



**KUOW/PUGET SOUND PUBLIC RADIO
ANNUAL EEO PUBLIC FILE REPORT**

For the period commencing September 28, 2019 and ending September 30, 2020

This report lists all full-time vacancies that were filled during the reporting period for KUOW-FM (94.9 FM Seattle), KUOW (1340 AM Tumwater) and KQOW (90.3 FM Bellingham).

LIST OF POSITIONS FILLED

| Job Title | Total Applicants / Interviewees | Recruitment Sources / Total Number Referred by Recruitment Source | Hiree recruitment source |
|---|--|---|--|
| IT Systems Technician Date filled: 10/11/2019 | 41 / 3 | University of Washington website/UW Hires (2) KUOW website KUOW All Staff email KUOW LinkedIn KUOW Twitter KUOW Facebook Local organizations (noted with a * in the recruitment source list) Seattle Times online/ NW Jobs Indeed Craigslist Seattle Diversity Employers.com KUOW employee (1) | KUOW Employee referral |
| Emerging Platforms Producer Date filled: 11/15/2019 | 6 / 2 | University of Washington website/UW Hires KUOW website KUOW all staff email (1) KUOW LinkedIn KUOW Twitter KUOW Facebook Facebook other (1) Local organizations (noted with a * in the recruitment source list) Seattle Times online/ NW Jobs Indeed CPB Jobline Diversity Employers.com | Internal candidate (KUOW all staff email) |

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|--|----------------|--|---------------------------------------|
| <p>Manager, Membership Services Date filled: 11/18/2019</p> | <p>23 / 3</p> | <p>University of Washington website/UW Hires (1) KUOW website KUOW All Staff email KUOW LinkedIn KUOW Twitter KUOW Facebook Local organizations (noted with a * in the recruitment source list) Seattle Times online/ NW Jobs Craigslist Seattle Greater Public AFP Advancement Northwest Public Media Business Association Diversity Employers.com KUOW employee (2) Other/unknown</p> | <p>KUOW Employee referral</p> |
| <p>Digital Editor/Producer Date filled: 12/4/2019</p> | <p>140 / 3</p> | <p>University of Washington website/UW Hires KUOW website KUOW All Staff email KUOW LinkedIn KUOW Twitter KUOW Facebook Local organizations (noted with a * in the recruitment source list) Seattle Times online/ NW Jobs Journalism Jobs Online News Association National Association of Black Journalists National Association of Hispanic Journalists Asian American Journalists Association Mediajobs/Poynter Diversity Employers.com KUOW employee (2) Friend (1)</p> | <p>KUOW Employee referral</p> |
| <p>Digital Reporter Date filled: 12/5/2019</p> | <p>113 / 4</p> | <p>University of Washington website/UW Hires KUOW website KUOW All Staff email KUOW LinkedIn (2) KUOW Twitter KUOW Facebook Local organizations (noted with a * in the recruitment source list) Seattle Times online/ NW Jobs</p> | <p>LinkedIn</p> |

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|--|---------|---|---|
| | | <p>Journalism Jobs Online News Association National Association of Black Journalists National Association of Hispanic Journalists Asian American Journalists Association Mediajobs/Poynter Diversity Employers.com KUOW employee (1) Friend (1)</p> | |
| <p>Manager, Data & Analysis Date filled: 1/31/2020</p> | 36 / 6 | <p>University of Washington website/UW Hires (1) KUOW website (1) KUOW all staff email (1) KUOW LinkedIn KUOW Twitter KUOW Facebook Local organizations (noted with a * in the recruitment source list) Seattle Times online/ NW Jobs Idealist (3) Greater Public PRADO listserv Diversity Employers.com</p> | <p>Internal candidate (KUOW all staff email)</p> |
| <p>Online Producer/Editor Date filled: 1/31/2020</p> | 41 / 6 | <p>University of Washington website/UW Hires KUOW website KUOW all staff email KUOW LinkedIn KUOW Twitter KUOW Facebook (1) Local organizations (noted with a * in the recruitment source list) Seattle Times online/ NW Jobs Diversity Employers.com Unknown/other (3) Friend (2)</p> | <p>Friend</p> |
| <p>Director, Business Revenue & Sponsorship Date filled: 3/16/2020</p> | 34 / 14 | <p>University of Washington website/UW Hires KUOW website KUOW all staff email (2) KUOW LinkedIn KUOW Twitter KUOW Facebook Local organizations (noted with a * in the recruitment source list) Seattle Times online/ NW Jobs</p> | <p>Internal candidate (KUOW all staff email)</p> |

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|--|--|--|--|
| | | PRADO listserve CPB Jobline (1) Current newspaper (online) Leadership Tomorrow Media Bistro Radio Ink Entertainment Careers Idealist Livingston Associates (4) Monster.com (1) KUOW employee (5) Unknown/other (1) | |
|--|--|--|--|

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Applications during the Reporting Period: 436

Total Number of Persons Interviewed during the Reporting Period: 41

| Recruitment Sources Referring Interviewees during Reporting Period | Number of Persons Interviewed that the Source Referred |
|---|---|
| KUOW Employee | 11 |
| UW Hires website | 4 |
| Livingston Associates | 4 |
| Friend | 4 |
| KUOW staff email/current employee | 4 |
| Other/unknown | 3 |
| Idealist.org | 3 |
| LinkedIn | 2 |
| Facebook | 2 |
| Indeed | 1 |
| Monster.com | 1 |
| CPB | 1 |
| KUOW.org | 1 |

RECRUITING SOURCES USED

On our website (kuow.org/careers) we provide an opportunity for organizations to be added to our job opening mailing list. Those that have requested this notification are marked with the symbol * and have been notified of all openings since they made that request.

| Referral Source | Contact | Contact Information |
|---|--------------------|--|
| AFP Advancement NW | | https://afpadvancementnw.org/jobs/ 206.338.7374 afpadvnw@aminc.org |
| *Annex Theater | Stephen McCandless | 206.728.0933 Stephen.mccandless@annextheatre.org |
| Asian American Journalists Association | | http://www.aaja.org 415.346.2051 |
| Corporation for Public Broadcasting (CPB) Jobline | | www.cpb.org/jobline 202.879.9600 jobline@cpb.org |
| Craigslist Seattle | | https://seattle.craigslist.org/ |
| Current Newspaper (print & online) | | https://jobs.current.org/ 860.437.5700 clientserv@yourmembership.com |
| Diversity Employers | | www.diversityemployers.com 281.265.2472 pres@diversityemployers.com |
| Entertainment Careers | | https://www.entertainmentcareers.net/sbjobs/ |
| * Evergreen State College | | 360.867.6000 jobline@evergreen.edu |
| Greater Public | | https://www.greaterpublic.org/jobs/ 800.454.2314 |
| Idealist | | https://www.idealists.org support@idealists.org |
| Indeed | | www.indeed.com |
| Journalism Jobs | | www.journalismjobs.com 510.653.1521 |
| * KAOS – Olympia Community Radio | Ruth Brownstein | 360.867.6888 brownst@evergreen.edu |
| * KBCS 91.3 | | 425.564.2427 |

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|--|-----------------|---|
| | | office@kbcf.com |
| * KEXP 90.3 | Michelle Myers | 206.520.5800 michelem@kexp.org |
| KUOW website | | https://kuow.org/careers 206.543.2710 |
| KUOW All Staff email | | internal all KUOW staff email |
| KUOW LinkedIn | | www.linkedin.com/company/kuow-public-radio |
| KUOW Twitter | | @KUOW |
| KUOW Facebook | | www.facebook.com/kuowpublicradio/ |
| *LDS Church – Bellevue Washington South Stake | Steve Olson | stevengolson@gmail.com |
| Livingston Associates | Adam Livingston | 410.243.1974 https://livingstonassociates.net/ |
| Mediabistro.com | | https://www.mediabistro.com/jobs |
| Mediajobs.com | | https://mediajobs.com/ |
| Monster | | https://www.monster.com/ 1.800.666.7837 |
| National Association of Black Journalists | | www.nabj.org 301.405.0248 |
| National Association of Hispanic Journalists | | www.nahj.org |
| Native American Journalists Association | | www.naja.com |
| Online News Association | | https://careers.journalists.org/ |
| Poynter Jobs Board | | https://www.poynter.org/media-jobs/ |
| Public Radio Association of Development Officers (PRADO) listserve | | Managed listserve www.pradoweb.org prado-request@listserve.syr.edu |
| RadioInk | | https://radioink.com/jobs/ 561.655.8778 |
| *Seattle Central College | Lisa Sandoval | 206.934.5575 lisa.sandoval@seattlecolleges.edu |
| Seattle Times online/ NW Jobs | | https://jobs.seattletimes.com 206.624.7355 |
| University of Washington (UW) Hires website | Joanie Moran | https://hr.uw.edu/jobs/ 206.543.2544 |
| *UW History Fellows/Undergraduate Advising | | histadv@uw.edu |

PRONG 2 - NOTICE OF FULL-TIME VACANCIES TO REQUESTING ORGANIZATIONS

KUOW has invited organizations and community groups to be notified of all full-time vacancies via annual on-air announcements and a permanent notice posted on the station's website.

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

- Annex Theater
- Crosscut Public Media
- Evergreen State College
- KAOS – Olympia Community Radio
- KBCS 91.3
- KEXP 90.3
- LDS Church – Bellevue Washington South Stake
- Seattle Central College
- The Washington Bus
- UW History Fellows/Undergraduate Advising

PRONG 3 – Participation in longer-term recruitment initiatives, such as job fairs, scholarship and internship programs, and community events designed to inform the public of employment opportunities in broadcasting.

1. Establishment of an internship program

RadioActive Youth Media

KUOW established the RadioActive Youth Media program to become a place where youth discover public radio journalism and gain the tools they need to make their own stories. RadioActive's flagship '*Intro to Journalism*' workshops guide high school age youth with no journalism experience through the process of making professional-quality stories about their lives and communities. In so doing, they build critical communications and media literacy skills as well as self-confidence, curiosity and leadership.

RadioActive also provides ongoing leadership development for Intro Workshop graduates and reaches between 500-800 young people each year through community programming mobile and pop-up journalism discovery workshops in schools and community centers around the region. Pop-up workshops serve marginalized youth, including incarcerated youth, migrant worker youth and refugees. All RadioActive workshops are offered free of charge, and youth who complete both the Intro Workshop and Advanced Producer Workshop are paid for their work. Advanced Producers have the opportunity to earn ongoing payments through their leadership work.

Introduction to Journalism Workshops

- The workshop is open to youth age 15-18 via a competitive application process. It is currently offered once a year, in the summer.
- Participants learn radio production and journalism skills, and produce original content for kuow.org and 94.9 FM.
- In summer 2020 the workshop met online, 3 days a week for 3 weeks, with supplemental at-home work and optional drop-in meetings. Equipment was provided and participants earned \$400 for successfully completing the workshop.

Advanced Producer Workshops

- Advanced Producer participants are graduates of a RadioActive Introduction to Journalism workshop. There is no upper limit to the age of these participants.
- The Advanced Producer workshop meets regularly from January to May. Participants must apply and be accepted into the workshop. For successfully completing the workshop, they receive \$1,200. There are two production tracks: news and podcasts. In each track, participants learn advanced skills and produce original content for kuow.org and 94.9 FM, as well as RadioActive's social media channels.
- Additional paid production opportunities are available to Advanced Producers by application throughout the year. During the reporting period these included creation of photo essays for kuow.org, hosting and producing an on-air showcase for 94.9 FM, co-reporting stories and podcasts for kuow.org and 94.9 FM with KUOW journalists, and supporting KUOW's events team in production of live online journalism events.

- Advanced Producers are also paid for leading outreach events and mobile workshops; for mentoring students in the Intro to Journalism workshops; and for supporting strategic planning, decision-making, and hiring processes at RadioActive.

During the reporting period RadioActive held one Introduction to Journalism workshop and one Advanced Producer workshop, and provided five additional paid production opportunities.

| Session | Students | Dates | Location | Curriculum |
|--|----------|----------------|------------------------|--|
| Advanced Producer Workshop Spring 2020 | 12 | Jan 11-May 2 | KUOW, Seattle & Online | Advanced skill building in news reporting and podcast production, journalism and community engagement. Production of feature stories, podcasts, original social media content. |
| Intro to Journalism Summer 2020 | 12 | July 27-Aug 12 | Online | Intro to journalism, media representation and journalism ethics, audio recording, audio editing, interviewing, writing for broadcast and speaking on the air. |
| Paid production opportunities for Advanced Producers | 11 | Year-round | KUOW, Seattle & Online | Co-reporting stories and podcasts, photo essay production, hosting and producing on-air showcases, virtual event production |

Mobile and Pop-up Workshops

The RadioActive team offers skill-building workshops on interviewing, writing for radio and finding stories in your community. These workshops take place in schools and community centers throughout the year (See the “events or programs relating to career opportunities sponsored by educational institutions” list below).

Pop-up workshops are story production workshops for under-served communities that last from one day to several weeks. In FY20 KUOW offered these pop-up workshops:

Tri-Cities – November 2019 – 15 youth

RadioActive returned to Richland, Washington for our second pop-up workshop in partnership with Washington State University Tri-Cities and Northwest Public Broadcasting. In this two-day workshop, 15 15-18-year-olds from Richland, Kennewick, Pasco, and surrounding cities learned how to record and edit audio, write radio scripts, and record their voice in a professional studio. Professional journalists mentored the participants who produced original short radio stories.

King County Juvenile Detention Center – January 2020 – 6 youth

RadioActive offered a one-day workshop for incarcerated youth at the King County Juvenile Detention Center. In this workshop, students wrote and recorded original poems or interview-based audio stories. They listened to other youth-produced radio pieces, learned the basics of digital audio recording, wrote original scripts on topics of their choice, and recorded their voice with professional microphones in a portable sound booth. They learned audio editing basics and had the opportunity to add music, sound effects, and recorded interview clips and sounds from within the workshop space to their finished pieces.

Yakima Valley Technical Institute – February 2020 – 12 youth

RadioActive returned to Yakima to offer our second pop-up workshop in Yakima at the Yakima Valley Technical Institute. In this two-day workshop, 12 15-18-year-olds from Yakima and surrounding cities learned how to record and edit audio, write radio scripts, and record their voice in a professional studio. Professional journalists mentored the participants who produced original short radio stories.

2. Participation in events or programs relating to career opportunities sponsored by educational institutions

| Date | Organization | Description | Staff | # Participants |
|------------|--|---|-------------------|----------------|
| 10/3/19 | Hazen High School | Storytelling workshop for the new Hazen High School Podcast Club. | RadioActive Staff | 18 |
| 10/10/19 | Washington Middle School | Interviewing workshop for the Washington Middle School yearbook class. | RadioActive Staff | 15 |
| 10/15/19 | Waskowitz Environmental Leadership School (WELS) | Interviewing workshop for a WELS science class podcast project about climate change. | RadioActive Staff | 12 |
| 10/17/19 | University of Washington | Interviewing workshop for a group of visiting students from Bolivia and Peru. | RadioActive Staff | 13 |
| 11/4/19 | Tyee High School | Six interviewing workshops for all the juniors at Tyee High School who are making podcasts for their English class. | RadioActive Staff | 140 |
| 11/5/19 | Lindbergh High School | Career field trip at KUOW with a station tour, listening session, and recording session. | RadioActive Staff | 23 |
| 11/16/2019 | Washington State University Tri-Cities | Two-day audio production workshop for teens in the Tri-Cities, WA. | RadioActive Staff | 15 |
| 11/21/2019 | Rainier Vista Leadership Academy | Storytelling workshop and station tour at KUOW. | RadioActive Staff | 25 |
| 12/3/2019 | Waskowitz Environmental Leadership School (WELS) | Storytelling workshop for a WELS science class podcast project about climate change. | RadioActive Staff | 12 |
| 12/18/2019 | Olympic View Elementary School | Interviewing workshop for all the fifth graders at Olympic View Elementary School. | RadioActive Staff | 50 |
| 1/15/20 | University of Washington | Interviewing workshop for a group of visiting students from six countries in Africa. | RadioActive Staff | 20 |
| 2/5/2020 | Roosevelt High School | Tabling event at the Roosevelt High School Career Fair. | RadioActive Staff | - |
| 2/12/2020 | Franklin High School | Two storytelling workshops for Franklin High School's annual Power Justice Freedom conference. | RadioActive Staff | 17 |
| 2/20/2020 | University of Washington | Speaker for graduate Journalism class | Reporter | 15 |
| 2/22/2020 | Yakima Valley Technical Skills Center | Two-day audio production workshop for teens in Yakima, WA. | RadioActive Staff | 13 |

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|-----------|--------------------------|---|-----------------------|----|
| 2/24/2020 | Seattle University | Speaker/collaborator for 'Marketing the Arts' class for MFA in Arts Leadership students. | Reporter | - |
| 4/28/2020 | Lakeside Middle School | Speaker on 'Working in Radio' for 8 th grade podcasting class. | Reporter | 20 |
| 5/7/2020 | Scriber Lake High School | Virtual interviewing workshop and feedback session on the first episode of a class podcast. | RadioActive Staff | 4 |
| 5/28/2020 | Glacier Middle School | Virtual Q&A session about radio journalism as a career. | RadioActive Staff | - |
| 6/9/2020 | University of Washington | Panelist for Storytelling and Content Strategy class | Chief Content Officer | - |
| 7/20/2020 | University of Washington | Virtual KUOW tour and interviewing workshop for the DO-IT college-prep program for teens with disabilities. | RadioActive Staff | 19 |

Note about participant numbers: If a box is blank it is because either the event was a tabling event in which hundreds of students stopped by for a short-term interaction, or because it was a pre-recorded virtual event promoted to a large audience. In either case, we do not have an exact participant count for that event.

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

Public Media Virtual Career Fairs

During August 2020 KUOW staff members participated in public media virtual career fairs hosted by Think.Public.Media (NPR & CPB), NABJ, NAHJ and AAJA.

During these three-hour events KUOW staff members chatted with participants, answering questions on specific job openings, KUOW's culture and general questions on careers in broadcast and journalism. Resumes were forwarded to specific hiring managers and early career participants were connected with KUOW employees willing to provide additional advice and mentorship.

Additional community outreach

| Date | Organization | Outreach Activity | Staff | # Participants |
|-------------|---|---|-------------------|-----------------------|
| 10/17/2019 | Bill & Melinda Gates Foundation Discovery Center | Tabling event at After Hours @DiscoverGates. | RadioActive Staff | - |
| 10/25/19 | Coalition for Refugees from Burma | Intergenerational interviewing workshop for CRB focused on their youth advisory council's Healthy Housing Initiative. | RadioActive Staff | 30 |
| 11/1/2019 | World Affairs Council Seattle | Digital engagement workshop and KUOW tour with international delegates from Peru. | RadioActive Staff | 7 |

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|---------------------|---|--|-------------------|----|
| 12/4/2019 | Youth Organizers for Mental Health Education (YOMHE) | Interviewing and recording workshop for students in YOMHE doing a podcast about teen mental health. | RadioActive Staff | 6 |
| 12/7/2019 | Boys and Girls Club of King County | Tabling event at the Rainer Vista Boys and Girls Club for the YouthForce Teen Employment Resource Fair. | RadioActive Staff | - |
| 1/25/2020 | King County Juvenile Detention Center | One-day audio production workshop for incarcerated teens at KCJDC. | RadioActive Staff | 6 |
| January – June 2020 | TeenTix | Mentor for podcasting and audio production workshops | Reporter | 3 |
| 2/6/2020 | Making Connections | Play a story and share involvement info for HS sophomores at Making Connections, an equity-focused program for underserved students. | RadioActive Staff | 15 |
| 2/18/2020 | WorkSource Seattle King County | Tabling event at the WorkSource Youth Career Fair. | RadioActive Staff | - |
| 2/28/2020 | Bellevue Public Library | Speaker/presenter 'podcasting/audio story telling' public workshop | Reporter | - |
| 5/9/2020 | Pan-African Organization for Health Education and Research (POHER) Scholars | Virtual interviewing workshop for medical students who are starting an interview video series about health. | RadioActive Staff | 20 |
| 5/29/2020 | Community Center for Education Results | Virtual interviewing workshop for the CareerConnect@Home virtual learning project. | RadioActive Staff | - |
| 8/6/2020 | Washington Bus Fellowship | Virtual storytelling workshop. | RadioActive Staff | 15 |
| 9/22/2020 | IRE | Cohosted a virtual networking session for public radio journalists at the annual Investigative Reporters and Editors conference. | Reporter | - |
| 9/29/2020 | Clear Sky Native Youth Council | Speaker/teacher for the Journalism and Indigenous Perspectives series | Reporter | - |

4. Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

KUOW staff are employees of the University of Washington. The University of Washington and KUOW are committed to full and positive compliance with all applicable federal, state and University of Washington laws and policies regarding discrimination on the basis of race, color, creed, religion, national origin, citizenship, sex, pregnancy, age, marital status, sexual orientation, gender identity or expression, genetic information, disability, or veteran status.

KUOW's Racial Equity Team (RET) is an advisory body to the Office of the President & General Manager and the executive leadership team.

The leadership of the RET identifies best practices, attends conferences and trainings and brings this knowledge back to KUOW leadership. Assisted by our racial equity consultant the RET developed a Racial Equity Toolkit to operationalize racially equitable decision-making processes throughout the station.

All staff and board members complete our *Leading with a Racial Equity Lens for Organizational Transformation* training, with more continuous trainings offered throughout the year including sessions on implicit bias, managing for a diverse workplace and more.

Details of trainings provided in 2020 are listed below:

| Date | Description | Participants |
|------------------------|---|---|
| 11/6/2019 & 12/11/2019 | Strengthening a Culture for Achieving Racial Equity Facilitated by Scott Winn and Benita Horn Workshop exploring the impact of implicit bias on operations and organizational culture. | All staff (mandatory) |
| 3/4/2020 | UW Annual Diversity Forum Forum exploring the language of race and equity with a focus on the challenges of 'allyship' featuring a keynote presentation by diversity, equity, and inclusion consultant Dr. Kimberly Harden. | Staff members (voluntary) |
| 5/22/2020 | Equity in Journalism Keith Woods, Chief Diversity Officer at NPR | Senior Leadership & KUOW Board of Directors |
| 7/14/2020 | KUOW, Racial Equity/DEI Speaker Series #1 Nolan L. Cabrera Understanding White Immunity. | All staff (mandatory) |
| 7/29/2020 & 7/30/2020 | Leading with a Racial Equity Lens for Organizational Transformation Facilitated by Scott Winn | All new staff & board members (mandatory) |
| 8/11/2020 | KUOW, Racial Equity/DEI Speaker Series #2 Tim Wise How to Build and Sustain Antiracism. | All staff (mandatory) |
| 9/15/2020 | KUOW, Racial Equity/DEI Speaker Series #3 Michael Kimmel Through a gender lens, who are America's angry white men, why they are so angry and how to understand and heal. | All staff (mandatory) |
| 9/30/2020 | Supervising for a Diverse Workplace Facilitated by UW Professional & Organizational Development (POD) | All supervisors/managers (mandatory) |