

BROADCAST EEO – RECRUITING LOG

**EEO Public File Report**

**KCTS Television, Seattle, WA  
October 1, 2018-September 30, 2019**

**Positions Filled**

<b>Full-Time Position (+30 hrs)</b>	<b>Position Title</b>	<b>Recruitment Period</b>	<b>Date Filled</b>	<b>Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*</b>	<b>Number Interviewed (phone &amp; in office)</b>	<b>Number Hired</b>
542	Race & Immigration Producer	6.29.18-10.17.18	10.17.18	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	4	0
				Crosscut Website, Facebook, Twitter	0	0
				Indeed	4	0
				Word of Mouth	2	0
				Glassdoor	2	1
				Corporation for Public Broadcasting (CPB)	0	0
				National Association of Black Journalists	0	0
				Journalism Jobs w/diversity upgrade	0	0
546	Staff Writer – Science & Environment	8.14.18-10.15.18	10.15.18	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	2	0
				Crosscut Website, Facebook, Twitter	2	0
				Journalism Jobs w/diversity upgrade	2	0
				Referral	6	1
				Internal	2	0
547	Copy Chief	8.21.18-9.14.18	9.14.18	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				Referral	2	0
				Indeed	8	1
				Glassdoor	2	0
* See Attached List of Recruitment Sources for Contact Information						

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549	Director of Innovation and Business Development	9.7.18-9.14.18	9.14.18	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				Internal	2	1
551	Staff Writer – Arts & Culture	9.14.18-10.8.18	10.8.18	KCTS Internal Announcement	2	0
				KCTS Website, Facebook, Twitter	4	0
				Crosscut Website, Facebook, Twitter	0	0
				National Association of Hispanic Journalist	0	0
				Journalism Jobs w/Diversity Upgrade	1	0
				Word of mouth	5	1
552	Audience Engagement Analyst	9.14.18-11.9.18	11.9.18	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				University of Washington	0	0
				Idealist	3	1
				Indeed	2	0
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553	Corporate Development Account Manager	9.27.18-11.16.18	11.16.18	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	2	1
				Crosscut Website, Facebook, Twitter	0	0
				Employ Diversity	0	0
				Philanthropy NW	0	0
				Institute for Nonprofit News	0	0
				Indeed	4	0
554	Digital Technology Director	9.26.18-11.26.18	11.26.18	KCTS Internal Announcement	2	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				National Nonprofits	0	0
				Employ Diversity	0	0
				Corporation for Public Broadcasting	0	0
				Women in Technology	0	0
				Idealist	2	1
				LinkedIn	2	0
				Indeed	3	0
				Word of Mouth	1	0
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555	Business Intelligence Specialist	10.29.18-3.4.19	3.4.19	KCTS Internal Announcement	2	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				Idealist	0	0
				University of Washington	0	0
				Washington State University	0	0
				Seattle Pacific University	0	0
				Seattle University	0	0
				LinkedIn	3	1
				Glassdoor	1	0
				Indeed	9	0
556	Science & Environment Prouder	10.30.18-3.27.19	3.27.19	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	4	0
				Crosscut Website, Facebook, Twitter	0	0
				Corporation for Public Broadcasting	2	0
				Online News Association	0	0
				Journalism Jobs w/Diversity Upgrade	0	0
				Referral	4	1
557	Email and Digital Marketing Specialist	11.7.18-2.13.19	2.13.19	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	0	0
				Glassdoor	2	0
				Idealist	4	1
				Employ Diversity	0	0
				Philanthropy NW	0	0
				Indeed	2	0
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559	Broadcast Systems Technician	12.6.18-4.30.19	4.30.19	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	3	1
				Crosscut Website, Facebook, Twitter	0	0
				Craigslist	0	0
				Worksource	0	0
				Corporation for Public Broadcasting	0	0
				Society of Broadcast Engineers	0	0
				Archbright Recruitment	9	0
560	Staff Writer – Environmental Justice	12.6.18-12.13.18	12.13.18	KCTS Internal Announcement	2	1
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
561	Executive Editor	12.7.18-1.24.19	1.24.19	KCTS Internal Announcement	1	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				Outside Recruitment Agency	6	1
562	Admin Assistant – Philanthropy Coord	12.11.18-1.14.19	1.14.19	KCTS Internal Announcement	2	0
				KCTS Website, Facebook, Twitter	2	0
				Crosscut Website, Facebook, Twitter	0	0
				Philanthropy NW	0	0
				Idealist	4	0
				Indeed	7	1
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563	Payroll and Benefits Administrator	12.27.18-1.25.19	1.25.19	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				American Payroll Association	0	0
				Idealist	0	0
				Philanthropy NW	0	0
				Employ Diversity	0	0
				Indeed	6	1
				Glassdoor	1	0
564	Staff Writer – Political Reporter	1.10.19-1.17.19	1.17.19	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	3	1
				Referral	1	0
565	Lead CRM Administrator	1.14.19-3.4.19	3.4.19	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				Idealist	0	0
				Philanthropy NW	0	0
				Indeed	3	0
				Referral	3	1
				LinkedIn	4	0
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567	Development Media Producer	1.18.19-4.5.19	4.5.19	KCTS Internal Announcement	2	1
				KCTS Website, Facebook, Twitter	1	0
				Crosscut Website, Facebook, Twitter	0	0
				Employ Diversity	0	0
				Professional Diversity Network	0	0
				Indeed	3	0
				Glassdoor	2	0
568	Front End Developer	1.31.19-2.7.19	2.7.19	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				Robert Half Temp Agency	2	1
				Indeed	2	0
569	Gift Processing Coordinator	2.8.19-2.12.19		KCTS Internal Announcement	2	1
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
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571	Visual Journalism Editor	3.20.19-6.21.19	6.21.19	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	1	0
				Crosscut Website, Facebook, Twitter	0	0
				Corporation for Public Broadcasting	0	0
				National Assoc. of Hispanic Journalists	0	0
				Online News Association	3	0
				Poynter	0	0
				Society of Professional Journalists	0	0
				Referral	11	1
574	Central WA Reporter	4.22.19-6.21.19	6.21.19	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				National Assoc. of Hispanic Journalist	0	0
				Journalism Jobs w/diversity upgrade	4	1
				Corporation for Public Broadcasting (CPB)	0	0
				Referral	8	0
576	Audience Engagement Editor	5.23.19-7.1.19	7.1.19	KCTS Internal Announcement	0	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	8	1
				Indeed	2	0
				LinkedIn	3	0
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577	Digital Editor	5.23.19-6.6.19	6.6.19	KCTS Internal Announcement	2	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
578	Payroll & Benefits Administrator	5.23.19-6.19.19	6.19.19	KCTS Internal Announcement	1	0
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
				Employ Diversity	0	0
				Philanthropy NW	0	0
				Idealist	2	0
				LinkedIn	2	0
				Zip Recruiter	3	0
				Indeed	3	0
579	Agile Project Manager	6.11.19-6.26.19	6.26.19	KCTS Internal Announcement	2	1
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
580	Associate Opinion Editor	6.12.19-6.19.19	6.19.19	KCTS Internal Announcement	2	1
				KCTS Website, Facebook, Twitter	0	0
				Crosscut Website, Facebook, Twitter	0	0
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<b>Information Regarding Recruitment Sources Contacted for Full-Time Vacancies</b>				
<b>No</b>	<b>Recruitment Source</b>	<b>Contact Information</b>	<b>Total Interviewed</b>	<b>Entitled to Notification</b>
1	<b>KCTS Internal Announcements &amp; Bulletins</b> (Internal website and internal e-newsletter) 401 Mercer Street, Seattle, WA 98109	206.728.6463 Human Resources Business Partner	<b>26</b>	N
2	<b>KCTS Website, Crosscut Website, Facebook &amp; Twitter</b> 401 Mercer Street, Seattle, WA 98109	http://www.kcts9.org 206.728.6463 Human Resources Business Partner and Marcom Specialist	<b>40</b>	N
3	<b>KCTS Board of Directors</b> c/o KCTS, 401 Mercer Street, Seattle, WA 98109	Various via email	<b>0</b>	N
4	<b>Asian American Journalists Association</b> 5 Third St. Suite 1108 San Francisco, CA 94103	http://www.aaja.org/job-posting/ Account name: jobs@kcts9.org	<b>0</b>	N
5	<b>Advancement Northwest (Formerly Association of Fundraising Professionals (AFP) &amp; Northwest Development Officers Association (NDOA)</b> 2150 N 107th St, Ste 205 Seattle, WA 98133	http://www.afpadvancementnw.org/career-center 206.971.3605 Account name: jobs@kcts9.org	<b>0</b>	N
6	<b>Accountemps Seattle – Robert Half</b> 601 Union Street, Suite 4300 Seattle, WA, 98101, US	https://www.roberthalf.com/work-with-us/our-services/accountemps 206.830.9970	<b>0</b>	N
7	<b>Alliance for Women in Media</b> 2365 Harrodsburg Road, A325 Lexington, KY 40504	https://allwomeninmedia.org/ 202.750.3664	<b>0</b>	N
8	<b>Archbright Recruiting Services</b> 5601 6 <sup>th</sup> Ave S Suite 400 Seattle, WA 98108	https://www.archbright.com/page/recruiting 206.329.1120	<b>9</b>	N
9	<b>Corporation for Public Broadcasting</b> 401 9 <sup>th</sup> Street, NW, Washington DC, 20004	www.cpb.org	<b>2</b>	N

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10	<b>Craigslist</b> San Francisco, CA	<a href="http://seattle.craigslist.org/">http://seattle.craigslist.org/</a> Account name: jobs@kcts.org	<b>0</b>	N
11	<b>Creative Circle</b> One Union Square 600 University St, Suite 2808 Seattle, WA 98101	<a href="https://www.creativecircle.com/">https://www.creativecircle.com/</a> 206.652.5552	<b>0</b>	N
12	<b>Creative Group – Robert Half</b> 601 Union St Ste 4300 Seattle, WA 98101	<a href="https://www.roberthalf.com/work-with-us/our-services/creativegroup">https://www.roberthalf.com/work-with-us/our-services/creativegroup</a> 844.875.3207	<b>2</b>	N
13	<b>Current</b> 6930 Carroll Avenue, Suite 625 Takoma Park, MD 20912	current.org Account name: jobs@kcts.org	<b>0</b>	N
14	<b>Diversitywashington.com</b> Olympia, WA 800.984.3775	www.diversitywashington.com Account name: jobs@kcts9.org	<b>0</b>	N
15	<b>Employ Diversity</b> 1671 The Alameda, Suite 200 San Jose, CA 95126	<a href="https://www.employdiversity.com/">https://www.employdiversity.com/</a> Account name: CPMjobs	<b>0</b>	N
16	<b>General Assembly</b> 1218 Third Avenue, 3rd Floor Seattle, WA 98101	<a href="https://generalassemb.ly/locations/seattle/downtown-seattle">https://generalassemb.ly/locations/seattle/downtown-seattle</a>	<b>3</b>	N
17	<b>Glassdoor</b> Mill Valley, CA	<a href="https://www.glassdoor.com/index.htm">https://www.glassdoor.com/index.htm</a>	<b>10</b>	N
18	<b>Herd Freed Hartz</b> Columbia Center, Suite 7170 701 5th Ave Seattle, WA 98104	<a href="https://www.herdfreedhartz.com">https://www.herdfreedhartz.com</a> 206.525.9700	<b>6</b>	N
19	<b>Idealist</b> 79 Fifth Avenue, 17 <sup>th</sup> Floor, New York, NY 10003	<a href="http://www.idealist.org">http://www.idealist.org</a> 646.290.7725 Account name: jobs@kcts9.org	<b>15</b>	N

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20	<b>Indeed</b> 177 Broad Street, 6th Floor Stamford, CT 06901	<a href="http://www.indeed.com">http://www.indeed.com</a> CPM account name: jobs@kcts9.org	<b>63</b>	N
21	<b>Institute for Nonprofit News</b> 714 W. Olympic Blvd. #931 Los Angeles, CA 90015	<a href="https://inn.org/">https://inn.org/</a> 818.582.3560	<b>0</b>	N
22	<b>International Examiner</b> 409 Maynard Ave. S. #203 Seattle, WA 98104	<a href="http://www.iexaminer.org/">http://www.iexaminer.org/</a> (206) 624-3925	<b>0</b>	N
23	<b>Journalism Jobs</b> Berkeley, California	<a href="http://www.journalismjobs.com/index.php">http://www.journalismjobs.com/index.php</a> 510-508-7386	<b>7</b>	N
24	<b>Lake WA HR Association</b> 2150 N 107th St #205 Seattle, WA 98133	<a href="http://www.lwhra.org/">http://www.lwhra.org/</a> Account name: jobs@kcts9.org	<b>0</b>	N
25	<b>LinkedIn</b> Sunnyvale, CA	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	<b>14</b>	N
26	<b>Mediabistro</b> 825 Eighth Avenue, 29 <sup>th</sup> Floor New York, NY 10019	<a href="https://www.mediabistro.com/">https://www.mediabistro.com/</a> Account name: jobs@kcts9.org	<b>0</b>	N
27	<b>My PBS</b>	<a href="https://mypbs.org">https://mypbs.org</a> CPM account name: jobs@kcts9.org	<b>0</b>	N
28	<b>National Association of Black Journalists</b> 1100 Knight Hall, Suite 3100 College Park, Maryland 20742	<a href="http://nabjcareers.org/">http://nabjcareers.org/</a>	<b>0</b>	N
29	<b>National Association of Hispanic Journalists</b> Washington D.C.	<a href="http://www.nahjcareercenter.com/">http://www.nahjcareercenter.com/</a> Account name: jobs@kcts9.org	<b>0</b>	N
30	<b>National Association of Black Accountants</b> 7474 Greenway Center Drive, Suite 1120	<a href="https://www.nabainc.org/">https://www.nabainc.org/</a> 240-542-5000	<b>0</b>	N

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	Greenbelt, Maryland 20770			
31	<b>Native American Journalist Association</b> 395 W. Lindsey St., Norman, OK 73069	<a href="https://www.naja.com/">https://www.naja.com/</a>	<b>0</b>	N
32	<b>The Nonprofit Network</b> 4018 City Terrace Drive Los Angeles, CA 90063	<a href="http://thenonprofitnetwork.org/login.php">http://thenonprofitnetwork.org/login.php</a> Account name: jobs@kcts9.org	<b>0</b>	N
33	<b>Online News Association</b> 1111 North Capitol Street NE, Sixth Floor Washington, DC 20002	<a href="http://journalists.org/resources/career-center/">http://journalists.org/resources/career-center/</a> Account name: jobs@kcts9.org	<b>3</b>	N
34	<b>Philanthropy NW</b> 2101 Fourth Avenue, Suite 650, Seattle, WA 98121	<a href="https://philanthropyNW.org">https://philanthropyNW.org</a> CPM account name: jobs@kcts9.org	<b>0</b>	N
35	<b>Professional Diversity Network</b> Chicago, IL	<a href="https://www.prodivnet.com/">https://www.prodivnet.com/</a> 888-281-9066	<b>0</b>	N
36	<b>Promax BDA</b>	<a href="https://promaxbda.org/">https://promaxbda.org/</a> Account name: jobs@kcts9.org	<b>0</b>	N
37	<b>Radio Television Digital News Association</b> 529 14th Street, NW, Suite 1240 Washington, D.C. 20045	<a href="https://rtdna.org/">https://rtdna.org/</a>	<b>0</b>	N
38	<b>Seattle SHRM</b> P.O. Box 58530 Seattle, WA 98138-1530	<a href="https://shrm-seattle.site-ym.com/">https://shrm-seattle.site-ym.com/</a> (206) 623-8632	<b>0</b>	N
39	<b>Society of Professional Journalists</b> 3909 N. Meridian St., Suite 200 Indianapolis, IN 46208	<a href="https://www.spj.org/index.asp">https://www.spj.org/index.asp</a> 317-927-8000	<b>0</b>	N
40	<b>Washington Society of Certified Public Accountants</b> 902 140th Ave NE Bellevue, WA 98005-3480	<a href="https://www.wscpa.org/">https://www.wscpa.org/</a>	<b>0</b>	N

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

BROADCAST EEO – RECRUITING LOG

51	<b>Referrals: "word of mouth"</b>	Various Cascade Public Media Employees; Broadcast Community Members	<b>45</b>	N/A
	<b>TOTAL INTERVIEWS:</b>			



BROADCAST EEO – RECRUITING LOG

**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, 2018– September 30, 2019)

**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.	3.27.19	Boys & Girls Club	Boys and Girls Club participants met with leadership at Social Venture Partners for presentation on professional storytelling	Jonah Fruchter
2.	5.3.19- 5.4.19	Crosscut Festival	Taking place at Seattle University, Crosscut presents two days of thought-provoking conversations and innovative thinking, tackling the most important issues of our times. Journalists, politicians, authors, 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.	All Crosscut Staff
3.	7.29.19 -8.2.19	Reel Queer Youth	Hosted at KCTS 9, Reel Queer Youth (RQY) is a video production and media literacy training for LGBTQIA+ youth and allies ages 13-20. Youth will use professional cameras and editing equipment to express yourself in a safe, open, and fun environment with a team of professional filmmakers and mentors. Working in small groups, they will complete a short documentary film.	Jeremy Cropf
4.	8.12.19	Teen Tix Workshop	Teen editors from across the state meet for an all-day retreat to discuss their editorial priorities for the school year	Jonah Fruchter

BROADCAST EEO – RECRUITING LOG

**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, 2018– September 30, 2019)

**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.

<b>Department</b>	<b>School Attended</b>	<b>Total Interns</b>	<b>Personnel Involved</b>
Marketing and Communications	Seattle Central College Highline Community College University of Washington	<b>4</b>	Jeremy Cropf, Creative Services Director
Crosscut Fellow		<b>2</b>	Joe Copeland, Sr Editor Florangela Davila, Managing Editor

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BROADCAST EEO – RECRUITING LOG

**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, 2018– September 30, 2019)

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

<b>No.</b>	<b>Date</b>	<b>Location</b>	<b>Description</b>	<b>Scope of Involvement</b>	<b>Personnel Involved</b>
	10.4.18	On-Site	Introduction to Financial Reporting to CPB	A basic overview of the Annual Financial Report (AFR) that most CPB grantees must file to comply with certain provisions of the Community Service Grant (CSG) program.	James McDonnell, Staff Accountant
	10.8.18, 11.5.18, 12.3.18, 1.7.19	Seattle, WA	Community Development Round Table	This is a reoccurring event which invites members to share a lunchtime presentation from a host of speakers whose expertise ranges across a variety of subjects.	Rob Dunlop, President & CEO
	10.18.18	On-Site	Completing the FSR	CPB staff discuss the financial filing requirements that are unique to FSR filers, and guide attendees through detailed instructions on completing the Financial Summary Report (FSR).	James McDonnell, Staff Accountant
	10.31.18	On-site	PBS Tech Cybersecurity Webinar	Presentation by PBS Tech on cyber security initiatives for PBS member stations	Amy Jolley, Legal Affairs Manager
	11.7.18- 11.8.19	San Francisco, CA	Public Media Venture Group	Exploration of public media partnership with this emerging organization.	Rob Dunlop, President & CEO
	11.8.19	On-Site	Flash Class: Awakening the Authentic Ask	In this session, Jennifer Harris and Rachel Mastone examine these questions and invite dialogue around what "authenticity" means in the development field. By demystifying stories that contribute to discomfort and stigma around "asking," they encourage us to consider "authenticity" as the antidote.	Austin Kellogg, Major Gift Officer
	11.9.18	On-Site	PBS Editorial Standards & Practices Webinar	Webinar to learn about the six core principles of Editorial Independence; Accuracy; Fairness; Transparency; Inclusiveness; and Accountability.	Amy Jolley, Legal Affairs Manager Manola Secaira, Emerging Journalist Fellow David Kroman, Staff Writer – City Reporter Aileen Imperial, Producer Joseph Liu, Sr. Technical

BROADCAST EEO – RECRUITING LOG

					<p>Producer Mason Bryan, Editorial Assistant Jen Dev, Producer Knute Berger, Sr. Staff Writer Hannah Weinberger, Staff Writer – Science &amp; Environment Cambria Roth – Digital Editor Stephen Hegg – Sr. Producer Florangela Davila, Managing Editor Mark Baumgarten, News &amp; Politics Editor Brangien Davis, Arts &amp; Culture Writer Dorothy Edwards, Staff Photographer Josh Cohen, Staff Writer</p>
	11.16.18	On-Site	Interconnection sIX System Training	Training on sIX, which is designed to move some content from expensive satellite transponders to terrestrial fiber-based system.	Ty Adams, Traffic Specialist II
	11.18.18	Seattle, WA	Not-For-Profit New Financial Reporting and Tax Update	Training put on by Clark Nuber.	Michell Pihl, Chief Financial and Administrative Officer
	11.28.18	On-Site	Just Giving—Why Philanthropy is Failing Democracy	Political science professor Rob Reich takes Town Hall’s stage to cross-examine philanthropic practices of our age. He presents insight from his book Just Giving: Why Philanthropy Is Failing Democracy and How It Can Do Better, decrying big philanthropy as an unaccountable and overly tax-advantaged exercise of power which converts private assets into public influence.	Austin Kellogg, Major Gift Officer
	11.28.18	On-site	Inclusive Language Discussion Lunch & Learn – Race and Equity Committee	Learn about and discuss the role of inclusive language in the work place.	Chris Wells, Sr. Web Developer Chelsea Lee, Front End Developer
	12.6.18	On-Site	Hot Hiring: Need-To-Know Trends for the Employment Market in 2019	Even though recruitment creates different challenges, finding the right hire makes everything worth it. This webinar can help you find top talent today.	Carole Williams, Director of HR Stephanie Curran, Sr. HR Generalist
	12.18.18	Seattle, WA	Diversity and Inclusion in the Workplace	Understand diversity and inclusion, that is, who we are as individuals—the diverse identities we bring to the workplace, and whether we feel included in the	Cathryn Burby, Event Manager

**BROADCAST EEO – RECRUITING LOG**

				organization. Employees, managers, and leaders will learn how to develop inclusive work climates.	
	1.8.19	On-Site	The CFRE Application Process: Step-by-Step	The CFRE Application Process: Step-by-Step	Austin Kellogg, Major Gift Officer
	1.14.19	Bellevue, WA	Clark Nuber: The Basics for Not-for-Profit Organizations	Basic Overview of Not-for-Profit Accounting Practices	Erika Houle, AR Lead
	1.22.19-1.23.19	Philadelphia, PA	Major Markets Benchmarking Meeting	Led by Target Analytics/Blackbaud, who produce an extremely thorough analysis of KCTS 9's complete fundraising program and benchmarks us against other major market stations. They use the data to illuminate strengths and challenges for the system as a whole, and provide ample opportunity for participating stations to share what is/is not working.	Annelise Holverstott, Fundraising and Marketing Administrator
	1.24.19	Onsite Webinar	2019 Cyber Landscape: New Regulations, Risks, and Management Expectations	Webinar on Cybersecurity and Risks as it related to cyber insurance presented by Marsh insurance broker.	Amy Jolley, Legal Affairs Manager
	2.19.2019	Onsite Webinar	PBS Editorial Standards: Applying Editorial Standards to Social Media	The second in a recurring series on PBS editorial standards, this time as those apply to use of social media by member stations	Amy Jolley, Legal Affairs Manager; Florangela Davila, Managing Editor
	2.5.19, 2.12.19, 2.28.19	Onsite, Dial-in Group Conference	Sustainer Coaching Lab: Program Growth	The PBS Sustainer Coaching Lab is designed to give participants the key resources to build on the success already present in their programs and give individualized and focused attention on creating stronger fundraising and learning on a specific topic within sustainer fundraising.	Beth Topping, Membership Director
	2.14.19-2.15.19	Seattle, WA	The Better Fundraising Company Workshop	Local workshop on best solicitation and stewardship practices	Rob Dunlop, President & CEO
	2.25.19	Seattle, WA	Washington Planned Giving Council, Charitable Giving in the Post TCJA Era	Jane Searing of Clark Nuber discussed topics such as: How IRS preliminary guidance on DAF is impacting donors and the organizations they fund; The impact of the increased standard deduction and simultaneous shifts in itemized deduction rules on charitable giving.	Sherry Larsen-Holmes, Planned Giving Officer

**BROADCAST EEO – RECRUITING LOG**

	2.25.19-2.28.19	Washington DC	APTS Summit	Annual conference and congressional visits	Rob Dunlop, President & CEO
	3.12.19	Onsite Webinar	Dan Oshinsky, Director of Newsletters at The New Yorker	Best practices and new ideas for nonprofit newsletters	Annelise Holverstott, Fundraising and Marketing Administrator
	3.28.19	On-site Webinar	The Do`s and (a few) Don'ts of Gifts from IRAs ra	PG Calc, Mike Valoris covered: IRA account basics; 70 ½ -the golden age for donors and charities; The IRA Charitable Rollover or QCD	Sherry Larsen-Holmes, Planned Giving Officer Riley Backman, Admin Assistant – Philanthropy Coordinator Austin Kellogg, Major Gifts Officer Erika Houle, AR Lead
	3.31.19-4.3.19	Las Vegas, NV	PBS TechCon	Discussion and learning at the intersection of station management and the changing media business	Kerry O'Keefe, VP of Philanthropy
	4.3.19-4.6.19	Las Vegas, NV	PBS TechCon	TechCon has a rich, 40-year history as a key educational event for anyone in public media who works in technology. Evolving with the industry, the conference brings together Broadcast, Digital, IT, Traffic and Station Management sessions and discussions for attendees.	Kevin Colligan, Digital Technology Director Chris Wells, Sr. Web Developer Julianne Lamsek, IT Director Rob Dunlop, President & CEO
	4.6.19-4.11.19	Las Vegas, NV	NAB Post Production World	Technical training on production and post-production software/equipment	Amy Mahardy, Sr. Video Editor
	4.8.19	Seattle, WA	Washington Planned Giving Council, WA State Tax	Sarah Bowman, how the Tax Cuts and Jobs Act impacts Washington residents and the Washington State estate tax, as well as opportunities to incorporate charitable giving into estate plans.	Sherry Larsen-Holmes, Planned Giving Officer
	4.10.19	Onsite Webinar	CDP: Q4 2018 ROAR Reporting	Review of how to access report by CDP and collect data. ROAR report loos at station metrics and weak spots that can be improved.	Kerry O'Keefe, VP of Philanthropy Annelise Holverstott, Fundraising and Marketing Administrator
	4.10.19-4.11.19	Seattle, WA	Drupalcon	A conference about the Drupal Content Management System (website publishing)	Kevin Colligan, Digital Technology Director Chris Wells, Sr. Web Developer Chelsea Lee, Front End Developer
	4.12.19-4.14.19	Indianapolis, IN	Society of Professional Journalists annual board meeting	Attend and vote on certain matters concerning the future of the 110-year old broad-cased journalism organization focused on media ethics, first amendment issues and other industry tenants.	Victor Hernandez, Executive Editor

**BROADCAST EEO – RECRUITING LOG**

	5.10.19	On-site Webinar	What is a dashboard, anyway?	Define what a dashboard is and explore the purpose of data sharing	Naomi Sandler, BI Specialist
	4.19.19	On-site	Incident response training	The purpose of the training was to prepare key Cascade Public Media employees for how to respond in the event of a cyber security incident. The training was delivered by Mike Mahar of Anitian.	Julianne Lamsek, IT Director Rebecca Farwell, SVP & COO Kelsey Tomascheski, Director of Marcom Stephanie Curran, Sr HR Generalist Rob Emerson, Network & Systems Administrator Rich Maddox, Network & Systems Administrator Deb Slattery, Director of Data & Analytics Brett Coffee, Donor Operations Manager Lera Betin, Gift Processing Coordinator Jabran Soubeih, VP of Technology & Engineering Amy Jolley, Legal Affairs Manager Michell Pihl, Chief Financial and Administrative Officer Kerry O’Keefe, VP of Philanthropy Kevin Colligan, Director of Digital Technology Tauschia Copeland, Lead CRM Admin
	4.24.19	On-site Webinar	Dashboards for Insight and Impact	Learn how to create impactful dashboards	Naomi Sandler, BI Specialist
	4.25.19	Onsite Webinar	PG Calc, Why Donor Advised Funds and Supporting Organizations are a Gift Planner’s Friend	Wendy Chou, This webinar will give context to these two giving vehicles, including why they may be compelling gift options for donors. Using a series of case studies, our guest presenter, Wendy Chou, Senior Philanthropic Advisor at the Oregon Community Foundation, will demonstrate how donors are using donor advised funds and supporting organizations to achieve their philanthropic objectives.	Sherry Larsen-Holmes, Planned Giving Officer
	4.25.19	Onsite Webinar	M+R Benchmarks 2019: New Perspectives on Digital Data	Fundraising consultant firm publishes annual digital fundraising benchmarks (for free!) and this year they had a webinar to go over top-level highlights.	Annelise Holverstott, Fundraising and Marketing Administrator
	4.29.19	Bellevue, WA	Abila Software Transaction Training	Training on new accounting system	Michell Pihl, Chief Financial and Administrative Officer

**BROADCAST EEO – RECRUITING LOG**

					Max Sanchez, Controller Fong Vong, Accounting Manager James McDonnell, Staff Accountant
	4.30.19	Onsite Webinar	Marketing Cloud April 2019 New Feature Overview	Presentation by Salesforce/Marketing Cloud staff of new features in latest release of Marketing Cloud.	Annelise Holverstott, Fundraising and Marketing Administrator
	5.9.19	Onsite	Virtual CoffeeTalk on Paid Family & Medical Leave	Updates on the new Paid Family & Medical Leave presented by Archbright	Carole Williams, HR Director Stephanie Curran, Sr HR Generalist Nancy Strohm, Payroll & Benefits Admin
	5.13.19	Seattle, WA	Washington Planned Giving Council, Planned Giving Made Simple	Emma Conway, Philanthropy Advisor for Boys & Girls Clubs of S Puget Sound Leave this lunch presentation with seven different scripts to inspire the donor to say yes	Sherry Larsen-Holmes, Planned Giving Officer
	5.13.19	Seattle, WA	Presenting Data and Information: A one- day course taught by Edward Tufte	Course on creating and presenting data and information to users, covering design strategies for information display, including charts, diagrams, tables, data visualization.	Chris Wells, Sr Web Developer Chelsea Lee, Front End Developer
	5.15.19	Onsite Webinar	PBS Editorial Standards – Building Audience Trust thru Transparency	The third in a series of webinars presented by PBS Editorial Standards on transparency, the principle of creation of content to allow the audience to evaluate the credibility of the work.	Amy Jolley, Legal Affairs Manager
	5.16.19	Bellevue, WA	Clark Nuber Accounting Update - Revenue Recognition	Update on FASB No. 2018-08 -clarifying the scope and accounting guidance for contributions received.	Michell Pihl, Chief Financial and Administrative Officer Max Sanchez, Controller
	5.23.19	Onsite	Webinar: Understanding Your GIft Annuity Program	Edie Matulka PG Calc training: To ensure your gift annuity program is successful, you must understand the risks it is exposed to and how to mitigate them.	Sherry Larsen-Holmes, Planned Giving Officer
	5.28.19- 5.29.19	Nashville, TN	PTPA Annual Meeting	Featured speakers, latest research, information-sharing, brainstorming, discussion and networking will leave you with a greater understanding of our audiences, scheduling tactics and new ideas to bring back to your station.	Tomas Aguilera, Programming Coordinator
	5.29.19- 5.31.19	Nashville, TN	PBS Annual Meeting	The PBS Annual Meeting is the premier gathering of public television colleagues and decision-makers representing PBS' 158 member licensees. This national event brings together general managers, programmers, producers, development leaders, and promotion, communication, education, and digital professionals to spotlight PBS content while sharing new	Kelsey Tomascheski, Marcom Director Tomas Aguilera, Programming Coordinator Ty Adams, Traffic Specialist II Kerry O'Keefe, VP of Philanthropy



## BROADCAST EEO – RECRUITING LOG

				and innovative ideas to meet the changing funding and media environment.	
	5.30.19	Onsite	M+R Benchmarks 2019: New Perspectives on Digital Data Webinar	An overview on the state of digital philanthropy and what changed in 2019	Beth Topping, Membership Director
	6.6.19	Bellevue, WA	Forum on Strategic Fundraising	This training brought together fundraisers from around the PNW to hear from leaders in their topic about new ways of engaging donors.	Cassandra Solmons, Individual Giving Coordinator
	6.6.19	Onsite	Webinar What's Happening? A look into the dynamic Paid Family and Medical Leave landscape	A look into the dynamic Paid Family and Medical Leave landscape presented by Lincoln Financial. The most recent paid family leave changes, including Washington, Massachusetts, Washington DC and New Jersey. What these changes mean for employers and employees. What particular states are proposing and which of them to keep an eye on for future implementation	Carole Williams, HR Director Stephanie Curran, Sr HR Generalist
	6.18.19	On-Site	Women's Funding Alliance Event – Alaska Airlines Diversity and Inclusion Speaker	Cohesion, collaboration and teamwork are critical to success when establishing and executing a work goal. Once a vision is established, how do you create an environment in which there is buy-in on every level of staff, company-wide? How do you ensure all stakeholders are on the same page with seeing that goal through? Are there additional challenges when that objective is related to diversity, equity and inclusion or organizational culture?	Jonah Fruchter – Director of Innovation and Business Development Rob Dunlop – President & CEO Michell Pihl – Chief Financial and Administrative Officer Carole Williams – Director of HR Stephanie Curran – Sr. HR Generalist Kerry O'Keefe – VP of Philanthropy Deb Slattery – Director of Data & Analytics
	6.24.19	Seattle, WA	MIP Report Training	Designing and building financial reports in new system, MIP.	Michell Pihl, Chief Financial and Administrative Officer Max Sanchez, Controller Tula Urdaz-White, Budget and Finance Manager Fong Vong, Accounting Manager
	6.25.19	On-Site	Lunch & Learn	Publishing and Use Rights, the Freedom of Information Act and Avoiding and Defending Libel Claims	Skip Berger – Editor-At-Large Victor Hernandez – Executive Editor Manola Secaira – Staff Writer David Kroman – Staff Writer Josh Cohen – Staff Writer Lilly Fowler – Staff Writer

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					Aileen Imperial - Producer Stephen Hegg – Sr. Producer Hannah Weinberger – Staff Writer Beatriz Costa Lima - Producer Mason Bryan – Associate Opinion Editor Amy Jolley – Legal Affairs Manager Michell Pihl – Chief Financial and Administrative Officer Max Sanchez - Controller
	6.27.19	Onsite	Shifting conversation from cash to assets	Jeff Lydenberg The generous donors hold most of their wealth in real estate, tangible personal property, and closely-held assets. This session will cover how to structure gifts that include illiquid assets such as these.	Sherry Larsen-Holmes, Planned Giving Officer
	6.27.19	Onsite	2019 Q1 ROAR Performance Webinar	Review of the Q1 ROAR Report Data	Beth Topping, Membership Director Annelise Holverstott, Fundraising Marketing Administrator
	7.21.19	Onsite	Spectra	Onsite training to upgrade our library system/archive storage from LT04 to LT08	Kevin Karcher, Broadcast Technician III Matt Brott, Broadcast Systems Technician Barry Steelman, Broadcast Maintenance Technician
	7.26.19	Onsite	Integrating Charitable and Family Legacies	Lorraine Delprado presents simple and proven ways to present the integratin of charitable and family legacies through charitable bequests using case studies.	Sherry Larsen-Holmes, Planned Giving Officer
	8.13.19-8.14.19	Seattle, WA	AWS Imagine a Better World Global Nonprofit Conference	Nonprofit leaders, technologists, fundraisers, and innovators convene to discuss opportunities and challenges in achieving social and environmental progress, applying technology to increase impact and methodologies to spur innovation.	Julianne Lamsek, IT Director
	8.14.19	Onsite	Telestream	Onsite training on Vantage System to go over creating new workflows, troubleshoot administrative system issues and a general work flow overview.	Matt Brott, Broadcast Systems Technician Barry Steelman, Broadcast Maintenance Technician Maureen Rossmeier, Engineering Manager
	8.19.19	Onsite	2019 Poldark	Go over rules, assets, schedule etc. of	Annelise Holverstott,

**BROADCAST EEO – RECRUITING LOG**

			Sweepstakes Kick-Off Webinar	upcoming CDP sweepstakes around Poldark	Fundraising Marketing Administrator
	9.10.19	Onsite	Trust in the Workplace Webinar	PMWL - Trust in the Workplace: How to Build It , Keep It and Rebuild it When t Breaks	Rob Dunlop, President & CEO Michell Pihl, Chief Financial and Administrative Officer Carole Williams, HR Director
	9.10.19	Onsite	Hidden Code of End-of-Life Decisions Webinar	Russell James via PG Calc discusses scientific and demographic research regarding a range of end-of-life decisions to uncover principles that underlie persuasive communication about these topics.	Sherry Larsen-Holmes, Planned Giving Officer
	9.17.19	Onsite	Webinar	CPB Certification	Michell Pihl, Chief Financial and Administrative Officer Tula Urdaz-White, Budget and Finance Manager
	9.17.19	Onsite Webinar	PBS Editorial Standards Webinar	The fourth in a series of webinars from PBS Editorial Standards – Media Law 101 – A Primer for Non-Lawyers on Defamation, Fair Use and Political Broadcasting Issues	Amy Jolley, Legal Affairs Manager Viktoria Ralph, Production Tech III Stephn Hegg, Sr Producer Mark Baumgarten, News & Politics Editor Shaminder Dulai, Visual Journalism Editor

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, 2018– September 30, 2019)

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

<b>No.</b>	<b>Date</b>	<b>Location</b>	<b>Description</b>	<b>Scope of Involvement</b>	<b>Personnel Involved</b>
1.	11.28.19	On-Site	Inclusive language lunch and learn	Whether we're conscious of it or not, it's something that can and has affected all of us at some point, both at work and outside of the office. To start, we've put together a glossary using resources geared towards educators and journalists, but we also wanted to open up a dialogue, because so much of the language we use to describe ourselves and others is both subjective and constantly evolving. In addition to the R&E Committee Education & Culture members, we'll be including the experiences of a local journalist to provide some historical and real-world perspective on some of the ways language around diversity and inclusion has changed over the years.	Florangela Davila, Managing Editor Chris Wells, Sr Web Developer Carole Williams, HR Director Julianne Lamsek, IT Director Kerry O'Keefe, VP of Philanthropy Ben Derby, Director of Major Gifts Kelsey Tomascheski, Marcom Director
2.	6.12.19	On-Site	Implicit Bias Lunch and Learn presented by Dr. Marcia Tate Arunga	Implicit bias is any unconsciously held associations with a type of person or social group that result in instant stereotypes that affect our understanding, actions, and decisions in an unconscious manner. On June 12th, Dr. Marcia Tate Arunga will facilitate a Lunch & Learn workshop on implicit bias. We will explore the meaning and function of implicit bias, followed by small group discussion/activity to discover how it operates and affects us. Finally, we will regroup to share insights and useful takeaways to help mitigate the negative effects of implicit bias.	Gypsy Walukones, Marketing Manager Ben Derby, Director of Major Gifts Kelsey Tomascheski, Marcom Director Greg Cohen, Design Director Florangela Davila, Managing Editor Julianne Lamsek, IT Director Kerry O'Keefe, VP of Philanthropy Maureen Rossmeyer, Engineering Manager Jeremy Cropf, Creative Services Director Carole Williams, HR Director Brett Coffee, Donor Operations Mgr Michell Pihl, Chief Financial and Administrative Officer Rob Dunlop, President & CEO
3.	9.5.19 and 9.10.19	On-Site	Compensation Training	Train managers on how to determine the salary of a new employee and increases of current employees, keeping internal equity at the forefront.	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