

EEO ANNUAL PUBLIC FILED REPORT - 2018-2019
Pacific Public Media, Licensee
KNKX, KVIX, KPLI, and KPLK

KNKX is committed to equal employment opportunity. We will not discriminate against employees or applicants for employment on any legally recognized basis [“protected class”] including, but not limited to: race; color; religion; genetic information; national origin; sex; pregnancy, childbirth, or related medical conditions; age; disability; citizenship status; uniform service member status; or any other protected class under federal, state, or local law.

Part 1: RECRUITMENT

PPM SEU Hires This Year

Position	Recruitment Sources Notified	Number of Interviews	Recruitment Source of Interviews	Date of Hire	Recruitment Source of Hire
Part-Time, Jazz Host	1,2,3,4,5,6,7,8,12,14,18	6	1	8/26/19	Website
News Director	1,2,3,4,5,6,7,8,12,14,18,21,23,24,25,27	6	1,12,14	8/13/19	Website
Digital Content Manager	1,2,3,4,5,6,7,8,12,14,18,26	10	1,2,3,5,8,26	11/1/18	Current/Former Employees
Major Gifts Officer	1,2,3,4,5,6,7,8,9,10,12,14,18	6	1,2,3,5,7,8	9/16/19	LinkedIn
Major Donor Coordinator	1,2,3,4,5,6,7,8,9,10,12,14,18	5	2,3,8,9	7/2/19	Philanthropy NW
Gift & Data Processing Assistant	1,2,3,4,5,6,7,8,9,10,12,14,18	6	1,2,3,5,8	9/16/19	Indeed

Total Interviews: 39

Total Employees hired: 6

RECRUITMENT SOURCES

	Name	Contact Information	Type of Source	# of Applicants
1	KNKX Website	www.knkx.org	Station Website	25
2	Indeed	www.indeed.com 9433 Champion Grandview Way, Bldg 1 Austin, TX 98750	Online Job Board	103
3	Simply Hired	www.simplyhired.com 370 San Aleso Ave Sunnyvale, CA 94085	Online Job Board	
4	Trovit	www.trovit.com Diagonal 601 9 th Floor Barcelona, 08028 Spain	Online Job Board	
5	GlassDoor	www.glassdoor.com 100 Shoreline Highway, Bldg A Mill Valley, CA 94941-3645	Online Job Board	3
	US Military Pipeline	www.usmilitarypipeline.com	Online Job Board	
7	Facebook	www.facebook.com	Online Job Board	3
8	LinkedIn	www.linkedin.com 955 Benecia Ave Sunnyvale, CA 94085	Online Job Board	32
9	Philanthropy Northwest	www.philanthropynw.org	Online Job Board for non-profit opportunities in the Northwest	2
10	AFP NW	www.afpadvancementnw.org 2150 N 107 th St Ste 205 Seattle, WA 98133	Professional Association for fundraisers	1
11	Diversity Jobs.com	Diversityjobs.com	Online job board for diverse population	
12	Current	publicmediajobs@current.org	Industry Magazine	3
13	Traffic Directors Guild of America	www.tdga.org	Industry job board	
14	Corporation for Public Broadcasting	Cpb.org/jobline/ 401 9 th St NW Washington, DC 20004	Industry job board	3

15	PMBA	Public Media Business Association 7918 Jones Branch Dr. Suite 300 McLean, VA 22102	Professional Industry Org.	
16	Radio Online	Jobs.radio-online.com 3500 Tripp Ave Amarillo, TX 79121-1637	Industry job board	
17	NYC	NYC Radio Listserve/Columbia Univ.	Online Job Board	
18	Twitter	www.twitter.com	Online Job Board	
19	Air Daily	Airmedia.org	Members only job board	
20	Ihirebroadcasting	Ihireboadcasting.com	Online Job Board	
21	Livingston Associates	3000 Chestnut Ave, Ste 208 Baltimore, MD 21211	Firm working with employees for placement in the industry	2
22	Radio Ink	331 SE Mizner Blvd Boca Raton, FL 33432	Industry professional magazine	
23	NABJ	National Association of Black Journalists 8800 Lakewood Dr. #117 Windsor, CA 95492	Industry organization of journalists, students, and media related professionals that provides and advocates on behalf of black journalists	
24	NAHJ	National Association of Hispanic Journalists 1050 Connecticut Ave NW Washington, District of Columbia	Professional organization dedicated to advancement of Hispanics in the news industry	
25	AAJA	Asian American Journalists Association 5 Third Street, Suite 1108 San Francisco, CA 94103	Membership non-profit advancing diversity in newsrooms.	
26	Employee Referral	Current/Former Employees	Referral/Self-referral	24
27	Native American Journalist Assoc.	Naja.com	Professional industry empowering native American journalists	
28	Public Media Jobs	www.publicmediajobs.org	Online Job Board-Industry	3

COMMUNITY REFERRAL ORGANIZATIONS

As a community licensee, we continue to work on developing relationships with referral sources in the community that request that we notify them of job vacancies at Pacific Public Media. In addition, we have had interns from Seattle University and Seattle Pacific University in the past year working in our Community Outreach and Events department.

AFP NW 2150 N 107 th St Ste 205 Seattle, WA 98133 https://www.afpadvancementnw.org/	Philanthropy Northwest 2101 Fourth Avenue, Suite 650 Seattle, WA 98121 https://philanthropynw.org/
University of Washington – Journalism Program 102 Communications Box 353740 Seattle, WA 98195 http://www.com.washington.edu/journalism/	Western Washington University Facility 251 Bellingham, WA 98225-9161 https://chss.wvu.edu/journalism

OUTREACH INITIATIVES

Internships: A program to assist members of the community to acquire skills needed for broadcast employment. KNKX has multiple professional internship opportunities throughout the year, continuing an established record from the time of the previous Licensee of station interns proceeding to careers in public broadcasting. In the time period covered by this report, individuals participated in internships in areas covering broadcast support, promotions, fund raising and customer service. We are enrolled in the UW Premier Internship Program and we advertise through their journalism department for interns as well as draw from the WWU/Journalism internship program for summer interns for the news department. The following staff members worked with our interns: Brenda Goldstein-Young, Ed Ronco, Kirsten Kendrick, and Erin Hennessey.

School of Jazz: a unique educational program (Category 16). Since 2005, School of Jazz has demonstrated a commitment to jazz education; in fact, it's one of the cornerstones of KNKX's mission as the station's signature community outreach program. School of Jazz provides mentorship, learning and performance opportunities to Western Washington middle school, high school, and college jazz students, as well as exposure to careers in jazz format radio broadcasting (more broadly, music format) ... Monthly during the school year, we invite a student jazz combo and professional mentor to perform live on the air. And every month throughout the year a guest student DJ shares an hour of their favorite jazz on the air with host Abe Beeson. The enthusiasm these students feel for jazz is contagious, as they discuss their favorite songs and why they love this style of music with inspiring, and often wise insights. KNKX also hires student groups to perform at station events which are excellent growth opportunities. Since its inception, School of Jazz has directly impacted nearly 3,350 jazz students, band directors, and professional musicians. In the years ahead, KNKX strives to expand School of Jazz to provide one-of-a-kind learning and performance experiences to even more students, both in our studios and live "on location" in the schools and at events (see Engagement with the Community below). Brenda Goldstein-Young heads up the School of Jazz program.

Studio Sessions: Last year, we hosted 58 studio sessions, including student groups. These live performances punctuated by engaging conversation with one of our resident music hosts, are a signature part of our service to the jazz and blues community. Members of KNKX are invited to attend the sessions and meet the performers (usually 6 – 10 members due to limited space and size of group playing.)

Newsroom Internship: KNKX news has an ongoing journalism internship. This is a paid internship with the intern working 20 hours per week producing news stories for the station. We draw from Western Washington universities for this on a quarterly basis.

Job Shadowing and Studio Tours: We also welcome community members to shadow us and we offer studio tours throughout the year. In the case of shadowing, it depends on what area the individual is interested in. It could be virtually any staff member. As with studio tours, after each “Studio Sessions,” members attending the session are offered a tour of the station. At other times, a donor may request of the Development team to have a tour of the station. In the past year, we have also provided tours for local school groups and Boy/Girl Scout troops. These are impressionable young minds who are fascinated that someone is actually talking into the microphone and it is being transmitted over the airwaves – not just magically coming out of a “box.”

Engagement with the Community: In addition, we also send reporters and hosts out to community events including the following within this past year. KNKX has a table or booth at most events manned by staff and volunteers which provides the public with opportunities to engage staff in a dialogue about public radio, our mission, goals, careers and internships.

KNKX News Community Outreach:

2018

- Ed and Geoffrey: June 7 (2018): KNKX Connects to Port Angeles
- Bellamy: June 11 (2018): Speaker on media literacy at Women’s Legislators’ Lobby dinner
- Ariel: July 9-14: Next Generation training in Seattle - mentor
- Simone: July 12 (2018): Moderating B’vue League of Women Voter’s panel on 41st leg district
- Ed and Geoffrey: August 30 (2018): KNKX Connects to Centralia/Chehalis
- Ed and Geoffrey: October 11 (2018): KNKX Connects to Bellingham
- Ed and Geoffrey: November 29 (2018): KNKX Connects to Grays Harbor

2019

- Ed and Geoffrey: Jan 31: KNKX Connects to Skagit Valley
- Bellamy: Feb 7: Environmental communications panel at UW
- Ashley: March 16: Washington Journalism Education Association’s State Conference speaker
- Ed and Geoffrey: March 21: KNKX Connects to Oso
- Simone: March 30: Auctioned off to a middle schooler who wants to be a journalist!
- Gabe: April 1: Moderate panel of scientist’s/health professionals for a public event for the Institute for Systems Biology
- Bellamy: April 12: Speaker at UW Business & Professional Women’s luncheon
- Ashley: April 24: Public Ed in WA - OSPI conference panel
- Simone: April 25: Lakeside history class/guest lecturer

- Simone: Globalist media mentor (March through June)
- Ashley: April 30: Guest on “Crossing Division” podcast about “Who’s Counted” series
- Erin: May 2: Seattle Channel - TV panel on future of journalism
- Paula and Simone: May 6: Smith Tower bootleg book author reading and McNeil Q&A
- Kirsten, Paula and Simone: May 15: U. Prep podcasting presentation and station tour

Community Engagement – Events:

2018 (June-December)

- KNKX was at the 2018 Victoria (B.C.) JazzFest to host concerts.
- KNKX hosted NPR National Political Correspondent Mara Liasson for a public event on the University of Washington campus.
- KNKX presented its Member Appreciation Party at Seattle’s Museum of Flight.
- KNKX had a booth at the 2018 Jazz Pt. Townsend festival; and recorded and videotaped evening mainstage concerts and a concert with student workshop participants which the public attended.
- For the second year, KNKX hosted over 30 Seattle JazzED student workshop participants and their professional mentors for a live studio session at its Seattle studios.
- KNKX had a booth at the 2018 Brew Five Three festival in Tacoma.
- KNKX presented its first free summer concert at Point Ruston in Tacoma.
- KNKX hosted a student performance at the 2018 Seattle Children’s Festival at Seattle Center.
- KNKX sponsored the 2018 Earshot Jazz Festival and on-air jazz staff MC’d concerts. KNKX also sponsored the Within/Earshot Jazz Festival on Bainbridge Island and had an on-site presence there.
- KNKX presented its annual free holiday concert and live broadcast featuring a student group from Thurston County and a guest vocalist at the Historic Capitol Theatre in downtown Olympia.

2019 (January-May)

- KNKX presented a public event surrounding its *Forgotten Prison* podcast at the Washington State History Museum in conjunction with its McNeil Island prison exhibit.
- As part of its new expanded presence in downtown Tacoma – and for the first time ever – KNKX had a presence at the Broadway Farmers Market and hosted its First Thursday Music. (Subsequently, KNKX hosted a booth at the Farmers Market every First Thursday through October 2019.)
- For the third year, KNKX had a presence at the Northwest Folklife Festival at Seattle Center, also programming and hosting a music showcase.