

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	Craigslist.com	Craigslist.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	Craigslist.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 Craigslist.com - 1	4*
	3-25-13	Craigslist.com	Craigslist.com		
TV News Producer	1-14-13	EEO Recruiter List	TVJobs.com	TVJobs.com – 1 Craigslist – 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 Craigslist – 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	Craigslist	Craigslist – 2 Spokanehelpwanted – 1	3
News Production Tech.	6-20-13	EEO Recruitment list	Spokanehelpwanted	Spokanehelpwanted – 1 Craigslist – 1 EWU Jobs - 1	3
Radio Sales Account Exec.	9-24-13	EEO Recruitment list	Kxly.com	Kxly.com – 2 Craigslist – 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
Craigslist.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](mailto:scsreiter@aarp.org)  
[kejohnson@aarp.org](mailto:kejohnson@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](http://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](mailto: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](mailto:jobservices@bates.ctc.edu)  
[www.bates.ctc.edu](http://www.bates.ctc.edu)  
Notify via: Email

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](mailto:ccnmainfo@ccnma.org)  
[www.ccnma.org](http://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](mailto:civilservice@spokanecity.org)  
[www.spokanecity.org](http://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](mailto:bille@michaelsmedia.com)  
[www.collectivetalent.com](http://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](mailto:angie.herman@colvilletribes.com)/  
[miranda.carden@colvilletribes.com](mailto:miranda.carden@colvilletribes.com)  
[www.colvilletribes.com](http://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](mailto:franks-harding@gonzaga.edu)  
[www.zagtrax.net](http://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](mailto:TammyB@giin.org)  
[www.DiscoverGoodwill.org](http://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](mailto:abenson@greaterspokane.org)/  
[mvandervert@greaterspokane.org](mailto:mvandervert@greaterspokane.org)  
[www.greaterspokane.org](http://www.greaterspokane.org)  
Notify via: Email

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](mailto:bhillman@beonair.com)  
[www.beonair.com](http://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](mailto:dmckinnon@iel.spokane.edu)  
[www.iel.spokane.edu](http://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](mailto:karen@interface.edu)  
[www.interface.edu](http://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/KVEV 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

9/30/2013

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@wkb.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](mailto:mindy.smith@spokanefalls.edu)  
[www.myinterfase.com/spokanefalls/employer](http://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](mailto:benw@spokanefalls.edu)  
[www.spokanefalls.edu](http://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](mailto:monicaw@spokanetribe.com)/  
[hadmin@spokanetribe.com](mailto:hadmin@spokanetribe.com)  
[www.spokanetribe.com](http://www.spokanetribe.com)  
Notify via: Email

SpokaneHelpWanted.com  
Phone:  
Fax:  
Email:  
[www.spokanehelpwanted.com](http://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](mailto: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](mailto: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](mailto:jobs@tvjobs.com)  
[www.tvjobs.com](http://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](mailto:angela.oconnell.1@us.af.mil)  
[www.fairchildfamilysupport.org](http://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](mailto:denise.dowling@mso.umt.edu)  
[www.jour.umt.edu](http://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](mailto: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](mailto: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](mailto: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](mailto:wsabjobbank@earthlink.net)  
[www.wsab.org](http://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](mailto:communication@wsu.edu)  
[www.wsu.edu](http://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 Association 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