

September 30, 2021

**KXLY 4.1, KXLY 4.2, KXLY 4.3, KXLY 4.4, KXLY 4.5, KXLY 4.6, KXLY4.7, KXLY AM,
KXLY FM, KHTQ FM, KZZU FM,
KEZE FM, KVNI AM, and KXLX AM
2020 – 2021 ANNUAL EEO PUBLIC FILE REPORT**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KXLY 4.1, KXLY 4.2, KXLY 4.3, KXLY 4.4, KXLY 4.5, KXLY 4.6, KXLY4.7, KXLY AM, KXLY FM, KHTQ FM, KZZU FM, KEZE FM, KVNI AM, and KXLX AM and is required to be placed in the public inspection files of these stations and posted on their websites.

The information contained in this report covers the time period beginning October 1, 2020 – September 30, 2021 (the “Applicable Period”).

The FCC’s EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

**2021 EEO Public File Report
October 1, 2020 – September 30, 2021**

Job Title	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	# of Interviews
News Photog	10/1/20	EEO Recruiter List LinkedIn	Employee Referral	Employee Referral-1 Indeed.com-1 Outside Referral-1	3
TV Sales AE	10/20/20	EEO Recruiter List LinkedIn	Indeed.com	Indeed.com - 6	6
News Content Producer	11/13/20	EEO Recruiter List LinkedIn	Internal applicant	Internal applicant - 1 Indeed.com - 2	3
920 Morning Show Producer	11/12/20	EEO Recruiter List LinkedIn FaceBook	Kxly.com	Kxly.com – 3	3
MCO/News Prod. Tech	11/29/20	EEO Recruiter List	Indeed.com	Indeed.com – 7 Breezy/Ziprecruiter – 1 Breezy/Google ad – 1 Breezy/Glassdoor-1 Craigslst – 1	11
Weekend Anchor/MMJ	11/10/20	EEO Recruiter List LinkedIn FaceBook Twitter	Employer Initiated	Employer Initiated – 3 Outside Referral – 1 Employee Referral – 1 Facebook – 1	6*
MMJ	12/1/20	EEO Recruiter List LinkedIn FaceBook Twitter	Employer Initiated	Employer Initiated – 2 Outside Referral – 1	3*
TV Sales AE	1/25/21	EEO Recruiter List LinkedIn	Indeed.com	Indeed.com – 2 LinkedIn – 1 External recruiter – 1	4
Digital Sales Specialist	2/9/21	EEO Recruiter List LinkedIn	LinkedIn	LinkedIn -1 KXLY.COM – 1	2
News Content Producer	2/10/21	EEO Recruiter List LinkedIn FaceBook: Digital Career Opportunities Worldwide Twitter	FaceBook: Digital Career Opportunities Worldwide	Facebook – 1 Indeed.com – 2 MMM website – 2 Breezy HR – 1 Employee Referral - 1	7
Traffic Director	2/24/21	EEO Recruiter List Glassdoor	Glassdoor	Glassdoor - 1 ER initiated - 1 Indeed - 1	3
Digital Content Producer	3/23/21	EEO Recruiter list Facebook Twitter	Employer Initiated	Indeed.com – 2 Employer Initiated – 2 Outside referral – 1	5
Staff Engineer	3/22/21	EEO Recruiter list SBE	Indeed.com	Indeed.com – 2 Breezy HR – 1 Employee referral – 2	5
TV Sales AE	3/19/21	EEO Recruiter List LinkedIn	LinkedIn	LinkedIn – 2 Kxly.com – 1 Indeed.com – 2 Employee referral – 1	6**
	4/9/21		LinkedIn		
	5/6/21		Indeed.com		
	7/14/21		Employee Referral		
TV Promotions Producer	4/28/21	EEO Recruiter List	Internal employee	Internal applicant – 1 Employer Initiated – 1 Kxly.com - 1	3

MMJ	4/1/21	EEO Recruiter List LinkedIn	LinkedIn	LinkedIn – 1 MMM Website – 1 WSU – 1	3
KZZU Producer/On-air	5/2/21	EEO Recruiter List LinkedIn	Internal employee	Internal applicant – 1 Indeed.com – 4 Breezy – 1 ZZU – 1	7
Creative Services Producer	5/19/21	EEO Recruiter List LinkedIn	ER Initiated	ER initiated – 1 Indeed.com – 1 LinkedIn – 2	4
Sports Anchor/MMJ	5/31/21	EEO Recruiter List LinkedIn	Internal employee	External recruiter – Lorna Dave Talent agency – 1 Indeed.com – 1 STAA Talent job board – 1 Employee referral - 1	4
Photojournalist	7/7/21	EEO Recruiter List LinkedIn	MMM Website	MMM website – 1 Worksource – 1 Kxly.com – 1 Handshake – 1	4
Weather Forecaster/MMJ	6/29/21	EEO Recruiter List	Employer initiated	Employer initiated – 1 Indeed.com – 1	2
Digital Content Producer	6/29/21	EEO Recruiter List LinkedIn	Employee referral	Employee referral – 2 Craigslit – 1 Handshake - 1	4
News Content Producer	7/12/21	EEO Recruiter List LinkedIn Twitter	Gonzaga	Gonzaga – 1 Indeed.com – 3	4
Senior Accountant	7/24/21	EEO Recruiter list Robert Half Recruiting	Employee Referral	External recruiter - Robert Half agency – 2 Employee referral – 1	3
MMJ	8/6/21	EEO Recruiter List LinkedIn Twitter	LinkedIn	LinkedIn – 1 Employer initiated – 4 Outside referral -1	6
Radio National/Regional AE	8/27/21	EEO Recruiter List LinkedIn Twitter	Outside Referral	Outside referral - 1 Employee referral – 1 Breezy HR - 1	3

* Same applicant pool; ** Same applicant pool

Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year (this will be a raw number):	114
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Referral Sources	# of Interviewees Referred
Indeed.com	37
Employer Initiated	15
KXLY Employee Referral	11
LinkedIn	8
KXLY.com	7
Breezy HR	7
Outside Referral	6
External Recruiter	4
Morgan Murphy Media career page	4
KXLY Internal Applicant	3
Facebook	2
Craigslist	2
Handshake	2
WSU	1
Gonzaga	1
Worksource	1
ZZU	1
Glassdoor	1
STAA Talent job board	1

EEO RECRUITER LIST
10/1/2020– 9/30/2021

Number	Contact Information	Did source request notification	Notify via:	# of interviewees referred by source
1	AARP Foundation Work Search Sandra Moore Karen Johnson 222 W. Mission Ave., Suite 118 Spokane, WA 99207 Phone: 509-325-7712 Fax: 509-325-7729 Email: sjmoore@aarp.org and kejohnson@aarp.org Website: www.jobsaarp.org	Yes	Email	
2	Arizona State University Career Center 522 N. Central Ave., Suite 110 Phoenix, AZ 85004-2165 Phone: 602-496-1213 Fax: 602-496-1255 Email: dpccareerservices@asu.edu Website: www.asu.edu		Website	
3	Big Bend Community College Bonnie Jeffrey, Career Services Coordinator 7662 Chanute Street NE Moses Lake, WA 98837-3299 Phone: 509-793-2069 Fax: 509-762-2696 Email: bonniej@bigbend.edu Website: www.bigbend.edu	Yes	Website	
4	Boise State University Career Center 1910 University Drive Boise, ID 83725-1310 Phone: 208-426-1747 Fax: 208-426-3437 Email: career@boisestate.edu Website: http://www.boisestate.edu/		Website	
5	Breezy HR* 1534 Oak St., Suite 301 Jacksonville, FL 32204 Phone: 844-9273399 Email: support@breezyhr.com Website: Breezyhr.com *Breezy HR posts to the following job boards: <ul style="list-style-type: none"> • Breezy Jobs • CareerJet • Facebook Jobs • Flexjobs • Games Jobs Direct • Glassdoor 		Website	7

	<p>*Breezy HR job boards list continued:</p> <ul style="list-style-type: none"> • Google Jobs • Indeed • JobRapido • JobInventory • JobisJob • Jobr • Juju • MyJobHelper • Neuvoo • Recruit.net • Trovit • WayUp • ZipRecruiter 			
6	<p>Central Washington University Kristina Paquette – Employer Relations/Events/Marketing Bouillon 206 400 E. University Way Ellensburg, WA 98926-7499 Phone: 509-963-1921 Fax: 509-963-1921 Email: career@cwu.edu Website: http://www.cwu.edu/</p>		Website	
7	<p>Central Washington University Department of Communication Cynthia Mitchell – Journalism Advisor, The Observer Liahna Armstrong – Co-Director Film and Video Studies Jon Ward – Co-Director Film and Video Studies Bouillon 229 400 E. University Way Ellensburg, WA 98926 Phone: 509-963-1063 Email: mitchelc@cwu.edu lotus@cwu.edu jonward@cwu.edu Website: http://www.cwu.edu/</p>		Email	
8	<p>City of Spokane Civil Service 808 W. Spokane Falls Blvd., 4th Floor Spokane, WA 99201 Phone: 509-625-6160 Fax: 509-625-6077 Email: civilservice@spokanecity.org Website: www.spokanecity.org</p>		Email	
9	<p>Collective Talent Michael Bille 5134 Sandy Beach Ave. Siesta Key, FL 34242 Phone: 813-494-4555 Email: bille@michaelsmedia.com Website: www.collectivetalent.com</p>	Yes	Email	

10	<p>Eastern Washington University Career Services Nate Bryant, Employer Relations Mgr. 114 Showalter Hall Cheney, WA 99004-2431 Phone: 509-359-6058 Fax: 509-359-6940 Email: careers@ewu.edu Website: www.ewu-csm.symplicity.com/employers</p>		Website	
11	<p>Eastern Washington University African American Education Program Dr. Scott Finnie – Director 204 Monroe Hall Cheney, WA 99004-2420 Phone: 509-359-6152 Email: sfinnie@ewu.edu Website: https://www.ewu.edu/</p>		Email	
12	<p>Eastern Washington University Chicano Education Program Dr. Elisa Facio – Director 203 Monroe Hall Cheney, WA 99004 Phone: 509-359-6146 Email: efacio@ewu.edu Website: https://www.ewu.edu/</p>		Email	
13	<p>Eastern Washington University Journalism Program Bill Stimson 526 Fifth St. Cheney, WA 99004 Phone: 509-359-6034 Email: wstimson@ewu.edu Website: www.ewu.edu</p>	Yes	Email	
14	<p>Eastern Washington University Women's Studies Center – Lisa Logan 207F Monroe Hall Cheney, WA 99004 Phone: 509-359-2898 Email: llogan83@ewu.edu Website: www.ewu.edu</p>		Email	
15	<p>ENSO Employment Service Ryan Newell 508 W. 6th Ave., #400 Spokane, WA 99204 Phone: 509-475-5263 Fax: 509-326-8188 Email: ryan@enso.ws Website: www.enso.ws/</p>	Yes	Email	

16	Full Sail University Ellis Martinez Audio Arts & Entertainment Industry Executive 3300 University Blvd. Winter Park, FL 32792 Phone: 407-551-2023/407-414-1639	Yes	Website	
17	Gonzaga University Career Center & GAMP Karen Franks-Harding E. 502 Boone Ave. - MSC 2462 Spokane, WA 99258 Phone: 509-313-4234 Fax: 509-313-5872 Email: franks-harding@gonzaga.edu Website: www.zagtrax.net		Website	1
18	Idaho State Association of Broadcasters Connie Searles 1674 W. Hill Road, Suite 3 Boise, ID 83702 Phone: 208-345-3072 Email: isba@idahobroadcasters.org Website: www.idahobroadcasters.org		Email	
19	Indeed.com 7501 N. Capital of Texas Highway, Bldg. B Austin, TX 78731 Phone: 800-462-5842 Website: www.indeed.com		Website	37
20	KAPP TV/KVEW TV Kati Schreck 601 N Edison Kennewick, WA 99336 Phone: 509-735-8369 Email: katis@kappkview.com Website: yaktrinews.com	Yes	Email	
21	KXLY Broadcast Group All Employees/Employee Referrals/Internal applicants/Employer initiated/Walk ins 500 West Boone Avenue Spokane, WA 99201 Phone: 509-324-4000 Website: kxly.com		Email	29
22	KXLY.com 500 West Boone Avenue Spokane, WA 99201 Phone: Website: www.kxly.com		Website	7

23	<p>Media Match Inc. P.O. Box 48220 Los Angeles, CA 90048 Phone: N/A Email: info@media-match.com Website: www.media-match.com/usa/media</p>		Website	
24	<p>Medialine Talent Rick Iler 2515 Sparrow Crest Dr. Katy, TX 77494 Phone: 913-217-0685 Email: jobs@medialinetalent.com Website: www.medialinetalent.com</p>		Email	
25	<p>Montana State University Allen Yarnell Center for Student Success 177 Strand Union Building P.O. Box 174180 Bozeman, MT 59717-4180 Phone: 406-994-7627 Fax: 406-994-5488 Email: success@montana.edu Website: http://www.montana.edu/</p>		Website	
26	<p>Morgan Murphy Media - WISC-TV Human Resources Jeff Ver Voort Kate Doty 7025 Raymond Rd. Madison, WI 53719 Phone: 608-277-5142 Fax: 608-278-5568 Email: jvervoort@wisctv.com kdoty@wisctv.com Website: www.channel3000.com</p>	Yes	Email	4
27	<p>North Idaho College Career Services Carla Madison 1000 W. Garden Ave. Coeur d'Alene, ID 83814 Phone: 208-625-2364 Fax: 208-769-3292 Email: career@nic.edu Website: www.nic.edu/career</p>		Website	
28	<p>Oregon Association of Broadcasters Bob Singer 3422 NW Bryce Canyon Ln. Bend, OR 97703 Phone: 503-443-2299 Email: theoab@theoab.org Website: www.theoab.org</p>		Email	

29	<p>Oregon State University The Career Development Center Rachel Finch – Employer Relations Manager B008 Kerr Administration Building Corvallis, OR 97331-2127 Phone: 541-737-4085 Fax: 541-737-0532 Email: Career.Services@oregonstate.edu Website: http://oregonstate.edu/</p>		Website	
30	<p>QueenB Radio Wisconsin, Inc. Herb Cody 51 Means Drive Platteville, WI 53818 Phone: 608-349-2014 Fax: 608-349-2002 Email: hcody@queenbradio.com</p>	Yes	Email	
31	<p>QueenB Television, LLC, dba WKBT-TV Kevin Knerzer 141 S. 6th St. LaCrosse, WI 54601 Phone: 608-782-4678 Fax: 608-782-4674 Email: kknerzer@wkbt.com Website: www.news8000.com</p>	Yes	Email	
32	<p>Seattle Pacific University Center for Career and Calling Lori Brown – Employer Relations Manager 3307 Third Ave. W., Suite 216 Seattle, WA 98119 Phone: 206-281-2485 Email: spucareercenter@spu.edu Website: http://spu.edu/</p>		Website	
33	<p>Skills-Kin Program Coordinator Amanda Vazquez 4004 E. Boone Avenue Spokane, WA 99202 Phone: 509-326-6760 Fax: 509-327-3316 Email: avazquez@skills-kin.org Website: www.skills-kin.org</p>	Yes	Email	
34	<p>Specs Howard School of Media Arts Dir. Career Svcs., Nancy Shiner 26700 Lahser Road Southfield, MI 48033 Phone: 248-358-9000 Email: nshiner@specshoward.edu Website: www.specshoward.edu</p>	Yes	Email	

<p>35 (updated 9/17)</p>	<p>Spokane Community Colleges 2917 W. Fort George Wright Dr. Spokane, WA 99224 Phone: 509-279-6039 Fax: 509-279-6070 Website: https://spokaneccc-csm.symplicity.com</p>		<p>Website</p>	
<p>36</p>	<p>Spokane Craigslist 1381 9th Ave. San Francisco, CA 94122 Phone: 415-566-6394 Website: www.spokane.craigslist.org</p>		<p>Website</p>	<p>2</p>
<p>37</p>	<p>Community Colleges of Spokane (SFCC/SCC) Career & Student Employment Mindy Smith 3410 W. Fort George Wright Drive Spokane, WA 99224 Phone: 509-533-3540 Fax: 509-533-4563 Email: mindy.smith@spokanefalls.edu Website: myinterfase.com/spokanefalls/employer</p>		<p>Website</p>	
<p>38</p>	<p>SpokaneHelpWanted.com 11 Abrams Road Central Valley, NY 10917 Phone: 800-365-8630 Email: EmployerSupport@RegionalHelpWanted.com Website: www.spokanehelpwanted.com</p>		<p>Website</p>	
<p>39</p>	<p>TVJobs.com/AMFMJobs.com Mark Holloway PO Box 4116 Oceanside, CA 92052 Phone: 760-754-8177 Fax: 760-754-2115 Email: jobs@tvjobs.com Website: www.tvjobs.com</p>		<p>Email</p>	
<p>40</p>	<p>United States Air Force Discovery Center Maureen J. Lebel 4 West Castle Street Fairchild AFB, WA 99011 Phone: 509-247-2246 Fax: 509-247-5099 Email: maureen.lebel@us.af.mil Website: www.fairchildfamilysupport.org</p>		<p>Email</p>	
<p>41</p>	<p>University of Idaho Career Services Idaho Commons Room 334 875 Perimeter Dr. MS 2534 Moscow, ID 83844-2534 Phone: 208-885-6121 Fax: 208-885-2816 Email: careerservices@uidaho.edu Website: www.uidaho.edu/career-services Job Board: https://uidaho.joinhandshake.com</p>		<p>Website</p>	

42	University of Montana School of Journalism Denise Dowling 32 Campus Dr., Don Anderson Hall Missoula, MT 59812 Phone: 406-243-4001 Email: denise.dowling@mso.umt.edu Website: www.jour.umt.edu		Website	
43	University of Oregon Career Center Employment Services Specialist 1200 University of Oregon Eugene, OR 97403-1200 Phone: 541-346-3214 Fax: 541-346-6038 Email: jobs@uoregon.edu Website: www.uocareer.uoregon.edu		Website	
44	University of Washington Office of Minority Affairs Ruth Shigemi Box 355845 Seattle, WA 98195-5845 Phone: 206-221-2842 Fax: 206-543-2746 Email: rshigemi@u.washington.edu Website: www.uw.edu		Email	
45	Washington State Assn of Broadcasters Keith Shipman 724 Columbia St. NW, Suite #310 Olympia, WA 98501 Phone: 360-705-0774 Fax: 360-705-0873 Email: kshipman@wsab.org Website: www.wsab.org		Email	
46	Washington State University Academic Success and Career Services P.O. Box 641061 Pullman, WA 99164-1061 Phone: 509-335-6000 Fax: 509-335-4015 Email: employer.relations@wsu.edu Website: https://wsu.edu/		Website	
47	Washington State University Murrow College of Communication Student Services Angela Schweigert PO Box 642530 Pullman, WA 99164-2530 Phone: 509-335-7333 Email: communication@wsu.edu Angela.schweigert@wsu.edu sstout@wsu.edu Website: www.murrow.wsu.edu	Yes	Email	1

48	Whitman College Career Center Margaret Ely 280 Boyer Avenue Walla Walla, WA 99362 Phone: 509-527-5183 Fax: 509-527-5934 Email: jobs_internships@whitman.edu Website: www.whitman.edu		Website	
49	Whitworth University Career Services Andrew Pyrc 300 West Hawthorne Rd. Spokane, WA 99251 Phone: 509-777-3272 Fax: 509-777-3731 Email: careerservices@whitworth.edu Website: www.whitworth.edu		Website	
50	WorkSource Spokane Jeff Miller - Business Solutions 130 S. Arthur Spokane, WA 99202 Phone: 509-532-3136 Fax: 509-532-3066 Email: jemiller@esd.wa.gov Website: www.go2worksource.com		Website	1

OTHER REFERRAL SOURCES

10/1/2020 – 9/30/2021

Number	Contact Information	Did source request notification	Notify via:	# of interviewees referred by source
1	LinkedIn	N		8
2	Outside Referrals	N		6
3	External Recruiter	N		4
4	Handshake	N		2
5	Facebook	N		2
6	ZZU	N		1
7	Glassdoor	N		1
8	STAA Talent job board	N		1

EEO OUTREACH INITIATIVES
October 1, 2020 – September 30, 2021

- Participated in general outreach efforts by such means as job banks or Internet programs such as those described in the model program developed by NASBA.
- Established an internship program in the News department designed to assist college students in acquiring skills needed for broadcast employment.
- TV sales participates in a formal mentorship program for entry level sales account executives.
- HR, TV GM and Radio Market Manager participate in EEO Self-Assessment meetings throughout the year to review our recruitment methods and outreach activities.

- March-May 2021 - Participated in the virtual FUSE career fair connecting with students from Eastern Washington University, Gonzaga University, and Whitworth University for two months. We created a 5-minute video and provided materials that were linked to the FUSE Website alongside information and links to our organization. Students can watch the videos, read about our organization, and reach out about specific organizations.
- 3/31/21 - KXLY TV sponsored and participated in the Edward R Murrow College of Communication Symposium. Our News Director was on a panel of journalists presenting at the WSU Murrow College Symposium. They talked about breaking into the TV news business - everything from how to make a good resume reel to how to distinguish between positions within the newsroom.
- 6/22/21 – Corporate Director of Talent and Team Development attended Hirex Virtual Diversity Job Fair to recruit talent for all markets.

- 4/28/21 - Provided training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. Also included training for all employees on preventing harassment and discrimination in the workplace.

- 10/21/20 - TV Sales assisted a student from WSU on their school project for their marketing class.
- 11/16/20 – Digital Content Manager spoke to a 100 level communications class at Gonzaga. It was held over Zoom. They covered the 2020 Election and how that was covered at the local level.
- December 2020 – KXLY Engineer met virtually with District 81 Skills Center board to discuss television classes at the Skills Center. Reviewed curriculum and certification requirements.

- 2/5/21 – MMJ virtually attended Career Days for three middle school classes at Francisco Medrano Middle School in Dallas, TX. She talked about what it is like to be a reporter and how to get a job in broadcasting.
- Feb. 2021 Because we can't do in person job shadows due to COVID-19, Radio on-air talent spoke with a high school student about careers in radio.
- Feb. 2021, Chief Meteorologist presented a weather unit (virtually) to 6th grade students at River City Middle School.
- 2/22 and 2/23 News Director spoke with classes at WSU-Pullman. Via Zoom, they talked about newsrooms in the time of COVID, what it takes to get the first job in broadcasting and how to navigate the new world of journalism when so much is being done remotely.
- 3/2/21 – Anchor presented to Spokane Central Lion's Club about KXLY's "Wednesday's Child" program.
- 3/2/21 – Digital Content Manager spoke to a Gonzaga public relations course.
- 3/16-3/17 - News Director met with students during a virtual college visit at Missouri University about career opportunities in broadcasting.
- 3/23/21 – Digital Content Manager was a guest lecturer for an advanced Gonzaga Broadcasting course.
- 3/25/21 – Digital Content Manager was a guest lecturer for an advanced Gonzaga Broadcasting course.
- 3/29/21 - News Director met with students during a virtual college visit at Arizona State University about career opportunities in broadcasting.
- 4/7/21 – Anchor participated as a panelist on behalf of KXLY for the Election SOS virtual summit held by Hearken.
- 4/20/21 – Anchor participated in WSU's virtual career coaching program.
- 4/21/21 News Director spoke to a class of Whitworth University students about journalism ethics.
- May 2021 – Meteorologist virtually spoke with 5th grade students about what it is like to be a Meteorologist and working in broadcasting.
- 5/27/21 – News Director spoke to the Leadership Coeur d'Alene class on May 27th about how broadcast journalism works, how we make news decisions and the future of our business.
- June 2021 - Graphics Manager participated in a video call with the Spokane Skills Center about classes and curriculum for 2021-2022.
- 8/20/21 – Anchor participated as a judge for the Northwest Journalists of Color Scholarship contest.

- 9/22/21 – Chief Photographer spoke to a Minot State University broadcasting class for about a 1.5 hours via zoom. They discussed our recent “Inside the ICU” report and the importance of local journalism and journalists to help keep our community informed.
- 9/23/21 – Anchor talked to a journalism class (virtually) at Boise State. They discussed our recent “Inside the ICU” report and the importance of local journalism and journalists to help keep our community informed.
- 9/23/21 – Digital Content Manager talked to a Boise State class about our Inside the ICU report. They discussed our recent “Inside the ICU” report and the importance of local journalism and journalists to help keep our community informed.
- 9/29/21 - Anchor spoke with a WSU journalism class virtually. They discussed our recent “Inside the ICU” report and the importance of local journalism and journalists to help keep our community informed.
- Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Training included:

2021

TV Sales management attended TVB “Alt Forward” conference and training.

TV Sales management attended NAB “Sales and Management” training.

TV Sales management attended Rumble training.

TV Sales management and AEs attended TVB Auto webinar.

HR attended Navigating Difficult FMLA and ADA issues in the Middle of a Pandemic webinar

HR attended OSHA Recordkeeping and Reporting webinar

Sales Managers participated in Rumble’s First 49 sales onboarding training program.

HR attended “The Power of We” webinar presented by Greater Spokane, Inc.

All WideOrbit users trained on new WO updates

HR and GM attended WSAB’s Journalist Safety On & Off the Job webinar

HR attended a SHRM webinar on “Q&A on COVID-19 Vaccines, Hybrid Work and the Key Role of HR in a Pandemic.”

HR attended WBK webinar “Preparing for license renewal – What you need to know”

HR attended Arizona State University’s webinar “Employer Panel – Building your virtual brand”

Radio Market Manager attended NAB’s Broadcast Leadership Training during 2020-2021 (virtual)

Radio sales managers and AEs attended P1 Learning’s “Rising Above” summit

News Director attended Poynter’s seminar “A Journalist’s Guide to Covering Jails and Police Reform.”

TV VP/GM attended the following training webinars: TVB Media Comparisons, TVB Next Women/Writing Skills, Baron weather presentation, The Weather Company Solutions presentation.

TV Sales managers and AEs attending the following training webinars: Rumble, JDA, Wide Orbit, TVB training

Engineering, Newsroom employees, News management, News Production attended AVID training

Radio AEs attended “Rising Above” seminar

Radio AEs attended YAS training “Trends,” “Digital Holiday Bundle”

Radio AEs attended training from Viterbo University Education, Jim Doyle training, Yas training, PNW AG Net training

TV Sales AEs and managers attending Rumble training, JDA training, WideOrbit training and TVB training.

Sales Coordinator attended training on WideOrbit Media Sales.

Programming Coordinator attended a webinar for TitanTV and Redbee Media to review how they partner together to provide our programs schedules to electronic tv guides and printed guides.

Radio AE attended training on OTT (TVB Local Media Marketing Solutions)

TV Sales managers attended multiple TVB webinars and OTT training.

Radio AE participated in Futuri Training "Navigating Change" and OTT training.