

EEO Public File Report

(Covers the period from 10/1/2021 to 9/30/2022)

Northwest Public Broadcasting (including Northwest Public Television KWSU-TV, and
Northwest Public Radio KWSU-AM, KJEM-FM and KZUU-FM)

Section 1: Vacancy Information

Requirement: A list of all full-time jobs filled by the station's employment unit during the previous year, identified by job title. For each full-time vacancy during the preceding year, the recruitment source for the person hired; data reflecting the total number of persons interviewed for full-time vacancies during the preceding year, and for each vacancy, the number for interviewees referred by each recruitment sources (see Section 2: Recruitment Source Information)

Full-time Positions Filled by Job Title	Recruitment Source of Hire see table below	Total Number of Interviewees from All Sources for this Position	Recruitment Sources Utilized (# of interviews)
NWPB Sustainer Program Manager	1	2	1, 17
Multi-Platform News Director	6	3	6, 8 (2)
Inland Northwest Regional Multi-Media Journalist	10	4	10, 17, 20, 33
Information Systems Coordinator (Broadcast Chief Engineer)	10	1	10
General Manager	39	8	10 (3), 12 (3), 39 (2)
TV Traffic Coordinator	8	2	8, 11
Operations Manager	9	3	9, 10, 11
Digital Producer	19	3	1, 9, 19
Principal Assistant to the General Manager	1	1	1
NWPB Marketing Director	10	3	10 (2), 19

Total number of persons interviewed during application period: 30

Section 2: Recruitment Source Information

Requirement: For each vacancy, the recruitment sources used to fill those vacancies, identified by name and address/web address.

Recruitment Sources Utilized <i>Name and address/web address</i>	Tot. No. of Interviewees this Source had Provided During this Period	Tot. No. of Hires from this Source During this Period
1 Washington State University Attn: Human Resource Services (hrs.wsu.edu/jobs) PO Box 641014 Pullman, WA 99164-1014 (ph: 509-335-4521) All open recruitments are posted to this site by WSU HRS	3	2
2 Twitter@careersWSU All open recruitments are posted to this site by WSU HRS		

3	Inside Higher Ed (careers.insidehighered.com) 1150 Connecticut Ave NW, Suite 400 Washington, DC 20036 (ph: 202-659-9208) All open recruitments are posted to this site by WSU HRS		
4	Higher Education Recruitment Consortium - HERC (hercjobs.org) All open recruitments are posted to this site by WSU HRS		
5	WorkplaceDiversity (workplacediversity.com) All open recruitments are posted to this site by WSU HRS		
6	Higher Ed Jobs (HigherEdJobs.com) 328 Innovation Blvd., Suite 235 State College, PA 16803 (ph: 814-861-3080) All open recruitments are posted to this site by WSU HRS	1	1
7	WorkSource Washington (worksourcewa.com) All open recruitments are posted to this site by WSU HRS		
8	Indeed (indeed.com) All open recruitments are posted to this site by WSU HRS	3	1
9	LinkedIn (linkedin.com/showcase/wsu-jobs) Admin Prof recruitments are posted to this site by WSU HRS	2	1
10	Word of Mouth, Personal Contact Referral	8	3
11	Corporation for Public Broadcasting (cpb.org) 401 – 9 th Street NW Washington, DC 20004 (ph: 202-879-9600)	2	
12	Current / Public Meda Jobs (current.org / publicmediajobs.org) 4400 Massachusetts Ave NW, Suite LL05 Washington, DC 20016	3	
13	Edward R. Murrow College of Communication social media - Twitter, LinkedIn and/or Instagram PO Box 642530 Pullman, WA 99164-2530 (ph: 509-335-6585)		
14	Edward R. Murrow College of Communication, Washington State University (murrow.wsu.edu) PO Box 642530 Pullman, WA 99164-2530 (ph: 509-335-6585)		
15	Facebook - Northwest Public Broadcasting (facebook.com/northwestpublicbroadcasting)		
16	Twitter @NWPBroadcasting		
17	Internal candidate Person was employed by unit, learned of vacancy, and submitted an application through an open, competitive process.	2	
18	Society of Broadcast Engineers (sbe.org) 9102 North Meridian St, Suite 150 Indianapolis, IN 46260 (ph: 317-846-9000)		
19	Northwest Public Broadcasting.org PO Box 642530 Pullman, WA 99164-2530 (ph: 800-842-8991)	2	1

20	NWPR On Air PO Box 642530 Pullman, WA 99164-2530 (ph: 800-842-8991)	1	
21	National Association of Hispanic Journalists (nahjcareers.org) 1050 Connecticut Ave NW, 5 th Floor Washington, DC 20036 (ph: 866-356-0898)		
22	Asian American Journalists Association (aaja.org/careers) 1301 K Street NW, 300W 3 rd Floor Washington, DC 20005 (ph: 202-729-8383)		
23	Native American Journalist Association (najanewsroom.com) 395 W Lindsey St Norman, OK 73019 (ph: 405-325-1649)		
24	National Association of Black Journalists (nabjcareers.org) 1100 Knight Hall, Suite 3101 College Park, MD 20742 (ph: 301-405-0248)		
25	Hispanicdiversity.com (ph: 973-992-7311)		
26	Society of Professional Journalists (spj.org) PO Box 441748 Indianapolis, IN 46244 (ph: 317-927-8000)		
27	National Association of Broadcasters / Broadcast Career Link (nab.org) 1 M Street SE Washington, DC 200003 (ph: 202-429-5300)		
28	ZipRecruiter.com		
29	MediaJobBoard.com (ph: 406-445-0000)		
30	American Marketing Association New York (amanewyork.org) 251 W 30 th St New York, NY 10001 (ph: 646-701-5367)		
31	ColorsNWCareers.com / colorscareers.com PO Box 14143 Roanoke, VA 24038 (ph: 206-683-6550)		
32	Public Media Journalists Association (PMJA.org) PO Box 838 Sturgis, SD 57785		
33	Social Media outside of organization	1	
34	Classifiedads.com		
35	Public Media Business Association (PMBOnline.org) 1300 Piccard Dr, Suite LL14 Rockville, MD 20850 (ph: 240-844-3600)		
36	Greater Public (greaterpublic.org) PO Box 303279 Austin, TX 78703-0055 (ph: 800-454-2314)		

37	TVNewsCheck.com 238 Crosshill Rd Wynnewood, PA 19096 (ph: 610-649-7989)		
38	LinkedIn - O'Bryon Media LLC		
39	NETA - National Educational Telecommunications Assoc (neta.online.org) PO Box 50008 Columbia, SC 29250 (803-799-5517)	2	1
40	Washington State Association of Broadcasters (wsab.org) PO Box 18026 Spokane, WA 99228 (ph: 360-705-0774)		
41	Society of Women Engineers (SWE.org) 130 East Randolph St, Suite 3500 Chicago, IL 60601 (ph: 312-596-5223)		
42	Society of Hispanic Professional Engineers (SHPE.org) 13181 Crossroads Parkway N, Suite 220 City of Industry, CA 91746 (ph: 323-725-3970)		
43	JournalismJobs.com (ph: 510-508-7386)		
44	Oregon Association of Broadcasters (theoab.org) 285 SW Main Court, Suite 300 Warrenton, OR 97146 (ph: 503-443-2299)		
45	Public Radio Association of Development Officers (pradoweb.org)		

Section 3: *A list and brief description of Long-Term (or “Prong 3”) non-vacancy-specific recruitment initiatives implemented during the previous year.*

The population of the market for this environment unit is fewer than 250,000, and the stations are therefore required to complete 2 long-term recruitment activities every year. The Public Media job fair and the Murrow Symposium are submitted for this requirement along with additional initiatives.

Virtual Job Fair

On March 29, 2022, NWPB participated in a national virtual job fair sponsored by Public Media. The one-day event included a virtual booth for NWPB where information about the organization and current and future positions were posted and. During the event, several NWPB staff were available to talk to individuals who were interested in our programs and working for us. NWPB staff involved: Cricket Cordova, Greg Mills, Erin Cox, Geoff Roth, Hannah Snyder, Doug Krehbiel.

**The Edward R. Murrow College of Communication at Washington State University
Career Symposium and Public Address/Hosting Job Fair**

Due to the COVID-19 pandemic, the College’s regularly sponsored April 4-6 event, the Murrow Symposium Career Day, was conducted in both a virtual format and in-person. This event features workshops where students and faculty of the College attend discussions on the future of the communication industry. Also, during the Meet the Pros event, professionals from the fields of broadcast, marketing and print media are available to answer questions and provide employment feedback and

opportunities for career connections. Staff involved in this event included Doug Krehbiel, April Johnson, Greg Mills, Kanale Rhoden, Sueann Ramella.

College sponsored student organizations and initiatives

Murrow College sponsors student programs, clubs and scholarship which promote diversity in the communication and broadcast fields. These include the Association for Women in Communications, study abroad opportunities and scholarships directed specifically at under representative groups such as Native Americans, Hispanic and women student scholars. These organizations recruit heavily at the start of each academic year. NWPB student organizations include Cable 8, advised by Marvin Marcelo and KUGR advised by Kanale Rhoden.

Additional long-term initiatives

Northwest Public Broadcasting - Television

Internship Program

The Northwest Public Broadcasting – Television (NWPB-TV) Internship program is designed to give staff the opportunity to involve themselves more deeply in training of student and part-time employees and gain knowledge to perform at a higher level. The program is based on that of another noncommercial educational station, which provides a model for this type of two-way training that is so valuable in broadcasting, especially in a small market where recruiting and retention of qualified individuals is difficult and poses a significant challenge. Examples of internship projects include working as crew members for many on and off campus projects supported by NWPB-TV; working as program producer and production assistant; assistance with maintaining NWPB-TV web site, creating content for our social media platforms; and editing of programs for use on-air and off. During the period between October 1, 2021 and September 30, 2022, NWPTV had 3 interns. Recruitment for intern positions takes place at the beginning of the academic year and is supplemented with additional posting on electronic billboards throughout the college. NWPB-TV staff sent emails to several professors of communication classes at Washington State University. The purpose was to inform students of intern opportunities with the station and how it might help them develop career skills in both television and radio. This internship program was also promoted to students on the station’s website. Tom Hungate and Greg Mills mentor and supervise student interns.

Training Programs for Stations Personnel/Mentorship Program

Washington State is determined to strengthen its program in the television area, by promoting the idea to staff and by creating specific job descriptions for the student-mentoring positions. In addition to enabling staff to “teach” others, we also have a policy that allows employees to take up to 6 credits of university credits per semester under a tuition-waiver program. The licensee supports this as a recruiting incentive for qualified individuals to this rural area and to retain and retrain current employees in order to advance. The organization continues to reap the benefits of this mentoring program.

Northwest Public Broadcasting – Radio

Internship Program

Northwest Public Broadcasting – Radio (NWPB-R) operations has an active internship program. The staff of NWPB-R regularly participates in area college and high school career days in our broadcast region. Students learned more about public broadcasting, received information on how to get involved, and what internship opportunities exist. During the period from October 1, 2021 to September 30, 2022, NWPB-R had internship positions filled including internships in News Production, Broadcast Operations and Programming. Sueann Ramella and Thom Kokenge mentor and supervise student interns.

Events with Community Groups Relating to Broadcasting Career Opportunities

The station also regularly hosts tours and open houses for community groups, volunteers and general public to visit the station. NWPB-R staff found opportunities to speak in front of students in virtual classroom or special presentations about careers in public broadcasting in general and opportunities at

Northwest Public Broadcasting specifically. NWPB-R is also involved in local community events, musical performances and fairs and distributes information about the station and opportunities with members of the public at these events. The staff of NWPB-R serve on many community groups such as Wenatchee Downtown Association, Rotary and Kiwanis, within these organizations and their activities, NWPB-R staff are recognized and invited to work with youth and community volunteers. We believe these efforts are especially important to bring underserved and underrepresented groups important information about public broadcasting and to consider careers in the field.

Continued training for personnel

Northwest Public Broadcasting – Radio is committed in encouraging personnel to continue with job training by attending conferences which will help them acquire skills that could qualify them for higher level positions.

Diversity, Equity, and Inclusion committee.

NWPB recently formed a standing committee directed at Diversity, Equity, and Inclusion. which meets monthly to discuss efforts to improve the culture of the unit and to discuss new ways to recruit a diverse staff.

Washington State University

The Edward R. Murrow College of Communication and Northwest Public Broadcasting are part of Washington State University (WSU). Both areas are committed to following WSU's plans and initiatives regarding Equity and Diversity. Equity and Diversity is an important aspect of everyday life at Washington State University. WSU provides institutional leadership in recruiting, retaining, and rewarding diverse faculty and staff; educating the campus and beyond about issues of diversity; and offering unique facilities that help students, faculty, and staff honor and celebrate the many cultures represented in the community. The Strategic Plan for Washington State University includes: create and sustain a university community that is diverse, inclusive, and equitable; recruit, retain, and advance a diverse intellectual mix of faculty, staff, and students, including women and those from under-represented groups; assure diversity and inclusion efforts are visibly and consistently supported at the highest levels of leadership; and maintain respectful, inclusive, and equitable behavior in all university environments.