

EEO Public File Report

Cox Media Group - Seattle, WA

KIRO-TV

EEO Public File Report Part 1

Reporting Cycle: 10/01/2021 - 09/30/2022

Full-Time Positions Filled

Requisition	Date Opened	Start Date	Recruitment Source	Interviewed	Hired
1897 (Promotions Writer/Producer)	7/26/2021	4/28/2022	LinkedIn	9	1
			Cox Media Group	4	0
2011 (Account Executive)	8/4/2021	12/6/2021	Cox Media Group	2	1
2043 (Executive Producer)	8/6/2021	10/25/2021	Cox Media Group	2	1
2127 (News Producer)	8/20/2021	10/11/2021	Cox Media Group	1	1
2144 (Sr Promotion Writer/Producer)	8/23/2021	12/1/2021	Cox Media Group	1	1
2210 (Ignite Director)	9/12/2021	10/4/2021	Cox Media Group	1	1
2245 (Maintenance Engineer)	9/15/2021	2/7/2022	Cox Media Group	4	1
2363 (Account Executive)	10/11/2021	4/11/2022	Cox Media Group	1	1
			LinkedIn	1	0
2371 (Manager Coverage and Content)	10/11/2021	4/25/2022	Employee Referral	3	1
2372 (Master Control Switcher)	10/11/2021	4/25/2022	Cox Media Group	2	1
			Sourced by CMG Recruiter	2	0
2379 (Producer)	10/11/2021	11/1/2021	Indeed	1	1

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2617 (Photographer/Videographer)	11/22/2021	1/10/2022	Employee Referral	2	1
			Cox Media Group	1	0
2625 (Producer)	11/22/2021	1/24/2022	Facebook Group	4	1
2630 (General Assignment Reporter)	11/22/2021	6/22/2022	Cox Media Group	4	1
			LinkedIn	1	0
2684 (Producer)	12/8/2021	2/7/2022	LinkedIn	2	2
		2/21/2022	Cox Media Group	1	1
		2/28/2022	Employee Referral	2	0
			Hiring Manager Sourced	1	0
2764 (Associate Producer)	12/21/2021	2/21/2022	Cox Media Group	1	1
			Indeed	1	0
2912 (Producer Lmkt)	1/26/2022	2/21/2022	Facebook Group	3	1
2915 (Producer Lmkt)	1/26/2022	3/14/2022	LinkedIn	3	1
2919 (Reporter Mmkt)	1/26/2022	5/9/2022	Cox Media Group	3	1
			Hiring Manager Sourced	1	0
2955 (Account Executive)	1/29/2022	9/26/2022	Cox Media Group	4	1
			LinkedIn	2	0
			Indeed	1	0
2962 (Maintenance Technician)	1/29/2022	3/7/2022	Cox Media Group	2	1
3065 (Reporter)	2/15/2022	4/11/2022	LinkedIn	1	1
			Cox Media Group	2	0

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Requisition	Date Opened	Start Date	Recruitment Source	Interviewed	Hired
3148 (Photographer/Videographer)	2/24/2022	7/18/2022	Cox Media Group	3	2
		9/6/2022	Employee Referral	1	0
3257 (Meterologist)	3/18/2022	7/11/2022	Cox Media Group	1	1
3445 (Digital Media Strategist)	4/18/2022	8/22/2022	LinkedIn	2	1
			Cox Media Group	1	0
3603 (Reporter)	5/12/2022	6/7/2022	Employee Referral	1	1
3759 (Associate Producer)	6/13/2022	7/25/2022	Cox Media Group	3	1
3801 (Producer)	6/24/2022	9/12/2022	Indeed	1	1
			LinkedIn	1	0
3825 (Producer)	7/1/2022	9/12/2022	Cox Media Group	2	1
			LinkedIn	2	0
63201 (Sales Assistant)	7/26/2022	8/29/2022	Cox Media Group	2	1
			Indeed	3	0

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Recruitment Sources Used for All Openings				
No.	Recruitment Source	Contact	Entitled to Notification	# interviews
1	Directly sourced by CMG Recruiter	CMG Recruiter	N	2
2	Indeed Internet - www.indeed.com	Internet Posting	N	7
3	LinkedIn Internet - www.linkedin.com	Internet Posting	N	24
4	Broadbean job distribution	CMG Recruiter	N	
5	Circa	State Job Boards/Diversity job boards Internet Posting	N	
6	ZipRecruiter Internet - www.ziprecruiter.com	Internet Posting	N	
7	Cox Media Group or CMG Employee Network	CMG career sites (internal/external)	N	48
Recruitment Sources Used for Specific Vacancies				
8	Employee Referral	CMG Employees	N	9
9	Hiring Manager Sourced	CMG Hiring Manager	N	2
10	Facebook Group https://www.facebook.com/groups/1743750055647952/	Standby: TV News Producers Group	N	7

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**EEO Public File Report Part 3
Reporting Cycle: 10/01/2021 - 09/30/2022**

Longer-Term Recruiting Initiatives

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	EDGEucate	24 x 7 on-line learning library providing resources for skills improvement, professional development, and develop professional skills and take targeted training	Career Development	Open to all CMG employees
2	Ongoing	Western Washington Gets Real Advisory Panel	Community advisory panel to shape and guide our internal and external DE&I initiatives. Our provides guidance and feedback on community outreach, internal educational opportunities and recruiting efforts.	General Outreach	KIRO7 WWGR Advisory Panel Members
3	Ongoing	Bates Technical College Seminar	Biannual seminar with Bates Technical College's broadcast department to highlight career opportunities in broadcasting, specifically engineering and operations.	General Outreach	Keith Nealey, Ryan Cox, Ryan Phillips
4	Ongoing	Magid Consultant 1:1 development sessions	1:1 training for News Marketing Team members to help develop marketing skillsets, including writing and strategy.	Career Development	Greg Harmon, Brandon Bidwell, Alicia Collins, Amy Abdelsayed, Josh Reed
5	Ongoing	McKinsey Management Accelerator Program	A program for CMG Black Business leaders designed to increase functional knowledge on topics from pricing to operations to talent and to facilitate collaboration across our organization to be more effective leaders.	Training Program	Ron Peters
6	Ongoing	Magid Producer Training Sessions	Quarterly training sessions with Producers focusing on value points and process story telling to develop and improve their professional skills	Training Program	All producing staff & news managers
7	Ongoing	Center for Sales Strategy IMPACT Sales Mastermind	This is a leadership program that encompasses Sales Leaders learning from and being challenged by the CSS Team and other Sales Managers. The focus is on goals, challenges, accelerating sales, and profitability.	Training Program	Michelle Woods
8	Ongoing	Center for Sales Strategy Springboard Coaching	Personalized coaching service designed to springboard your new seller to success, or your veteran seller to the next level. (Individual Coaching) Sessions combine the seller's natural talent and essential sales process practices to strengthen their skill set.	Training Program	Account Executives: Moya Baylis Andrea Convery
9	Ongoing	CMG Digital Virtual School	Ongoing training that focuses on digital product knowledge and sellable opportunities	Training Program	All KIRO 7 Sales Dept.
10	4/20/2022	Magid Weather Institute	The Weather Institutes covers a lot of timely topics like weather storytelling, life-style forecasting, morning weather, multi-platform weather coverage, etc.	Training Program	Morgan Palmer
11	4/25-4/26/22	Magid Anchor Coaching	2 day coaching sessions with onair talent to help enhance their anchor and reporting skills	Training Program	Linzi Sheldon Michelle Millman Nick Allard, Ranji Sinha, Elle Thomas, Ryan Simms, Gwen Baumgardner, Niku Kazori, Lauren Donovan, Kevin Ko, Aaron Wright, Monique Ming Laven
12	5/23 - 7/15/22	College Intern Program	Hosted a paid college Intern from an area school over the course of the Summer semester to expose them to the broadcasting environment.	Internship Program	Ron Peters

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No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
13	All of June 2022	Seattle Pride Partnership	For the past 8 years, KIRO 7 has served as the official media partner of Seattle Pride, sponsoring Pride in the Park and Seattle Pride Parade events in June. These events support Diversity, Equity and Inclusion in our community, and also serve as outreach to the LGBTQIA+ community, encouraging interest in working at KIRO 7.	General Outreach	Creative Services, News, Sales and Engineering Staff
14	6/1/2022	Magid Producer Institute	Magid training for up-and-coming Producers focused on developing and enchaing their skills	Training Program	Roslyn Jimenez
15	7/19/2022	Clifton Strengths Finder Session	All Creative Services Department Members took Clifton Strengths Finder, and together we completed several exercises to learn how to use Clifton Strengths as a team and individually to be successful.	Career Development	Chloe Houser, Greg Harmon, Ryan Barber, Cody Brecht, Brandon Bidwell, Alicia Collins, Josh Reed, Amy Abdelsayed, Dale Hazapis, Kenny Pedersen, Makaela Thomes
16	7/28-29/22	Asian American Journalists Association Conference and Career Fair	Participated in AAJA's 2022 Conference and job fair to discuss careers in media and job opportunities with CMG.	Job Fair	Jaffa King
17	8/3-8/6/22	National Association of Black Journalists/National Association of Hispanic Journalists Conference & Career Fair	Participated in NABJ/NAHJ's 2022 Conference and job fair to discuss careers in media and job opportunities with CMG.	Job Fair	Ron Peters & Aaron Wright
18	8/21-6/22	NAB Broadcast Leadership Training	Mini-MBA-style program, 1 weekend per month, training attendees to purchase, own and operate local TV & radio stations	Training Program	Chloe Houser
19	9/22/2022	TVB Alt Forward Conference	The day long conference took a look at local broadcast TV through the lens of revenue generation. media executives, broadcast groups, rep firms, agencies and marketers who exploted economic, political, technological and viewer challenges and opportunities for local broadcast TV, across all screens, with the industry's top thought leaders.	General Outreach	All KIRO 7 Sales Dept.
20	9/26/2022	Eastlake High School Virtual Visit	Visit broadcast journalism class at Eastlake High School in Sammamish, Washington and talk about journalism and their careers via Teams meeting.	General Outreach	Kevin Ko & Lauren Donovan, reporters