



April 23, 2019

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EEO Staff
Investigations & Hearing Division
Enforcement Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Dear EEO Staff:

This letter responds to an EEO Audit Letter, dated February 14, 2019, from the FCC's Media Bureau to Seattle FCC License Sub, LLC ("Licensee"), the licensee of KRWM(FM), Bremerton, Washington (FIN 53870).¹ The following response is submitted on behalf of the employment unit consisting of KIXI(AM), Mercer Island-Seattle, Washington (FIN 4629), KKNW(AM), Seattle, Washington (FIN 57834), KNUC(FM), Seattle, Washington (FIN 57843), KQMV(FM), Bellevue, Washington (FIN 4630) and KRWM(FM) (the "Unit" or "Stations"). Please note that the responses set forth below are associated with the specific questions raised in the EEO Audit Letter.

3. Audit Data Requested.

(a) Copies of the Unit's two most recent EEO public file reports, described in Section 73.2080(c)(6). For any stations in the Unit that have websites, provide each web address. If the Unit's most recent EEO public file report is not posted on each of these websites, indicate each relevant website and provide an explanation of why the report is not posted, as required by Section 73.2080(c)(6). In accordance with Section 73.2080(c)(5)(vi), provide the date of each full-time hire listed in each report provided. If the Unit does not have its own website, but its corporate site contains a link to a site pertaining to the Unit, then the Unit's most recent EEO public file report must be linked to either the Unit's site or the general corporate site, pursuant to Section 73.2080(c)(6).

Copies of the Unit's two most recent EEO public file reports for the period covering October 1, 2016 to September 30, 2017 and October 1, 2017 to September 30, 2018 (together, the "Audit Period") are attached hereto as Exhibit 1 and Exhibit 2, respectively.

¹ On March 25, 2019, Lewis C. Pulley, Assistant Chief, Investigations & Hearings Division, Enforcement Bureau, Federal Communications Commission, granted a request for extension of time, until April 30, 2019, for the Unit to respond to the EEO Audit Letter.

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The station web addresses are as follows:

KIXI(AM) - <https://kixi.com/>
KKNW(AM) - <https://1150kknw.com/>
KNUC(FM) - <https://989bull.com/>
KQMV(FM) - <http://www.movin925.com/>
KRWM(FM) - <https://warm1069.com/>

The current EEO public file report is posted on the above referenced websites.

The date of each full-time hire during the Audit Period is provided in the Unit's EEO public file reports for the Audit Period (see Exhibit 1 and Exhibit 2).

It is noted that the Unit amended the EEO public file reports covering the Audit Period on March 19, 2019. While transitioning the internal recruitment management system used by the Unit to a new system, the Corporate Human Resources Department recently discovered that certain recruitment sources listed as having received notices of full-time job openings in the original EEO public file reports for the Audit Period were not sent job postings due to an employee distribution error. Upon investigation, it was ascertained that the Unit's employee responsible for sending the notices of full-time vacancies at the Unit to recruitment sources utilizing the system misunderstood that some selected recruitment sources needed to be notified manually (rather than emailed through the system).

Also, the Corporate Human Resources Department found that two recruitment sources were incorrectly categorized as having requested notices. One source, Sanford-Brown College, closed in April of 2016 and thus should have been removed as a recruitment source that requested notices. The other source, National Association of Broadcasters Education Foundation, requires payment to post job openings and thus should not have been categorized as having requested notices. It is also noted that an additional recruitment source, Everett Community College, had requested to be notified about full-time vacancies but did not receive the notices as the email address was mistakenly deleted from the recruitment source record.

The Unit and the Corporate Human Resources Department worked diligently to make corrections and amended the EEO public file reports for the Audit Period. Additional training and procedures have been established to ensure proper utilization of the internal recruitment management system.²

As demonstrated by the numerous recruitment sources utilized by the Unit for job vacancies during the Audit period, reflected in the amended EEO public file reports, as well as the documentation provided herein, it is clear that the Unit provided broad outreach for job openings during the Audit Period.

² Other corrections were also made (e.g., removal of duplicative sources).

(b) For each Unit full-time position filled during the period covered by the above EEO public file reports, or since your acquisition of the Station, if after that period, dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing the position, as described in Section 73.2080(c)(5)(iii). However, to reduce your burden of responding to this audit, if you have sent a job notice to multiple sources, you may send us only one copy of each such notice, along with a list of the sources to which you have sent the notice. In addition, indicate in your response whether you retain copies of all notices sent to all sources used, as required by Section 73.2080(c)(5)(iii). For on-air ads that aired multiple times, you may send us one log sheet indicating when the ad aired and tell us the other times it aired instead of providing multiple log sheets. Also, tell us whether you have retained all the log sheets for each time the ad aired. We may ask for them for verification, but you need not provide them at this time. Include, however, copies of all job announcements sent to any organization (identified separately from other sources) that has notified the Unit that it wants to be notified of Unit job openings, as described in Section 73.2080(c)(1)(ii).

Attached as Exhibit 3 are copies of the notices used by the Unit to announce the vacancies for the full-time positions filled at the Stations during the Audit Period. These notices were sent to the list of recruitment sources listed in the EEO public file reports for the Audit Period. The recruitment sources that have requested to be notified of full-time job openings are noted in the EEO public file reports for the Audit Period. With respect to email notifications, the Unit does not printout each such email. Instead, the Unit utilizes an internal recruitment management system, which records the date and time that the notices were sent by email to the recruitment sources for the full-time vacancies.

In addition, job openings were automatically posted to each station's website. Due to a change in systems in January 2019, jobs are now posted on a central recruiting website. The station websites direct applicants to the new central recruiting website.

(c) In accordance with Section 73.2080(c)(5)(v), the total number of interviewees for each vacancy and the referral source for each interviewee for all full-time Unit vacancies filled during the period covered by the above-noted EEO public file reports.

The total number of interviewees for all full-time vacancies for the Audit Period are as follows: 24 total interviewees for 2016-2017 and 83 total interviewees for 2017-2018. The referral sources for the interviewees and the list of referral sources are provided in the Unit's EEO public file reports for the Audit Period (see [Exhibit 1](#) and [Exhibit 2](#)).

(d) Documentation of Unit recruitment initiatives described in Section 73.2080(c)(2) during the periods covered by the above-noted EEO public file reports, such as participation at job fairs, mentoring programs, and training for staff. Specify the Unit personnel involved in each such recruitment initiative. Also, provide the total number of full-time employees of the Unit and state whether the population of the market in which any

station included in the Unit operates is 250,000 or more. Based upon these two factors, determine and state whether the Unit is required to perform two or four initiatives within a two-year period, pursuant to Sections 73.2080(c)(2) and (e)(3). If you have performed more than four initiatives, you may provide documentation for only four and summarize the rest instead of providing documentation for all of them. If we believe any of the initiatives you have documented are inadequate, we may ask for more information, but documentation for four is all we need at this time.

The Unit currently has a total of 72 full-time employees. The population of the market in which the Unit operates is greater than 250,000.³ As such, the Unit is required to perform four initiatives within a two-year period pursuant to 47 C.F.R. §§ 73.2080(c)(2) and (e)(3).

The Unit engaged in a number of recruitment initiatives during the Audit Period, as described in the Unit's EEO public file reports for the Audit Period (see [Exhibit 1](#) and [Exhibit 2](#)), including the following:

- The Unit maintained internship programs for college students to acquire skills needed for employment in the broadcast industry (see [Exhibit 4](#)).
- In 2015, the Unit developed a NextGen Leadership Program, an annual training program designed to develop future leaders of the company by enabling them to acquire skills that could qualify them for higher level positions. This leadership program continued during the Audit Period (June 1, 2016 to September 30, 2017 and June 1, 2017 to September 30, 2018) (see [Exhibit 5](#)).
- The Unit sponsored a scholarship for students in the broadcasting program at Green River Community College (August 2017 and August 2018) (see [Exhibit 6](#)).
- The Unit also sponsored the Hubbard Radio Talent Institute, a talent incubator program at Central Washington University (June 19-28, 2017 and June 16-25, 2018). The Hubbard Radio Talent Institute is an affiliate of the National Radio Talent System, which brings broadcast professionals to be guest professional faculty and teach sessions during an intensive 10-day summer program (see [Exhibit 7](#)).

The Unit also educated community groups and students about the broadcasting industry as well as employment opportunities by participating in a number of job fairs, and through various speaking engagements and guided tours (see [Exhibit 1](#) and [Exhibit 2](#)).

³ The Stations are located in the Seattle-Tacoma-Bellevue, WA Metro Area which has a population of approximately 3.87 million people.

(e) Disclose any pending or resolved complaints involving the Station filed during the Station's current license term before anybody having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the Unit on the basis of race, color, religion, national origin, or sex. For each such complaint, provide: (1) a brief description of the allegations and issues involved; (2) the names of the complainant and other persons involved; (3) the date the complaint was filed; (4) the court or agency before which it is pending or by which it was resolved; (5) the file or case number; and (6) the disposition and date thereof or current status. Note that all complaints must be reported, regardless of their status or disposition.

There have been no complaints alleging unlawful discrimination in the employment practices of the Unit during the current license term.

(f) In accordance with Section 73.2080(b), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the responsibilities of each level of Unit management responsible for implementing Unit EEO policies and describe how the Unit has informed employees and job applicants of its EEO policies and program.

As an initial matter, the Unit provides equal employment opportunities to all qualified individuals without regard to race, color, religion, national origin, gender, age, or disability or any other protected group under the law in all personnel actions, including recruitment, evaluation, selection, compensation, training, promotion, and termination. The Unit complies with applicable federal, state, and local laws concerning employment matters.

The Licensee's "Appropriate Workplace Behavior Policy" and "Equal Employment Opportunity Policy" specifically state that the company is committed to non-discrimination and will not tolerate any form of discrimination in the workplace. In February 2015 and again in June 2018, the Unit redistributed these policies to all employees and required all employees to acknowledge them.

For each full-time vacancy, the Unit's Human Resources/Business Manager is charged with coordinating the EEO efforts and assisting hiring managers with job posting requirements. The Unit's Human Resources/Business Manager along with Corporate Human Resources serve as resources for Unit management and employees on equal employment opportunity matters. The Vice President/Market Manager for the Unit oversee all employees of the Unit and, together with Unit's Human Resources/Business Manager, is responsible for implementation of the Unit's EEO policies. All questions regarding EEO are directed to the Unit's Human Resources/Business Manager for clarification, resolution and/or escalation. All department managers are involved in all aspects of hiring, terminating, and any disciplinary actions needed to ensure EEO compliance. These managers are expected to ensure that equal employment opportunity is afforded to all applicants for positions with the Units, and to all employees.

Should a concern or complaint regarding EEO arise, managers are expected to address the complaint, notify the Human Resources/Business Manager, Vice President/Market Manager and/or Corporate Human Resources Department of such complaint, and be part of the resolution.

The Unit informs employees and job applicants of its EEO policies and program in various ways. The Unit's EEO policies and program is provided to all new hires and the EEO policy is posted on the parent company intranet site. The Unit also provides EEO training to managers periodically (most recently in February 2018 for the Unit). In addition, each job notice informs potential applicants that the Unit is an equal employment opportunity employer and the Unit's EEO statement is included throughout the Unit's online application process.

(g) In accordance with Section 73.2080(c)(3), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the Unit's efforts to analyze its EEO recruitment program to ensure that it is effective and to address any problems found as a result of such analysis.

Corporate Human Resources reviews the Unit's EEO policies and program for compliance and effectiveness by conducting an annual internal audit. The Unit is encouraged to identify organizations to add to the Unit's list of recruitment sources.

(h) In accordance with Section 73.2080(c)(4), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the Unit's efforts to analyze periodically its measures taken to examine pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that they provide equal opportunity and do not have a discriminatory effect. If the Unit has one or more union agreements, describe how the Unit cooperates with each union to ensure EEO policies are followed for the Unit's union-member employees and job applicants.

The Unit undertakes every effort to ensure that the Unit's pay, benefits, seniority practices, promotions, and selection techniques and tests provide equal employment opportunities. The Unit's employees are reviewed annually by the management. With respect to matters related to pay, the Unit endeavors to ensure that the compensation for each position is comparable to other employees with similar job descriptions and to other similar jobs in the local marketplace. With regard to benefits, all full-time employees are entitled to the same benefit package.

With respect to promotions, the Unit encourages employees to apply for available positions within the company. When there is an opportunity to promote from within, the Unit looks at the employee's qualifications, seniority, experience, attitude, leadership skills and overall approach to their work.

With regard to sales positions, the Unit uses The Center for Sales Strategy's online sales

talent interview assessment as a tool in the hiring process. Radio Sales Managers make final decisions on who to interview and hire.

The Unit does not have any union agreements.

(i) If your entity is a religious broadcaster and any of its full-time employees are subject to a religious qualification as described in Section 73.2080(a) of the rules, so indicate in your response to this letter and provide data as applicable to the Unit's EEO program. For example, for full-time hires subject to a religious qualification, only a record of the hire listed by job title and date filled, the recruitment sources used for the opening, and the source of the hiree must be provided. No other records are required for those hires. If five or more full-time positions are not subject to a religious qualification, the licensee must maintain and provide all records for such hires and complete the initiatives required under Section 73.2080(c)(2). Otherwise, a religious broadcaster is not required to perform these initiatives.

The Unit is not a religious broadcasters.

4. Time Brokerage.

(a) Licensee of brokered station(s). If the Unit employs fewer than five full-time employees and any station included in it is subject to a time brokerage agreement, in addition to responding to this letter and providing us a list of the Unit's full-time employees listed by job title (and the number of hours each employee is assigned to work) and a response to Question 3(e) above, you must immediately forward a copy of this letter to the broker under each such agreement, which must respond to Question 4(b) below. If the Unit employs five or more full-time employees, the licensee must respond fully to paragraph 3 above, and also forward the letter to the broker so the broker may respond to Question 4(b) below.

None of the Stations in the Unit are subject to a time brokerage agreement.

(b) Broker receiving audit letter from brokered station licensee. If you are the broker of a station, and the station you are brokering receives an audit letter, the licensee of the brokered station must forward the audit letter to you. You should respond to the audit letter concerning EEO information relating only to your own full-time employees at the brokered station. See Section 73.2080(f)(3).

The Unit does not broker any broadcast station.

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If there are any questions, please contact the undersigned. You may also contact our FCC counsel, Patricia Chuh, at pchuh@wbklaw.com.

Sincerely,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Ann Marie Mulholland
Vice President/Market Manager
Seattle FCC License Sub, LLC

Attachments