

EEO PUBLIC FILE REPORT

Saga Broadcasting, LLC – Bellingham dba Cascade Radio Group

October 1, 2022 – September 30, 2023

Station Employment Unit

Call Sign	Fac. ID.	Community of License
KGMI AM	34467	Bellingham, WA
KISM FM	34469	Bellingham, WA
KPUG AM	58887	Bellingham, WA
KAFE FM	58886	Bellingham, WA
KBAI AM	4633	Bellingham, WA

Recruitment Sources

Source	Contact	Address	Phone
On-Air Commercials	Heidi Persson	2219 Yew St Rd, Bellingham, WA 98229	(360) 734-9790
Station Websites	Heidi Persson	www.kgmi.com www.kism.com https://kpug1170.com www.kafe.com www.kbai.com	(360) 734-9790
All Access	Heidi Persson	www.AllAccess.com	(360) 734-9790
Radio Online	Heidi Persson	2219 Yew Street Rd, Bellingham, WA 98229	(360) 734-9790
LinkedIn	Heidi Persson	www.linkedin.com	(360) 734-9790
Saga Communications	Theresa Wiley	73 Kercheval Avenue #201, Grosse Pointe Farms, MI 48236	(360) 734-9790
Western Washington University	Heidi Persson	www.wvu.edu/careers/employers	(360) 650-3000
W S A B	Keith Shipman	PO Box 18026, Spokane, WA 98228	(360) 705-0774
Indeed	Heidi Persson	www.Indeed.com	(360) 734-9790

Vacancies Filled During Period

Business Manager
Traffic Coordinator
News Reporter/ Anchor – KGMI

Total Number of Persons Interviewed for all Full-Time Vacancies Filled During the Past Year: 10

Total Number of Interviewees for all Full-Time Vacancies Filled During the Past Year Per Recruitment/Referral Sources:

Internet Ad/All Access	0
LinkedIn Post	0
Indeed	2
Radio Advertisement	0
In House/Promotion	2
Station Web Site	3
W S A B	3
Other Activities	0
Total	10

Outreach Activities

Activity: **Cascade Radio Group hosted Job Fairs**

Cascade Radio Group hosted two job fairs. One on 3/16/23 and another on 9/13/23. Both events were held at the Four Points by Sheraton in Bellingham, WA. Employers offering solid pay, good benefits, and training - and many offering hiring bonuses or on the job training. Full time, part time and seasonal work from entry level to professional positions were offered by LFS Marine, Bellingham Police Department, Lifeline Connections, City of Bellingham, Skagit Speedway, Whatcom County Government, Aloha Laundry, Unity Care NW, Silver Reef Casino, Trident Seafoods, United States Postal Service, Bellingham Fire Department, Groundbusters NW, Modomi Manufacturing, JTI Commercial Services, Yeager's Sporting Goods, Four Points by Sheraton, Skagit County Sheriff's Office and Cascade Radio Group.

Activity: **Mentoring Program**

The Cascade Radio Group continued its training and mentoring programs for the staff. These programs enable any employee of the radio station to acquire skills that could qualify them for a higher-level position, either in another department or in their current department. This training is designed for each employee's needs and desires. We encourage all staff to participate in learning new skills to enhance their career potential.

Activity: **Internship Program**

The Cascade Radio Group has established an Internship Program in conjunction with local colleges and High Schools. This program is designed to assist members of the community to acquire skills needed for broadcast employment. Internships are available in the following areas: Accounting/ Business Sales/ Marketing On-Air Broadcasting Production Promotions Engineering/ Information Technology Internships are unpaid positions. Credit for College is granted in conjunction with applicable school curriculums. Successful interns have secured employment within the broadcasting industry, many securing positions with the Cascade Radio Group after their completion of studies.

Activity: **Participation in Other Activities**

The Cascade Radio Group regularly participates in Out-reach efforts. Job Shadowing The CRG in conjunction with local High Schools and Community Colleges, conducts "Job Shadowing" whereby students interested in broadcasting may arrange a day with an employee of the radio station. The student may shadow an on-air personality, News reporter or Promotion Director to give them information and insight into jobs in the broadcast industry. Informational Tours The CRG regularly invites student groups or civic groups for an informational tour of the radio stations and the potential for employment. These tours are designed to inform students of the nature of the broadcasting industry and its participation in the community. The students are introduced to on-air personalities and the jobs available in broadcasting.

