

September 30, 2015

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

2014 – 2015 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, 2014 – September 30, 2015 (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.

**2015 EEO Public File Report
October 1, 2014 – September 30, 2015**

Job Title	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	# of Interviews
Digital Radio Account Exec	10/10/14	EEO Recruiter List	Employee Referral	Employee referral – 1 Internal applicant – 1	2
Digital Content Producer	11/10/14	EEO Recruitment list	WSU	WSU – 1 Employee referral – 2	3
Accounting Technician	11/10/14	EEO Recruitment list AccounTemps AeroTek	AccounTemps	AccounTemps - 2 AeroTek - 1 KXLY.com - 1 EWU – 1 Worksource - 1	6
Creative Services Producer	11/12/14	EEO Recruiter List	Employee Referral	Employee Referral – 1 Internal applicant - 1 KXLY.com – 4	6
Sports Anchor/Reporter (2 openings)	11/24/14 12/31/14	EEO Recruiter List Sportscaster Talent Agency of America	TVJobs.com KXLY.com	TVjobs.com -1 KXLY.com – 1 Outside Referral -1	3*
KXLY AM 920 Morning Show Producer	2/16/15	EEO Recruiter List AM/FMjobs.com	WSAB	WSAB – 1 WSU – 2 OAB – 1 Employee Referral – 1	5
News Production Supervisor/Sr. Director	2/16/15	EEO Recruiter List	Employee Referral	Internal Applicant - 2 Employee referral – 1 Outside referral - 1	4
Multimedia Journalist	3/13/15	EEO Recruiter List	Internal Applicant	Internal Applicant – 1	1
TV Sales Assistant	3/19/15	EEO Recruiter List	Employee Referral	Employee Referral - 4 Career Fair – 1 Craigslis - 1	6
TV Weekend Producer	4/22/15	EEO Recruiter list	TVJobs.com	TVJobs.com – 2	2
ZZU Afternoon Show Host	5/25/15	EEO Recruiter list RadioInk	Internal Applicant	Internal Applicant – 2 All Access – 3	5
TV Master Control Operator	5/7/15	EEO Recruiter list	Craigslis Worksource	Worksource – 1 Employee referral -2 Indeed.com – 1 Craigslis - 1	5
Broadcast/Digital TV National/Regional Sales Manager	6/15/15	EEO Recruiter list NABEF.org	Outside Referral	Employee referral – 1 Outside referral – 2 NABEF – 1	4
Radio Market Manager	8/1/15	Internal Promotion	Internal Promotion	Internal Promotion – 1	1
RF Radio-TV Engineer	9/8/15	EEO Recruiter list SBE	KXLY.com	KXLY.com – 3 Employer initiated – 1 WSAB.org – 1	5
Entry Level Radio & Digital Account Executive (2 openings)	9/12/15	EEO Recruiter List Jobmonkey.com Radio Ink 6 KXLY Radio Group stations	Craigslis KXLY.com	KXLY.com - 1 Craigslis - 1 Outside referral - 1 Internal Applicant - 1	4

* Same applicant pool

Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year (this will be a raw number):	62
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Referral Sources	# of Interviewees Referred
AccounTemps	2
AeroTek	1
All Access	3
Career Fair	1
EWU	1
Indeed.com	1
KXLY.com	10
KXLY Employee Referral	13
KXLY Internal Applicant	8
KXLY Internal Promotion	1
KXLY initiated	1
NABEF.org	1
Outside Referral	5
OAB	1
Spokane Craigslist.com	3
TVJobs.com	3
Worksource	2
WSAB	2
WSU	3

EEO RECRUITER LIST
10/1/2014 – 9/30/2015

Number	Contact Information	Did source request notification	Notify via:	# of interviewees referred by source
1	AARP Foundation Work Search Steve Reiter Karen Johnson 222 W. Mission Ave., Suite 118 Spokane, WA 99207 Phone: 509-325-7712 Fax: 509-325-7729 Email: sreiter@aarp.org and kejohnson@aarp.org Website: www.jobsaarp.org		Email	
2	American Indian Community Center Kathy Richards 610 E. North Foothills Dr. Spokane, WA 99202 Phone: 509-535-0886 Fax: 509-534-7210 Email: kathyr@aiccinc.org Website: www.aiccinc.org		Email	
3	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	
4	Bates Technical College Job Services, Shirley Miller 1011 S. Yakima Avenue Tacoma, WA 98405-4895 Phone: 253-680-7240 Email: skmiller@bates.ctc.edu Website: www.bates.ctc.edu		Email	
5 Added 8/16/15	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	Email	
6	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 Website: www.ccnma.org		Website	

7	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 Web site: www.spokanecity.org		Email	
8	Colorado Media School Terry Cuff 404 S. Upham Street Lakewood, CO 80226 Phone: 303-937-7070 Email: tcuff@beonair.com Website: www.beonair.com		Email	
9	Collective Talent Michael Bille 1721 Richardson Place Tampa, FL 33606 Phone: 813-254-9695 Email: bille@michaelsmedia.com Website: www.collectivetalent.com		Email	
10	Confederated Tribes of the Colville Reservation Employment & Training Department Job Dispatcher PO Box 150 Nespelem, WA 99155 Phone: 509-634-2729 Fax: 509-634-2734 Email: angie.herman@colvilletribes.com/ Website: www.colvilletribes.com		Email	
11	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 Website: www1.dshs.wa.gov/dvrl		Fax	
12	East Central Community Center Barbara Wilson 500 S. Stone Spokane, WA 99202 Phone: 509-868-0856 Fax: 509-625-6915 Email: frontdesk1@ecspokane.org Website: www.ecspokane.org		Email	
13	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		Website	1

14	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		Email	
15	Eastern Washington University Women's Studies Center – Micki Werner 526 5th Street, MS 166 Cheney, WA 99004-2431 Phone: 509-359-2847 Website: www.ewu.edu		Letter	
16	ENSO Employment Service Ryan Newell 508 W. 6th Ave., #400 Spokane, WA 99204 Phone: 509-475-5263 Fax: 509-326-8188 Email: ryan.enso@hotmail.com Website: www.enso.ws/	Yes	Email	
17	Filipino American Assoc. of the Inland Northwest Job Placement Coordinator 6107 S. Madelia Spokane, WA 99223 Phone: 509-626-2479 Website: www.faaie.org		Letter	
18	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	
19	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 Website: www.DiscoverGoodwill.org	Yes	Email	
20	Greater Spokane Incorporated Marketing Tammy Tracy 801 W. Riverside, Suite 100 Spokane, WA 99201 Phone: 509-321-3608/509-321-3629 Fax: 509-747-0077 Email: ttracy@greaterspokane.org Website: www.greaterspokane.org		Website	
21 (added 12/03/14)	Idaho Department of Labor 317 W. Main Street Boise, ID 83735 Phone: 208-332-3570 Website: www.labor.idaho.gov		Website	

22	Idaho State Association of Broadcasters Connie Searles 1674 W. Hill Road, Suite 3 Boise, ID 83702 Phone: 208-345-3072 Email: isba@qwestoffice.net Website: www.idahobroadcasters.org		Email	
23	Illinois Center for Broadcasting Career Services Don Clark, Career Services Director 530 South State Street Chicago, IL 60605 Phone: 312-884-8000, Email: dclark@beonair.com Website: www.beonair.com		Email	
24	Interface College Placement 178 S. Stevens Spokane, WA 99201 Phone: 509-467-1727 Fax: 509-467-3804 Email: karen@interface.edu Website: www.interface.edu		Email	
25	ITT Technical Institute Career Services Dennis Gagoin 13518 East Indiana Avenue Spokane Valley, WA 99216-1589 Phone: 509-926-2900 Fax: 509-926-2908 Email: dgagoin@itt-tech.edu Website: www.itt-tech.edu		Email	
26	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 Website: kapptv.com / kvewv.com	Yes	Email	
27	KXLY Broadcast Group All Employees/Employee Referrals/Internal applicants/Employer initiated 500 West Boone Avenue Spokane, WA 99201 Phone: 509-324-4000 Website: kxly.com		Email	23
28	KXLY.com 500 West Boone Avenue Spokane, WA 99201 Phone: Website: www.kxly.com		Website	10
29	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 Website: www.mlkspokane.org		Fax	

30 Added 10/3/14	Media-match.com 8112 ½ West 3 rd Street Los Angeles, CA 90048 Phone: 323-284-5589 Email: info@media-match.com Website: www.media-match.com		Website	
31	Medialine Rich Everitt 1209 Wood Valley Road August, GA 30909 Phone: 706-364-7564 Email: rich@medialine.com Website: www.medialine.com		Email	
32	Miryam's House of Transition Ami Manning 1805 West 9th Avenue Spokane, WA 99204 Phone: 509-747-9222 Fax: 509-747-7261 Email: amanning@help4women.org Website: www.help4women.org		Email	
33	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 Website: www.channel3000.com	Yes	Email	
34	North Idaho College Career Center Karen Howell 1000 W. Garden Ave. Coeur d'Alene, ID 83814 Phone: 208-769-3297 Fax: 208-769-3292 Email: karen.howell@nic.edu Website: www.nic.edu/career		Website	
35	Northeast Community Center Tracy Swank N. 4001 Cook Spokane, WA 99207 Phone: 509-487-1603 Fax: 509-474-1027 Email: necommunitycenter@gmail.com Website: www.myspokane.net.necca		Email	
36	Oregon Association of Broadcasters Bill Johnstone 9020 SW Washington Square Rd, #140 Portland, OR 97223 Phone: 503-443-2299 Fax: 503-443-2488 Email: theoab@theoab.org Website: www.theoab.org		Email	1

37	QueenB Radio Wisconsin, Inc. Judy Boldt 51 Means Drive Platteville, WI 53818 Phone: 608-349-2014 Fax: 608-349-2002 Email: jboldt@queenbradio.com	Yes	Email	
38	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 Website: www.news8000.com	Yes	Email	
39 Added 10/3/14	Radio & Television Business Report April McLynn P.O. Box 6633 Woodbridge, VA 22195 Phone: 703-490-3099 Email: aMclynn@rbr.com Website: www.rbr.com		Website	
40	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	Yes	Email	
41	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 Website: www.slstart.com		Email	
42 (added 10/30/14)	Specs Howard School of Media Arts Dir. Career Svcs., Nancy Shiner Video Advisor, Tony Sherock Kristin Burns, Dick Kernen 19900 W 9 Mile Road #100 Southfield, MI 48075 Phone: 248-358-9000 Email: nshiner@specshoward.edu tsherock@specshoward.edu dkernen@specshoward.edu kburns@specshoward.edu Website: www.scc.spokane.edu		Email	
43	Spokane Community College Workforce Education & Career Services N. 1810 Green St. MS 2063 Spokane, WA 99217 Phone: 509-533-7249 Fax: 509-533-7006 Website: www.scc.spokane.edu		Website	

44	Spokane Community College Off Campus Programs Career Transitions Program Denise McKinnon 2917 W. Fort George Wright Dr. Spokane, WA 99224 Phone: 509-279-6039 Fax: 509-279-6070 Email: DeniseMcKinnon@scc.spokane.edu Website: www.iel.spokane.edu		Email	
45	Spokane Craigslist 1381 9 th Ave. San Francisco, CA 94122 Phone: 415-566-6394 Website: www.spokane.craigslist.org		Website	3
46	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 Website: www.myinterfase.com/spokanefalls/employer		Website	
47	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/ Robi.flett@spokanetribe.com Website: www.spokanetribe.com		Email	
48	SpokaneHelpWanted.com 11 Abrams Road Central Valley, NY 10917 Phone: 800-365-8630 Email: EmployerSupport@RegionalHelpWanted.com Website: www.spokanehelpwanted.com		Website	
49	The Native Project Job Placement Coordinator 1803 W. Maxwell Spokane, WA 99201 Phone: 509-325-5502 Email: info@nativeproject.org Website: www.nativeproject.org		Email	
50	Transitional Living Center Job Placement Coordinator 3128 North Hemlock Spokane, WA 99205 Phone: 509-325-2959 Email: lhunt@help4women.org Website: www.help4women.org		Email	

51	<p>Transitions Jamie Borgan 3102 W. Ft. George Wright Dr. Spokane, WA 99224 Phone: 509-328-6702 Fax: 509-325-9877 Email: jborgan@help4women.org Website: http://help4women.org</p>		Email	
52	<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>		Email	3
53	<p>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 Website: www.fairchildfamilysupport.org</p>		Email	
54 Added 10/3/14	<p>University of Idaho Career Center Idaho Commons Room 334 875 Perimeter Dr. MS 2534 Moscow, ID 83844-2534 Phone: 208-885-6121 Fax: 208-885-2816 Email: careercenter@uidaho.edu Website: www.uidaho.edu</p>		Website	
55	<p>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</p>		Website	
56	<p>University of Oregon Office of Multicultural Academic Success Job Placement Coordinator 1255 University of Oregon, Suite 164 Eugene, OR 97403 Email: jobs@uoregon.edu Website: www.uoregon.edu</p>		Letter	

57	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	
58	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	
59	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@comcast.net Website: www.wsab.org		Email	2
60 Added L. Laughter Aug. 2015	Washington State University Murrow College of Communication Tami Vik Darin Watkins – Director of Communications Or Lisa Laughter PO Box 642530 Pullman, WA 99164-2530 Phone: 509-335-7333 Fax: 509-335-3739 Email: communication@wsu.edu darin.watkins@wsu.edu laughterl@wsu.edu Website: www.wsu.edu	Yes	Email	3
61	West Central Community Center Kat Hartsell N. 1603 Belt Spokane, WA 99205 Phone: 509-326-9540 Fax: 509-326-2347 Email: khartsell@westcentralcc.org Website: www.westcentralcc.org		Email	
62	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	

63	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	
64	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	2
65	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 Website: yakamanation-nsn.gov		Email	
66	YFA Connections Sarah Duering PO Box 3344 Spokane, WA 99220 Phone: 509-532-2000, Ext. 18 Fax: 509-532-2005 Email: sduering@yfaconnections.org Website: www.yfaconnections.org		Email	
67	YMCA Herb Hylton 1126 N. Monroe Spokane, WA 99201 Phone: 509-838-3577 Fax: 509-393-4096 Email: hhylton@ymcaspokane.org Website: www.ymcaspokane.org		Email	
68	YWCA Erica Schreiber - Opportunity Center 930 N. Monroe Spokane, WA 99201 Phone: 509-789-9283 Fax: 509-326-1597 Email: ericas@ywcaspokane.org Website: ywcaspokane.org		Email	

OTHER REFERRAL SOURCES

10/1/2014 – 9/30/2015

Number	Contact Information	Did source request notification	Notify via:	# of interviewees referred by source
1	Accountemps 601 W. Riverside Ave. Spokane, WA 99201 Phone: 509-747-2058 Website: Accountemps.com	N		2
2	AeroTek 13224 E. Mansfield Ave. Spokane, WA 99216 Phone: 509-570-1020 Website: aerotek.com	N		1
3	All Access 28955 PCH, #210 Malibu, CA 90265 Phone: 310-457-6616 Website: allaccess.com	N		3
4	AM/FM Jobs P.O. Box 4116 Oceanside, CA 92052 Phone: 800-374-0119 Website: amfmjobs.com	N		0
5	Indeed.com 7501 N. Capital of Texas Highway Austin, TX Website: indeed.com	N		1
6	Job Monkey - Jobmonkey.com 1409 Post Alley Seattle, WA 98101	N		0
7	M. Kordash	Y		0
8	TVNewsCheck.com 24 W. Lancaster Ave, #205 Ardmore, PA 19003 Email: Classifieds@newscheckmedia.com Website: tvnewscheck.com	N		0
9	KXLY Radio Group (KXLY-AM, KXLY-FM, KHTQ, KZZU, KEZE, KXLX)	N		0
10	NABEF Phone: 202-429-3191 Website: nabef.org	N		1
11	Outside Referrals	N		5
12	Partnership in Employment Career Fair	N		1
13	Radio Ink Thomas Elmo 1901 S. Congress Ave., #118 Boynton Beach, FL 33426 Phone: 561-655-8778 Email: thomaselmo@gmail.com Website: radioink.com	N		0
14	Sportscasters Talent Agency of America Phone: 949-648-7822 Website: staatalent.com	N		0

EEO OUTREACH INITIATIVES
October 1, 2014 – September 30, 2015

- 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.
- Conducted 20 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 14 job shadow opportunities for students to observe employees during the course of their work day for exposure to different broadcasting jobs.
- 10/8/14 – Sports Radio Host talked to Whitworth students about jobs in sports, skills necessary, etc. Also discussed careers in broadcasting and educational requirements.
- 10/8/14 – MMJ visited Discovery Day (Career Fair) at Glover Middle School to discuss jobs in broadcasting.
- Radio and TV Sales assisted 14 students on school projects for their advertising class.
- October – Reporter was a guest lecturer at Gonzaga University's journalism class to discuss ethical issues, how to develop story ideas and relationships that lead to reliable news contacts and sources. Also discussed other important educational requirements for a career in journalism.
- 10/9/14 – Good Morning Northwest anchor was a guest lecturer at Gonzaga University and talked with broadcasting students about the broadcasting job market past, present and future.
- 10/27/14 – ZZU Morning Show host spoke with Whitworth journalism students on how to improve their writing, editing and publishing skills and discussed careers in broadcasting and educational requirements.
- 11/19/14 – News Director spoke with students from Whitworth University on how a newsroom operates and skills needed for careers in broadcasting.
- 11/25/14 - RF Engineer gave communication electronic students from Spokane Community Colleges a tour of our transmitter site and reviewed technical aspects of transmitter and skills needed for careers in broadcast engineering.
- 12/1/14 – KXLY FM Radio host participated in North Central High School's GEAR Up program aimed at increasing the number of students who are prepared to enter and succeed in postsecondary education. 40 students attended a session on jobs in radio broadcasting.
- TV Anchors helped 2 Lewis and Clark high school students on their journalism project.
- TV Anchor spoke with students from WSU's broadcasting class. He discussed careers in broadcasting and educational requirements.
- TV Anchor talked to students at Broadway Elementary school during their assembly about careers in broadcasting.

- 2/9/15 – Executive Producer spoke to Gonzaga University students regarding newsroom decision making, proliferation of social media, getting first job in broadcasting. Also discussed careers in broadcasting and educational requirements.
- 2/10/15 – Executive Producer completed online critiques for Tiger TV, a high school news program from Timberlake High School in Idaho. They were looking for input on improving their news program.
- 2/13/15 – News Director met with a student from Spokane Falls Community College to help with a survey he was conducting as a part of a school project.
- 2/13/15 - 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.
- 2/18/15 – ZZU radio host participated in an EWU event called Get Connected. She talked to high school students about careers in broadcasting and educational requirements.
- 2/24/15 – Weather Anchor met with 3rd and 4th grade students from Hayden, ID, who are studying weather. He also discussed careers in meteorology, broadcasting and educational requirements.
- 2/25/15 – TV GM, Radio Sales Director and HR 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.
- 3/2/15 – Morning Anchor, MMJ and Assignment Desk Manager visited Browne Elementary on Read Across America Day. They discussed careers in broadcasting and how reading is a necessary part of their jobs in broadcasting.
- 3/6/15 – The news department participated in Priest River Lamanna High School Career Fair via Skype. Students talked to several members of the news department, took a “virtual tour” of the station and had a Q&A session.
- 3/10/15 - Students from Bemiss Elementary Broadcasting Club visited the station and had an opportunity to ask questions of various staff members in the newsroom as well as receive a tour of the station. They had great discussions about careers in broadcasting and educational requirements.
- 3/27/15 – WSU Cable 8 students visited the station and received a tour by HR and had a Q&A session with the anchors of Good Morning Northwest about careers in broadcasting.
- 3/20/15 – Weather Anchor met with students from Balboa Elementary to give them a tour of the weather station and to discuss careers in meteorology.
- April 2015 - News Director met with a student from EWU to discuss careers in broadcasting/journalism.
- 4/1/15 – Executive Producer spent the morning in Moses Lake serving on a panel for a statewide Public Information Officers’ class. She talked about how news works, different roles in the newsroom, how to best get their stories told in local media.
- 4/2/15 - Digital Content Producer sat on a panel at the Murrow College Symposium with other recent graduates from WSU. She discussed getting her first job, her position at the station and working in a real-world newsroom.

- 4/10/15 - A member of our radio promotions team attended the Spokane Valley Chamber of Commerce meeting and discussed positions available at KXLY.
- 4/13/15, News Director spoke to students at Gonzaga University about legal and ethical decision-making as well as careers in broadcasting/journalism.
- 4/14/15 – Sports Anchor spoke with a Gonzaga University broadcasting class on her experiences as a journalist and gave advice on job-hunting in the field of broadcasting.
- 4/14/15, News Director spoke to students at Whitworth University about legal and ethical decision-making as well as careers in broadcasting/journalism.
- 5/12/15 - KXLY engineer met with Spokane Skills Center to review learning options for students to make them more marketable in the field of broadcasting.
- 5/27/15 – Morning news anchor spoke at Horizon Middle School about careers in broadcasting and what type of classes they should consider taking.
- 6/2/15 - HR and Radio Promotions representatives attended Spokane Falls Community College job fair.
- 6/27/15 – HR mailed a letter to 67 contacts on our Recruitment List requesting an update of contact information to allow us to send them notification of current and future job vacancies.
- 8/19/15 – TV News Anchor presented to a business communication class at Gonzaga to provide an inside look at how television media operates and what future business leaders may encounter in their careers working with the media. Also conducted on camera interviews for real-life experience.
- Sept. – Radio sales implemented a formal mentorship program for entry level sales account executives.
- Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Training included:

2014

RAB Conference – Sales, Programming, Engineering - Sept.
 NAB Small Market TV Exchange – Sales – September
 Nielsen Training – Promotions – Sept.
 Phase 3 Digital training – Sales - Oct.
 Simplifi training – Sales - Oct.
 WSCPA seminar – Comptroller – Nov.
 Social News Desk training – Promotions – Nov.
 Records Retention webinar – HR – Dec.
 Essentials of Front Desk Safety – Reception – Dec.
 Buzzboard Sales training – Dec.

2015

Music Licensing webinar – Accounting – Jan.
 Nativo training – Sales – Jan.
 ExtendTV training – Sales – Jan.
 ATSC 3.0 training – Engineering - Feb.
 HD Radio advancement and trends – Engineering – Feb.
 Employment Law for Supervisors – News – Feb.
 Background checks training – HR – Feb
 Brandforge training – Sales – Feb., March and June
 Simplifi training – Sales - Feb. and June

Social News Desk training – Sales - March
Supervisory skills training – Accounting – April
NAB Conference – Management, Engineering – April
Phase 3 Digital – Sales – April and July
Nielsen training – Sales – May
ABC Affiliate meeting – Sales, GM - May
NPPA conference – News – June
Social News on-air training – News - June
Radio Convergence training – Sales and Marketing – June
SHRM HR conference – HR – June/July
Noll & Associates training – Sales - June and August
Mosart/Snell training – News production, Engineering – July
Facebook/ABC webinar – Promotions - July
WideOrbit Conference – Traffic – July
Adventive training – Sales – July
WebScan/DFP training – Sales – July
5 hours of various HR webinars/workshops – HR – July – Sept.
WideOrbit training – Sales and Traffic – August
CitySpark Training – Sales – June and August
Morning Show Bootcamp conference – Radio – August
RAB Conference – Engineering – Sept.
NLTV training – Sales, News, Promotions – Sept.
CPR/AED training – all departments – March and Sept.
CNM Advocacy Training – Sales – Sept.
NAB – Broadcast Leadership Training – Radio GM – 10 month program began Sept. 2014
