements setup, formats, creation of complex financial statements, segment substitution, report groups, segment substitution w/report groups, column subtotals, creating charts & the export features.	Tula Urdaz-White, Finance & Budget Manager
11.10.2020	Virtual	Communicating for Leadership	This course helps leaders communicate effectively so they can spark action in others. The course teaches leaders the interaction essentials they need to handle the variety of challenges and opportunities they encounter every day in the workplace and beyond.	Amy Mahardy, Sr. Video Editor Anne Christnovich, Audience Engagement Manager Andrea O'Meara, Events Manager Brett Coffee, Donor Operations Manager Brangien Davis, Arts & Culture Editor Chris Wells, Digital Technology Manager Emily Kragh, Controller Fong Vong, Accounting Manager Gypsy Walukones, Marketing Manager Greg Cohen, Design Director Jeremy Cropf, Creative Services Director Ted Alvarez, Science & Environment

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				<p>Editor Maureen Rossmeier, Engineering Manager Jake Newman, Events Director Becky Magnuson, Sr. Estate Gift Planning Officer Stephanie Curran, Sr. HR Generalist</p>
11.16.2021	Virtual	Tackling Philanthropy's Race Problem	Philanthropy is supposed to be about problem solving, yet despite recent record-breaking commitments to advance racial equity, new research shows why success has been limited: Organizations led by people of color have been shortchanged.	Annelise Holverstott, Fundraising Marketing Manager
11.23.2020	Virtual	Building and Sustaining Trust	This course introduces Trust Builders, actions leaders can take to build and sustain trusting relationships, as well as common Trust Breakers that can erode or quickly break trust. Applying these skills to build trusting relationships enables people to take risks, identify and solve problems, and collaborate to achieve business results.	Amy Mahardy, Sr. Video Editor Anne Christnovich, Audience Engagement Manager Andrea O'Meara, Events Manager Brett Coffee, Donor Operations Manager Brangien Davis, Arts & Culture Editor Chris Wells, Digital Technology Manager Emily Kragh, Controller Fong Vong, Accounting Manager Gypsy Walukones, Marketing Manager Greg Cohen, Design Director Jeremy Cropf, Creative Services Director Ted Alvarez, Science & Environment Editor Maureen Rossmeier, Engineering Manager Jake Newman, Events Director Becky Magnuson, Sr. Estate Gift Planning Officer Stephanie Curran, Sr. HR Generalist
11.30.2020	Virtual	Driving Change	This course provides the skills and resources leaders need to accelerate the process of implementing change with their team members and to create an agile work environment where people are more open to change.	Amy Mahardy, Sr. Video Editor Anne Christnovich, Audience Engagement Manager Andrea O'Meara, Events Manager Brett Coffee, Donor Operations Manager Brangien Davis, Arts & Culture Editor Chris Wells, Digital Technology Manager Emily Kragh, Controller Fong Vong, Accounting Manager Gypsy Walukones, Marketing Manager Greg Cohen, Design Director Jeremy Cropf, Creative Services Director Ted Alvarez, Science & Environment Editor Maureen Rossmeier, Engineering

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				<p>Manager Jake Newman, Events Director Becky Magnuson, Sr. Estate Gift Planning Officer Stephanie Curran, Sr. HR Generalist</p>
12.8.2020	Virtual	Cybersecurity Trends 2021	Perkins Coie webinar on state legislation affecting privacy and cybersecurity	Amy Jolley, Legal Affairs Manager
12.8.2020	Virtual	Maximizing Team Performance	This course focuses on how leaders can work with their teams to build the infrastructure that enables maximum performance. Leaders gain experience in diagnosing and applying the five Team Success Factors—Results, Commitment, Communication, Process, and Trust.	Amy Mahardy, Sr. Video Editor Anne Christnovich, Audience Engagement Manager Andrea O’Meara, Events Manager Brett Coffee, Donor Operations Manager Brangien Davis, Arts & Culture Editor Chris Wells, Digital Technology Manager Emily Kragh, Controller Fong Vong, Accounting Manager Gypsy Walukones, Marketing Manager Greg Cohen, Design Director Jeremy Cropf, Creative Services Director Ted Alvarez, Science & Environment Editor Maureen Rossmeier, Engineering Manager Jake Newman, Events Director Becky Magnuson, Sr. Estate Gift Planning Officer Stephanie Curran, Sr. HR Generalist
12.9.2020	Virtual	CPB SABS	A practical how-to session on accurately completing the SABS survey. Attendees will be led through all sections of the survey and discuss the types of financial and non-financial information to be reported.	Tula Urdaz-White, Budget & Finance Manager Emily Kragh, Controller James McDonnell, Staff Accountant
12.16.2020	Virtual	Facilitated “Building a Team Charter”	As a group, build a team charter for managers/leadership at Cascade Public Media	Amy Mahardy, Sr. Video Editor Anne Christnovich, Audience Engagement Manager Andrea O’Meara, Events Manager Brett Coffee, Donor Operations Manager Brangien Davis, Arts & Culture Editor Chris Wells, Digital Technology Manager Emily Kragh, Controller Fong Vong, Accounting Manager Gypsy Walukones, Marketing Manager Greg Cohen, Design Director Jeremy Cropf, Creative Services Director Ted Alvarez, Science & Environment Editor Maureen Rossmeier, Engineering

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				<p>Manager Jake Newman, Events Director Becky Magnuson, Sr. Estate Gift Planning Officer Stephanie Curran, Sr. HR Generalist</p>
1.6.2021	Virtual	Adaptive Leadership	<p>Adaptive Leadership raises leaders' awareness of the differences among people and situations. It teaches leaders how to enhance the effectiveness of their interactions by adapting their approach to people based on what they want to discuss and how they think people will respond. By better meeting the needs of each individual, leaders create higher levels of engagement and organizational results.</p>	<p>Amy Mahardy, Sr. Video Editor Anne Christnovich, Audience Engagement Manager Andrea O'Meara, Events Manager Brett Coffee, Donor Operations Manager Brangien Davis, Arts & Culture Editor Chris Wells, Digital Technology Manager Emily Kragh, Controller Fong Vong, Accounting Manager Gypsy Walukones, Marketing Manager Greg Cohen, Design Director Jeremy Cropf, Creative Services Director Ted Alvarez, Science & Environment Editor Maureen Rossmeier, Engineering Manager Jake Newman, Events Director Becky Magnuson, Sr. Estate Gift Planning Officer Stephanie Curran, Sr. HR Generalist</p>
1.12.2021	Virtual	SAS	<p>A practical how-to session on accurately completing the SAS survey. Attendees will be led through all sections of the survey and discuss the types of financial and non-financial information to be reported.</p>	<p>Tula Urdaz-White, Budget & Finance Manager Emily Kragh, Controller James McDonnell, Staff Accountant</p>
1.26.2021 and 2.23.2021	Virtual	CPB OIG Lessons from Audits for Better Compliance Parts 1 & 2	<p>CPB Office of Inspector General webinar in two parts highlighting compliance tools learned from OIG audits</p>	<p>Amy Jolley, Legal Affairs Manager</p>
1.28.2021	Virtual	Savvy Ways to Land DAF Gifts In 2021	<p>Overview of ways to promote and increase gifts through Donor Advised Funds</p>	<p>Ben Derby, Director of Major Gifts</p>
2.22.2021-2.23.2021	Virtual	APT 2021 Public Media Conference	<p>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. The 2021 Public Media Summit will be held virtually</p>	<p>Rob Dunlop, President & CEO Rebecca Farwell, Senior VP & Chief Operating Officer Kelsey Tomascheski, Director of Marketing & Communications Kerry O'Keefe, VP of Philanthropy</p>
2.25.2021	Virtual	Steps to Take to Diversify Your Donors	<p>Conversation exploring how our organization can attract, engage, and inspire supporters of diverse backgrounds to give.</p>	<p>Ben Derby, Director of Major Gifts</p>

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3.16.2021	Virtual	America’s Public Television Stations (APTS) Webinar	A webinar detailing what the \$1.9 trillion American Rescue Plan COVID-19 relief legislation means for local public television stations. Consultants included Danica Petroschius of Penn Hill Group and Larissa Martin and Ian Walton of 50 State.	Rob Dunlop, President & CEO
3.31.2021	Virtual	Murrow Symposium: Entrepreneurship Steer Your Startup to Success	Panel discussion with people representing PR and Communications firms	Ryan Hicks, Corporate Accounts & Partnership Manager
4.13.2021	Virtual	Developing & Assessing Broadcast Sponsor Messages A CSPI Lunch & Learn Webinar	What can sponsors say and do regarding messages and imaging for PBS advertiser spots	Emily Talapa, Underwriting Coordinator Kevin Thompson, Underwriting Coordinator; Amy Jolley, Legal Affairs Manager
4.13.21	Virtual	PBS Editorial Standards: Fairness	PBS Editorial Standards on Fairness in Reporting	Amy Jolley, Legal Affairs Manager
4.19.2021-4.23.2021	Virtual	Poynter Leadership Academy for Diversity in Digital Media	The Leadership Academy for Diversity in Digital Media is a transformative, tuition-free leadership program that trains journalists of color working in digital media to thrive, professionally and personally. This seminar fosters honest discourse about the challenges for journalists of color in management roles. It also provides the connections, confidence and skills to confront them.	Jen Dev, Producer
4.20.2021	Virtual	A/B Testing & Optimization Webinar with Daft Punk	8 step process for successful A/B testing + overview of free tools	Annelise Holverstott, Fundraising Marketing Administrator
4.30.2021	Virtual	WNET Partner Markets Discussion	WNET’s second annual American Cities Rebuilding live journalism conversation series to discuss reimaging and redeveloping our cities in a post-pandemic reality.	Rob Dunlop, President & CEO
5.4.2021	Virtual	PTMMG Meeting	The PTMMG HR Peer Group provided insight into the conversations around Vaccine Policies, Return to Work and the Evolution of DEI.	Rob Dunlop, President & CEO
5.10.2021	Virtual	PBS Corporate Meeting	A day-long convening of PBS General Managers. There were three discussion panels on the following topics: insights on the media landscape and future in the context of distribution strategy; lessons learned on dynamic management during the pandemic; and cultivating next generation of station leadership	Rob Dunlop, President & CEO
5.10.2021-5.12.2021	Virtual	PBS Annual Meeting 2021	As the premier gathering of public television colleagues and decision makers,	Madeleine Pisaneschi, Senior Broadcast Designer

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and 5.18.2021- 5.20.2021			the PBS Annual Meeting is thrilled to bring together our colleagues once again to spotlight PBS content while sharing new and innovative ideas to meet the changing funding and media environment.	
5.20.2021	Virtual	PBS Office of General Counsel – DEI Initiatives and Legal Departments	PBS Office of General Counsel presentation on DEI initiatives for in-house legal at PBS member stations	Amy Jolley, Legal Affairs Manager
5.24.2021	Virtual	Bystander Intervention to stop anti-Asian/American and xenophobic harassment	The training will talk through five strategies for intervention: distract, delegate, document, delay, and direct.	Annelise Holverstott, Fundraising Marketing Administrator
8.2.2021- 8.6.2021	Virtual	Salesforce Administrative Essentials for New Admins	Extensive and interactive, Administrative Essentials for New Admins in Lightning Experience is the core training that ensures your success with Salesforce Lightning.	Brett Coffee, Donor Operations Manager
9.9.2021	Virtual	CPB CSG Requirements & Resources webinar	Basics to the General Provisions & Eligibility Criteria for TV CSG recipients & information on resources & training to support compliance efforts. This is especially important for grantees preparing to review & accept the terms & conditions of 2022 CSGs	Tula Urdaz-White, Finance & Budget Manager; Tom Bardwell, Senior Executive Assistant and Board Liason
9.9.2021- 9.12.2021	Virtual	SHRM Annual Conference	The SHRM Annual Conference & Expo is the largest gathering of HR professionals in the world. Now more than ever, it is imperative for HR professionals, executives, people managers and students to join together to build the workplaces of the future. Attendees will have the opportunity to attend various sessions throughout the four days.	Carole Williams, HR Director Stephanie Curran, Sr HR Generalist
9.23.2021	Virtual	Coalition Insurance Co.	Webinar presentation on cybersecurity and compliance issues.	Amy Jolley, Legal Affairs Manager

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2020 – September 30, 2021**

(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.	Various dates from 9.2020-1.2021	Virtual	Racial Equity Coaching for Executive Team	Each leader will have a total of 3 sessions (over the 3 - 5 month period Sept 2020 – Jan 2021). These Executive Coaching sessions with Racial Equity Consultants start with each Cascade Public Media leader having a 2 hour session with both consultants and then a 90 minute session with one of them and then another 90 minute session with the other of them.	Rob Dunlop, President & CEO Michell Pihl, Chief Financial and Administrative Officer Jabran Soubeih, VP of Engineering & Technology Rebecca Farwell, Senior VP & Chief Operating Officer Kerry O’Keefe, VP of Philanthropy Victor Hernandez, Executive Editor Carole Williams, Director of Human Resources
2.	3.4.2021, 4.7.2021, 5.11.2021	Virtual	Racial Equity Consultants Management Cohort Trainings	Various trainings on racial equity within the workplace and our everyday lives.	All Managers
3.	9.10.2021	Virtual	Harassment and Bias Prevention Training	An interactive online harassment prevention training that instructs on: what constitutes acceptable and unacceptable workplace behavior, how to recognize harassment and bias when they occur, and how to report and respond to violations.	All Managers
4.	Various dates from 2.2021-9.2021	Virtual	Structured Interview training	Structured interviews are a way for us as an organization to ensure that all candidates are being evaluated consistently across departments. The training will touch on bias, implicit bias and asking appropriate interview questions.	All Managers