

EEO Public File Report					
Cox Media Group - Seattle, WA					
KIRO-TV					
EEO Public File Report Part 1					
Reporting Cycle: 10/01/2022 - 09/30/2023					
Full-Time Positions Filled					
Requisition	Date Opened	Start Date	Recruitment Source	Interviewed	Hired
2955 (Account Executive)	1/29/2022	5/1/2023	Employee Referral	1	1
			Cox Media Group	5	0
			LinkedIn	2	0
			Indeed	1	0
3603 (Reporter)	3/12/2022	4/3/2023	Cox Media Group	5	1
			LinkedIn	4	0
			Employee Referral	2	0
			Hiring Manager Sourced	2	0
			Agent Referral	1	0
3661 (Multi-Platform Producer)	5/20/2022	1/23/2023	LinkedIn	12	1
			Cox Media Group	3	0
3658 (Producer)	5/20/2022	2/6/2023	Cox Media Group	2	1
			Internal Employee	1	0
			LinkedIn	1	0
			Employee Referral	1	0
			External Referral	1	0
3800 (Photographer)	6/24/2022	10/31/2022	Cox Media Group	3	1
			LinkedIn	1	0
3802-1 (Broadcast Director)	6/24/2022	12/5/2022	Cox Media Group	2	1
			Internal Employee	1	0
			Employee Referral	1	0
48543 (Associate News Producer)	8/26/2022	10/3/2023	LinkedIn	1	1
			Cox Media Group	2	0
4536 (Creative Services Writer/Producer)	9/19/2022	12/5/2022	LinkedIn	3	1
24764 (News Photojournalist)	9/26/2022	3/6/2023	Cox Media Group	2	1
			LinkedIn	3	0
80512 (Digital Content Producer)	10/6/2022	1/1/2023	LinkedIn	2	1

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30824 (Maintenance Technician)	10/6/2022	2/27/2023	Employee Referral	1	1
			Cox Media Group	1	0
			External Referral	1	0
97266 (Sales Assistant)	10/20/2022	2/20/2023	LinkedIn	9	1
			Cox Media Group	1	0
52633 (Investigative Producer)	1/13/2023	2/27/2023	LinkedIn	2	1
			Cox Media Group	1	0
			Internal Employee	1	0
			Employee Referral	1	0
18405 (Ad Traffic Coordinator)	2/8/2023	3/13/2023	Employee Referral	1	1
			Cox Media Group	1	0
95202-2 (Graphic Designer)	2/14/2023	4/24/2023	Employee Referral	1	1
			LinkedIn	6	0
			Cox Media Group	1	0
542 (Digital Content Producer)	6/13/2023	7/17/2023	Cox Media Group	1	1
629 (Reporter)	7/12/2023	9/25/2023	Cox Media Group	2	1
			Employee Referral	1	0
			Agent Referral	1	0

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Reporting Cycle: 10/01/2022 - 09/30/2023				
Recruitment Sources Used for All Openings				
No.	Recruitment Source	Contact	Entitled to Notification	# interviews
1	Directly sourced by CMG Recruiter	CMG Recruiter	N	
2	Indeed Internet - www.indeed.com	Internet Posting	N	1
3	LinkedIn Internet - www.linkedin.com	Internet Posting	N	46
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	32
8	Internal Employees	CMG Employees	N	3
9	Employee Referral	CMG Employees	N	10
Recruitment Sources Used for Specific Vacancies				
10	Hiring Manager Sourced	CMG Hiring Manager	N	2
11	Agent Referral	Referred by Candidate's Agent	N	2
12	External Referral	Non-CMG Employees	N	2

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EEO Public File Report Part 3					
Reporting Cycle: 10/01/2022 - 09/30/2023					
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 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. We provide guidance and feedback on community outreach, internal educational opportunities and recruiting efforts.	General Outreach	KIRO7 WWGR Advisory Panel Members
3	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, Trevor Benson
4	Ongoing	On-the-job training	Director, Sara Bonn, is spending time weekly with graphics team to cross-train on design and Chyron programming skillsets.	Career Development	Sara Bonn
5	Ongoing	CMG Digital Virtual School	Ongoing training that focuses on digital product knowledge and sellable opportunities	Training Program	All KIRO 7 Sales Dept.
6	December 2022-January 2023	Center for Sales Strategy Coaching	Personalized coaching service designed to help Cody Brecht level-up his communication and ability to 'sell' production to clients. (Individual Coaching)	Training Program	Cody Brecht
7	1/1/2023	RTDNA Crime Summit	RTDNA held a 4 day summit on crime coverage in January for News Leaders	Training Program	ND Laura Evans
8	1/1/2023	CMG News Director/Creative Service Director Team Training	CMG Training Session with ALL CMG News Directors and Creative Service Directors to further develop their skills.	Training Program	ND Laura Evans and CSD Chloe Houser
9	1/9/23, 2/22/23, 5/16/23	Job Shadow Opportunities	We have hosted three job shadow candidates at the station - they sat in with multiple staff members and gained a comprehensive look at different skillsets needed to work at a local TV station.	Job Shadow	Jonah Oaklief, Steve Aguilar, Amy Shah
10	2/28-3/2/2023	NAB State Leadership Conference	Met with members of Congress from the state of Washington to advocate for broadcaster issues.	General Outreach	Michelle Woods, Pat Nevin
11	4/4/2023	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. This year, we updated our Team Strengths grid for new team members and walked entire team through refresh on how to leverage our strengths.	Career Development	Chloe Houser, Greg Harmon, Ryan Barber, Cody Brecht, Brandon Bidwell, Alicia Collins, Trevor Benson, Amy Abdelsayed, Lexi Davenport
12	April 4, 5 2023	WSU Murrow College Symposium	Annual on-campus event with over 500 attendees, panel discussions, key note speakers, on-campus recruitment and interviews, designed to cultivate career connections, inspire innovation within the broadcasting industry.	General Outreach	Pat Nevin
13	4/27/2023	Bates Technical college	On-campus event Technical Broadcast Class of about 18 people. Topics were general TV news, the engineering and IT role in a TV station, video games and general questions.	General Outreach	Keith Nealey, Ryan Cox
14	All of June 2023	Seattle Pride Partnership	For the past 9 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
15	7/1/2023-9/30/2023	Center for Sales Strategy	CSS Training: Identify to Discover and other parts of the Sales Process	Training Program	All KIRO 7 Sales Dept. Managers, Account Executives and Pat Nevin
16	8/1/2023	Magid Leadership Institute	Magid training for up-and-coming Producers focused on developing and enchaing their skills	Training Program	Executive Producer Dan Herda

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17	September 2022-June 2023	NAB Broadcast leadership training program	Mini-MBA Style program - 1 weekend per month, training and preparing local broadcast executives on how to purchase and operate broadcast TV and Radio stations.	Training Program	Michelle Woods
18	9/1/2023	NWA Weather Conference	The Weather conference covers a lot of timely topics like weather storytelling, life-style forecasting, morning weather, multi-platform weather coverage, etc. further enhancing attendees skills.	Training Program/Conference	Morgan Palmer
19	9/21/2023	TVB Alt Forward Conference	Day long conference that took a look at at local broadcast TV through the lens of revenue generation. media executives, broadcast groups, rep firms, agencies and marketers who explored economic, political, technological and viewer challenges and opportunities for local broadcast TV, across all screens, with the industry's top thought leaders.	Training Program	All KIRO 7 Sales Dept. Managers, Account Executives
20	10/4-10/5/2023	KIRO Birkman Assessments	Two-day facilitated session with KIRO 7 Department Heads that covered our strenghts, handling conflict, motivating for our best performance and organizational focus.	Training Program	Keith Nealey, Pat Nevin, Chloe Houser, Bryan Dyke, Heidi Copes Van Hasselt, Tara Finestone, Michelle Woods, Bryan Dyke
21	10/4-10/5/2023	Conway Media Sales Training	Sales consulting and training for new business optimization	Training Program	All KIRO 7 Sales Dept. Managers, Account Executives and Pat Nevin