

September 30, 2013

**KXLY 4.1, KXLY 4.2, KXLY AM, KXLY FM, KHTQ FM, KZZU FM, KEZE FM,
KVNI AM, and KXLX AM**

2012 – 2013 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 2002 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 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, 2012 – September 30, 2013 (the “Applicable Period”).

The FCC’s 2002 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.

**2013 EEO Public File Report
October 1, 2012 – September 30, 2013**

Job Title	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	# of Interviews
Entry Level Radio Sales Account Executive	10-8-12	EEO Recruiter List	Craigslst.com	Craigslst.com-2 Internal Candidate-4 KXLY.com-1 Employee Referral-1	8
Radio Ntl./Regional Sales Coordinator	12-18-12	EEO Recruiter List	Employee Referral	Craigslst.com-1 Internal Candidate-1 Employee Referral-1	3
Community Website Editor	12-26-12	EEO Recruiter List	Employee Referral	WorkSource – 1 Employee Referral – 1 Friend Referral – 1	4*
	3-25-13	Craigslst.com	Craigslst.com	Craigslst.com - 1	
TV News Producer	1-14-13	EEO Recruiter List	TVJobs.com	TVJobs.com – 1 Craigslst – 1 Employee Referral – 1	3
Multi-Media Journalist	2-5-13	EEO Recruiter list Julie Scott – U of Idaho	Julie Scott – U of Idaho	TVJobs.com – 1 Julie Scott – 1	2
ZZU Morning Producer/On Air	5-6-13	EEO Recruiter list	Employee Referral	Employee referral – 3 Internal Candidate – 2 Craigslst – 1 Kxly.com - 1	7
Weekend TV Sports Anchor/Reporter	5-6-13	EEO Recruiter list Julie Scott/U of Idaho Glassdoor.com TVjobs.com Employee/Corp. Referral David Brunner - Agent	Kxly.com	Kxly.com - 1 Glassdoor.com - 1 TVjobs.com - 2 EE/Corp. Referral -1 David Brunner – Agent - 1	6
Weekend News Producer	6-10-13	EEO Recruiter List Tvjobs.com	Internal Applicant	Kxly.com – 1 Internal applicant – 1 Tvjobs.com – 1 KXLY internship – 1	4**
MMJ (GMNW AP)	5-27-13	EEO Recruiter List TVjobs.com	KXLY Internship	Kxly.com – 1 Internal applicant – 1 Tvjobs.com – 1 KXLY internship – 1	4**
Master Control Operator	6-20-13	EEO Recruitment list	Craigslst	Craigslst – 2 Spokanehelpwanted – 1	3
News Production Tech.	6-20-13	EEO Recruitment list	Spokanehelpwanted	Spokanehelpwanted – 1 Craigslst – 1 EWU Jobs - 1	3
Radio Sales Account Exec.	9-24-13	EEO Recruitment list	Kxly.com	Kxly.com – 2 Craigslst – 1	3

* Same applicant pool

**Same applicant pool used for 2 positions

Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year (this will be a raw number):	46
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Referral Source	# of Interviewees Referred
KXLY.com	6
Craigslst.com	10
Internal Candidate	8
TVJobs.com	5
WorkSource	1
Employee Referral	7
Friend Referral	1
Julie Scott – Former employee	1
Internship	1
David Brunner - Agent	1
glassdoor.com	1
spokanehelpwanted.com	2
EWU jobs	1
Corporate referral	1

EEO PUBLIC FILE RECRUITERS

AARP Foundation
Work Search
Steve Reiter
Karen Johnson
222 W. Mission Ave., Suite 118
Spokane, WA 99201
Phone: 509-325-7712
Fax: 509-325-7729
Email: scsreiter@aarp.org
kejohanson@aarp.org
<http://jobsaarp.org>
Notify via: Email

American Indian Community Center
Job Placement Coordinator
801 E. 2nd Ave., Suite 10
Spokane, WA 99202
Phone: 509-535-0886
Fax: 509-534-7210
Email:
www.aiccinc.ning.com
Notify via: Letter

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
Notify via: website

Bates Technical College
Job Services
Shirley Miller
1011 S. Yakima Avenue
Tacoma, WA 98405-4895
Phone: 253-680-7240
Fax: 253-680-7187
Email: jobservices@bates.ctc.edu
www.bates.ctc.edu
Notify via: Email

9/30/2013

California Chicano News Media Assn.
(CCNMA)
USC Annenberg School of Journalism
Job Placement Coordinator
727 W. 27th St., Room 201
Los Angeles, CA 90007-3212
Phone: 213-821-0075
Fax: 213-743-1838
Email: ccnmainfo@ccnma.org
www.ccnma.org
Notify via: Email

City of Spokane
Civil Service
Lori Harvey/Jennifer Quick
808 W. Spokane Falls Blvd., 4th Floor
Spokane, WA 99201
Phone: 509-625-6160
Fax: 509-625-6077
Email: civilservice@spokanecity.org
www.spokanecity.org
Notify via: Email

Collective Talent
Michael Bille
1721 Richardson Place
Tampa, FL 33606
Phone: 813-254-9695
Fax:
Email: bille@michaelsmedia.com
www.collectivetalent.com
Notify via: Email

Confederated Tribes of the Colville
Reservation
Employment & Training Department
Job Dispatcher
PO Box 150
Nespelem, WA 99155
Phone: 509-634-2732
Fax: 509-634-2734
Email: angie.herman@colvilletribes.com/
miranda.carden@colvilletribes.com
www.colvilletribes.com
Notify via: Email

Division of Vocational Rehabilitation
Carol Baker
1313 N. Atlantic, Suite 1000
Spokane, WA 99201
Phone: 509-363-4757
Fax: 509-329-3718
Email: carol.baker@dshs.wa.gov
www1.dshs.wa.gov/dvrl
Notify via: fax

Division of Vocational Rehabilitation
Teresa Kutsch
1313 N. Atlantic, Suite 1000
Spokane, WA 99201
Phone: 509-363-4763
Fax: 509-329-3718
Email: kutsct@dshs.wa.gov
www1.dshs.wa.gov/dvrl
Notify via: Email

East Central Community Center
Barbara Wilson
500 S. Stone St.
Spokane, WA 99202
Phone: 509-868-0856
Fax: 509-625-6915
Email: barbaraw@eastcentralcommunitycenter.org
www.eastcentralcommunitycenter.org
Notify via: letter

Eastern Washington University
Career Services
Dena Ogden, Employer Relations Mgr.
114 Showalter Hall
Cheney, WA 99004-2431
Phone: 509-359-6365
Fax: 509-359-6940
Email: careers@ewu.edu
<https://ewu-csm.symplicity.com/employers>
Notify via: Website

Eastern Washington University
Africana Education
Lynn Burks-Herres/Bayyunah Jeffries
204 Monroe Hall
Cheney, WA 99004
Phone: 509-359-2205
Fax: 509-359-2820
Email: lburksherres@ewu.edu /
bjeffries@ewu.edu
Notify via: Email

Eastern Washington University
Journalism Program
Bill Stimson
526 Fifth St.
Cheney, WA 99004
Phone: 509-359-6034
Fax:
Email: wstimson@ewu.edu
Notify via: Email

Eastern Washington University
Women's Studies Center
Micki Werner
526 5th Street, MS 166
Cheney, WA 99004-2431
Phone: 509-359-2847
Fax:
Email:
Notify via: Letter

ENSO
Employment Service
Ryan Newell
508 W. 6th Ave., #210
Spokane, WA 99204
Phone: 509-329-6010
Fax: 509-326-8188
Email: ryan.enso@hotmail.com
Notify via: Email

Filipino American Assoc. of the Inland
Northwest
Job Placement Coordinator
6107 S. Madelia
Spokane, WA 99223
Phone: 509-626-2479
Fax:
Notify via: Letter

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
www.zagtrax.net
Notify via: Website

Goodwill Inc.
Tammy Bown
Community Employment Job Coach
130 East Third Ave.
Spokane, WA 99202
Phone: 509-232-1136 x4445
Fax: 509-444-4371
Email: TammyB@giin.org
www.DiscoverGoodwill.org
Notify via: email

Greater Spokane Incorporated
Member Services/Marketing
Alisha Benson/Maria Vandervert
801 W. Riverside, Suite 100
Spokane, WA 99201
Phone: 509-321-3608/509-321-3629
Fax: 509-747-0077
Email: abenson@greaterspokane.org/
mvandervert@greaterspokane.org
www.greaterspokane.org
Notify via: Email

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Illinois Center for Broadcasting
Career Services
Bob Hillman, Career Services Director
601 South LaSalle
Chicago, IL 60605
Phone: 312-884-8000, Ext. 6124
Fax: 312-566-4200
Email: bhillman@beonair.com
www.beonair.com
Notify via: Email

Institute for Extended Learning
Career Transitions Program
Denise McKinnon
2917 W. Fort George Wright Dr.
Spokane, WA 99224
Phone: 509-279-6039
Fax: 509-279-6070
Email: dmckinnon@iel.spokane.edu
www.iel.spokane.edu
Notify via: Email

Institute for Extended Learning
PACE Services
Karen Howland, Program Coordinator
3305 W. Fort George Wright Dr.
Spokane, WA 99224
Phone: 509-279-6276
Fax: 509-279-6216
Email:
Notify via: Letter

Interface College
Placement
Karen Larsen
178 S. Stevens
Spokane, WA 99201
Phone: 509-467-1727
Fax: 509-467-3804
Email: karen@interface.edu
www.interface.edu
Notify via: Email

ITT Technical Institute
Career Services
Sandy Burda
13518 East Indiana Avenue
Spokane Valley, WA 99216-1589
Phone: 509-926-2908
Fax: 509-926-0853
Email: sburda@itt-tech.edu
www.itt-tech.edu
Notify via: Email

KAPP TV/KVEW TV
Cheryl Sentel
P.O. Box 1749
Yakima, WA 98901
Phone: 509-453-0351
Fax: 509-453-3623
Email: cheryls@kapptv.com
Notify via: Email

KXLY Broadcast Group
All Employees
500 West Boone Avenue
Spokane, WA 99201
Phone: 509-324-4000
Fax:
Email:
Notify via: Email

KXLY.com
500 West Boone Avenue
Spokane, WA 99201
Phone:
Fax:
Email:
www.kxly.com
Notify via: Website

LDS Employment Resource Services
Sherrie Hibberd
200 N. Mullan, Ste. 220
Spokane Valley, WA 99206
Phone: 509-928-2534
Fax: 509-922-3556
Email: wel-ec-spokane@ldschurch.org
www.ldsjobs.org
Notify via: Email

Martin Luther King Jr. Family Outreach
Center
Family Emergency Services (FES)
Cristal Betancourth
845 S. Sherman St.
Spokane, WA 99202
Phone: 509-455-8722, ext. 204
Fax: 509-455-3643
Email: cbetancourth@mlkspokane.org
www.mlkspokane.org
Notify via: Fax

Medialine
Mark Shilstone
PO Box 51909
Pacific Grove, CA 93950
Phone: 800-237-8073
Fax:
Email: medialine@medialine.com
www.medialine.com
Notify via: Email

Miryam's House of Transition
Diane Critchlow
1805 West 9th Avenue
Spokane, WA 99204
Phone: 509-747-9222
Fax: 509-747-7261
Email:
www.help4women.org
Notify via: Letter

Morgan Murphy Media - WISC-TV
Human Resources
Jeff Ver Voort
7025 Raymond Rd.
Madison, WI 53719
Phone: 608-277-5142
Fax: 608-278-5568
Email: jvervoort@wisctv.com
www.channel3000.com
Notify via: Email

My Air Check
Scott Russell
1-771 Gibsons Way
Gibsons, B.C. Canada VON 1V9
Phone: 604-740-1374
Email: registration@myaircheck.com
Myaircheck.com
Notify via: Email

National Association of Broadcasters
Education Foundation
Karen Hunter
1771 N. Street NW
Washington, DC 20036
Phone: 202-429-5498
Fax: 202-429-3930
Email: khunter@nab.org
www.nabef.org
Notify via: Website

North Idaho College
Career Center
Gail Laferriere
1000 W. Garden Ave.
Coeur d'Alene, ID 83814
Phone: 208-769-7700
Fax: 208-769-3292
Email: career@nic.edu
www.nic.edu/career
Notify via: Email

Northeast Community Center
Tracy Swank
N. 4001 Cook
Spokane, WA 99207
Phone: 509-487-1603
Fax: 509-489-3849
Email: necommunitycenter@gmail.com
www.myspokane.net.necca
Notify via: Email

QueenB Radio Wisconsin, Inc.
Judy Boldt
51 Means Drive
Platteville, WI 53818
Phone: 608-349-2014
Fax: 608-349-2002
Email: jboldt@queenbradio.com
Notify via: Email

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QueenB Television, LLC
dba WKBT-TV
Marsha Everson
141 S. 6th St.
LaCrosse, WI 54601
Phone: 608-782-4678
Fax: 608-782-4674
Email: meverson@wkbt.com
www.news8000.com
Notify via: Email

S.L. Start
Employment Services Specialist
Shannon McLain
900 N. Monroe Avenue, #200
Spokane, WA 99205
Phone: 509-328-2740
Fax: 509-326-9207
Email: smclain@slstart.com
www.slstart.com
Notify via: Email

Spokane Community College
Workforce Education & Career Services
Linda Wilson
N. 1810 Green St. MS 2063
Spokane, WA 99217
Phone: 509-533-8678
Fax: 509-533-8681
Email: lwilson@scc.spokane.edu
<http://www.scc.spokane.edu/?cces>
Notify via: Website

Spokane Craigslist
Phone:
Fax:
Email:
<http://spokane.craigslist.org>
Notify via: Website

Spokane Falls Community College
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
www.myinterfase.com/spokanefalls/employer
Notify via: Website

Spokane Falls Community College
Disability Support Services
Ben Webinger
W. 3410 Fort George Wright Dr./MS 3010
Spokane, WA 99224-5288
Phone: 509-533-3437
Fax: 509-533-3547
Email: benw@spokanefalls.edu
www.spokanefalls.edu
Notify via: Email

Spokane Tribe of Indians
Human Resources Dept.
Monica Tonasket
PO Box 206
Wellpinit, WA 99040
Phone: 509-458-6527
Fax: 509-458-6556
Email: monicaw@spokanetribe.com/
hadmin@spokanetribe.com
www.spokanetribe.com
Notify via: Email

SpokaneHelpWanted.com
Phone:
Fax:
Email:
www.spokanehelpwanted.com
Notify via: Website

The Native Project
Job Placement Coordinator
1803 W. Maxwell
Spokane, WA 99201
Phone: 509-325-5502
Fax:
Email:
Notify via: Letter

Transitional Living Center
Job Placement Coordinator
3128 North Hemlock
Spokane, WA 99205
Phone: 509-325-2959
Fax:
Email: thunt@help4women.org
Notify via: Email

Transitions
Jamie Borgan
3102 W. Ft. George Wright Dr.
Spokane, WA 99224
Phone: 509-328-6702
Fax: 509-325-9877
Email: jborgan@help4women.org
<http://help4women.org>
Notify via: Email

TVJobs.com/AMFMJobs.com
Mark Holloway
PO Box 4116
Oceanside, CA 92052
Phone: 760-754-8177
Fax: 760-754-2115
Email: jobs@tvjobs.com
www.tvjobs.com
Notify via: Email

United States Air Force
Discovery Center
Angela O'Connell
4 West Castle Street
Fairchild AFB, WA 99011
Phone: 509-247-2246
Fax: 509-247-5099
Email: angela.oconnell.1@us.af.mil
www.fairchildfamilysupport.org
Notify via: Email

University of Montana
School of Journalism
Denise Dowling
32 Campus Dr., Don Anderson Hall
Missoula, MT 59812
Phone: 406-243-4001
Fax:
Email: denise.dowling@mso.umt.edu
www.jour.umt.edu
Notify via: Website

University of Oregon
Office of Multicultural Academic Success
Job Placement Coordinator
1255 University of Oregon, Suite 164
Eugene, OR 97403
Phone:
Fax:
Email:
Notify via: Letter

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
<http://uocareer.uoregon.edu>
Notify via: Website

University of Washington
The Career Center
Alyce Mallett
134 Mary Gates Hall, Box 352810
Seattle, WA 98195
Phone: 206-543-9107
Fax: 206-616-4863
Email: huskyjob@uwashington.edu
<https://careers.uw.edu>
Notify via: Website

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
Notify via: Email

Washington State Assn of Broadcasters
Char Myers
724 Columbia St. NW, Suite #310
Olympia, WA 98501
Phone: 360-705-0774
Fax: 360-705-0873
Email: wsabjobbank@earthlink.net
www.wsab.org
Notify via: Email

Washington State University
Murrow College of Communication
Tami Vik
PO Box 642530
Pullman, WA 99164-2530
Phone: 509-335-7333
Fax: 509-335-3739
Email: communication@wsu.edu
www.wsu.edu
Notify via: Email

West Central Community Center
Administration
Caroline Finley
N. 1603 Belt
Spokane, WA 99205
Phone: 509-326-9540
Fax: 509-326-2347
Email: cfinley@wccda.net
www.myspokane.net/wccc
Notify via: Letter

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
www.whitman.edu
Notify via: Email

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
http://whitworth-csm.symplicity.com
Notify via: Website

WorkSource Spokane
Business Solutions
Jeff Miller
130 S. Arthur
Spokane, WA 99202
Phone: 509-532-3136
Fax: 509-532-3066
Email: jemiller@esd.wa.gov
www.go2worksource.com
Notify via: Website

Yakama Nation
Tribal Employment Rights Office
Tess French
PO Box 151
Toppenish, WA 98948
Phone: 509-865-5121
Fax: 509-865-6719
Email: tessf@yakama.com
Notify via: Email

YFA Connections
Sarah Duering
PO Box 3344
Spokane, WA 99220
Phone: 509-532-2000, Ext. 18
Fax: 509-532-2005
Email: sduering@yfaconnections.org
www.yfaconnections.org
Notify via: Email

YMCA
Herb Hylton
1126 N. Monroe
Spokane, WA 99201
Phone: 509-838-3577
Fax: 509-393-4096
Email: hhylton@ymcaspokane.org
www.ymcaspokane.org
Notify via: Email

YWCA
Opportunity Center
Job Placement Coordinator
930 N. Monroe
Spokane, WA 99201
Phone: 509-789-9281
Fax: 509-326-1597
Email: pclab@ywcaspokane.org
www.ywcaspokane.org
Notify via: Email

EEO OUTREACH INITIATIVES
October 1, 2012 – September 30, 2013

- Participate in general outreach efforts by such means as job banks or Internet programs such as those described in the model program developed by NASBA.
- Offer internships in Promotions, News, Sports, and Radio Programming designed to assist college students in acquiring skills needed for broadcast employment.
- Conducted 22 tours of the TV and Radio studios for numerous schools, organizations, and civic groups to give them a behind-the-scenes look at the broadcast industry.
- Provided 17 job shadow opportunities for students to observe employees during the course of their work day for exposure to different broadcasting jobs.
- On 10/10/12, Ben Kaplan, Sports Director, participated in Glover Middle School's 16th annual Discovery Day which gives students an opportunity to learn about careers in various fields. Ben talked to the students about KXLY, the news and sports business, education requirements, etc.
- On 12/5/12, Wendy Peter, HR Coordinator, gave a station tour to ENSO and discussed various career opportunities in the field of TV and Radio broadcasting.
- On 1/2/13, Denise Hombel, National Sales Coordinator, met with a Gonzaga University student to discuss careers in broadcasting and educational requirements.
- On 1/18/13, Melissa Luck, Executive Producer, spoke to a Journalism class at Gonzaga University. She discussed careers in TV news, paths to this career, internships, finding jobs in this industry.
- On 1/31/13, Melissa Luck, Executive Producer, spoke to a TV and Social Justice class at Gonzaga University. She discussed the TV news business, day-to-day decision making, challenges in a changing landscape.
- On 1/31/13, Scott Travis, Broadcast Engineer, attended Skills Center's Advisory Committee Meeting for the TV/Radio Broadcast Class. They discussed classroom management, enrollment, equipment needs, that they would like to have more people from the broadcast community on the advisory committee, and perhaps have their meetings at a member's place of employment. They also discussed that curriculum be broadened to include the Internet and app creation, along with the opportunities to use them in future employment opportunities.
- On 2/5/13 Marlin Jackson, Broadcast Engineer, attended Lion's Club meeting to discuss history of television in Spokane, direction of television, careers in broadcasting.
- On 2/27/13, Brian Paul, Tery Garras, David Lee, and Wendy Peter attended the Partnership in Employment Career Fair at the Spokane Convention Center. They talked with students from Eastern Washington University, Gonzaga University, Washington State University-Spokane, and Whitworth University about career opportunities at KXLY.
- On 2/26/13, Alyssa Crawford, MMJ and Associate Producer, spoke to a beginning Broadcasting class at Gonzaga University. She discussed careers in TV news, the news business and her time as a Gonzaga student who transitioned to a KXLY employee.

- On 3/1/13, Robyn Nance, News Anchor, visited Ness Elementary School and read to students in 3 classes then discussed her job at KXLY, education and other jobs in the field of broadcasting.
- On 3/5/13, Ernie Vela, Assignment Desk Manager, spoke to students at Browne Elementary. He brought in some camera equipment, discussed what news employees do on a daily basis, what kind of education is required, and answered questions the students had about stories he has covered in the past.
- Wendy Peter, HR, mailed a letter on 3/6/13 to 60 contacts on our Recruitment List requesting an update of contact information to allow us to send them notification of current and future job vacancies.
- On 3/13/13 Robyn Nance, Anchor, spoke at the Motherhood, Marriage & the Media on the balancing act required when working in the media.
- On 3/15/13, Kylee Cruz, MMJ, and Joseph Suttner, Producer, Career Day at Priest River Lamanna High School. They put together five 30-minute presentations for students interested in a career in news.
- On 3/21/13, 6 employees from various departments (video production, audio production, HR, Sales, programming) met with 7 students from Spokane Falls Community College. These students were enrolled in the Audio Engineering program. Discussions included audio/visual broadcasting career opportunities, education needed and how to gain experience.
- On 3/22/13, Robyn Nance, News Anchor, visited Sunrise Elementary School and read to students in 2 classes then discussed her journey in broadcasting, education and other jobs in the field of broadcasting.
- On 3/27/13, 3 employees from various departments (HR, radio programming, news production) met with 8 students from Washington State University's KUGR radio station. They toured the station, and talked to KXLY staff about how to get hired in broadcasting, how to interview, resume tips, etc.
- Chelsie Hadden, Social Media Journalist, participated in a Twitter Chat with journalism students from Whitworth University about Social Media in Journalism in April 2013.
- On 4/11/13 Jerry Post, Executive News Director, spoke to communications students at Whitworth about journalism ethics. He gave the students examples of ethical dilemmas that we've encountered and they discussed the decisions they would have made and why. He also spoke about crisis communication.
- On 4/23/13, Robyn Nance, News Anchor, spoke to Women's Resource Partnership about Wednesday's Child, Teen Closet, and KXLY and how her position in broadcasting can impact the community.
- On 4/23/13, Ian Cull, MMJ, participated from 8 a.m.-2:30 p.m. on April 23rd. He talked with students about possible careers in broadcasting and what they would need to do in school to become a reporter/photographer. I brought a camera and hooked it up to a TV so the students could see themselves. He also took some of the video shot during the fair, and edited it on site to show students how we work. There were about 600 students from the high school and middle schools within the district.
- On 5/8/13, Wendy Peter, HR, and Sharleen Ashley, Radio Promotions, attended the 2013 SFCC Career Fair. They met with current, prior, and graduate students from Spokane Falls Community College.

- Bob Cole, Controller, was a speaker at the Media Financial Management Association conference May 20-22, 2013.
- On 5/31/13, Robyn Nance, News Anchor, attended Horizon Middle School's Career Fair to discuss career opportunities in TV and radio broadcasting. She distributed handouts with descriptions of various jobs in broadcasting.
- On 6/4/13, Scott Travis, Broadcast Engineer, and Pete Jensen, Radio Production Manager, attended the Steering Committee Meeting for the Broadcast Program at the Spokane Skills Center. The meeting is attended by mentor broadcasters to advise the instructor with decisions regarding equipment, software, and curriculum with a view towards guiding students into careers involving some aspect of Broadcast/Audio/Video. They also discussed teaching strategies, the type of students the class tries to recruit, and internships.
- On 9/19/13, Wendy Peter, HR Coordinator, and Bill Long, TV Account Executive, visited Rogers High School and spoke to students about career opportunities in Radio and Television Broadcasting. Discussed the different types of career paths, necessary education and experience. Bill discussed TV sales and the role of an Account Executive.
- On 9/19/13, Jerry Post, Executive News Director, spoke to 60 broadcast journalism students at WSU about ethical decision making and careers in TV news. He also spoke to the Murrow Dean of Communication about the changing nature of the business, technology, etc.
- On 9/26/13, Derek Deis, Good Morning Northwest Anchor, and Zac Wellsandt, Radio Program Director and on-air talent, visited Rogers High School and spoke to students about career opportunities in Radio and Television Broadcasting. They specifically discussed their individual jobs, how they got started in broadcasting, what type of education is needed, etc.
- Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Training included:

2012

Local Broadcast Sales – Veteran's Day – October 2012
 2013 Compensation and Benefits seminar – HR – Oct. 2012
 WSAB Online Public File training for GM and Admin. – November 2012
 Leadership Coeur d'Alene – training for TV Account Executive – Jan. 2012- Dec. 2012
 Mosart Master Operator Training – Production & Master Control staff – Oct. 2012 – Dec. 2012
 Live Truck Safety & Power Line awareness training – News, radio promotions and engineering staff – Oct. 2012
 ABC and Nielsen webinars – Television Sales dept. – Nov. 2012 – Dec. 2012

2013

Mosart Operator Training – Maser Control and News Production – Jan. – July 2013
 IP Networking by SBE – Dir. Of Engineering – Jan. 2013
 Media Financial Management Assodation Leadership Series – Controller – Feb. 2013
 Strata training – TV Sales staff – Feb. 2013
 Media Law seminar – TV News Dept. – Feb. 2013
 Effective Campaigns TVB webinar – TV Sales – Feb. 2013
 FCC Enforcement Actions – Dir. Engineering – Feb. 2013
 Business Ethics E-learning seminar – HR Coord. – March 2013
 NAB State Leadership conference – TV GM – March 2013
 Radio Ink Convergence conference – Radio Sales – March 2013
 ISBA Getting Ready for License Renewal webinar – EA/Engineering – March 2013
 NAB conference – workshop and seminar attendance – Radio and TV GMs and TV Sales Director – April 2013
 Social Media Marketing Conference – Radio Sales Director – April 2013
 Arbitron Training – Radio Sales – April 2013
 Media Training w/local PD – News dept. – April 2013
 News editing, camera operations and graphics building cross training – Master Control/News Prod. – June/July 2013

2013 continued

CFO Guidebook continuing education – Controller – July 2013
Healthcare Reform seminar – HR Coord. – July 2013
Wide Orbit traffic training – TV/Radio Traffic July 2013
Triton Promotion training – Radio Sales – July 2013
Dealing with Difficult People Parts 1-4 e-Learning seminar – July – Sept. 2013
Morning Show Boot Camp Conference – Radio personnel – August 2013
RAB Healthcare training webinar – Radio Sales – August 2013
Wide Orbit webinar – Accounting personnel – August 2013
RCS G Selector Training – Engineering personnel – Sept. 2013
Radio NAB Conference – Radio GM and Engineering Director – Sept. 2013
NAB Small Market Exchange Conference – TV GM, TV Sales Director – Sept. 2013