

# KUOW PUGET SOUND PUBLIC RADIO (KUOW/PSPR Station Employment Unit)

FCC EEO Report 10/01/2010 - 09/30/2011

## Full Time Vacancies

Position Information	Total Applicants / Total Interviewed	Recruitment Resources Used	Interviewees Recruitment/Referral Source	Source that Referred Hiree
1 Major Gifts Officer Major Gifts Department University Req # 67895 Date filled: 01/03/2011	141/8	Seattle Times Classified Website Seattle Times Newspaper KUOW Jobs Website University of Washington Jobs Website Craigslist Washington State Association of Broadcasters (WSAB) Jobs Website Chronicle of Philanthropy Northwest Development Officers Association (NDOA) website Greater Seattle Chamber of Commerce 'tstimesforbusiness.com' website Sources Requesting Job Opening Notification* Staff email	Seattle Times Classified Website (1) NDOA Job site (1) KUOW Jobs Website (1) UW Jobs website (2) Referral (1) Other/Not specified (2)	NDOA Job site
2 Announcer KUOW2 Programming/KUOW2 University Req # 69519 Date Filled: 03/02/11	225/4	Seattle Times Classified Website Seattle Times Newspaper KUOW Jobs Website University of Washington Jobs Website Craigslist Corporation for Public Broadcasting (CPB) Jobs Website Washington State Association of Broadcasters (WSAB) Jobs Website Puget Sound Radio Broadcasters Association (PSRBA) Jobs Website Colors NW/JobTarget All Access Sources Requesting Job Opening Notification* Staff email	CPB website (1) Referral (1) Other/Not specified (2)	CPB Website
3 Web Content Producer Web Department University Req # 69895 Date Filled: 01/20/11	158/5	Seattle Times Classified Website Seattle Times Newspaper KUOW Jobs Website University of Washington Jobs Website Craigslist UW Dept of Communications UW English Dept UW Extension Evergreen State University Sources Requesting Job Opening Notification* Staff email	UW Jobs website (3) Craigslist (1) UW Dept of Communications (1)	UW Dept of Communications
4 LJC Reporter Programming University Req # 69984 Date Filled: 03/28/11	244/6	Seattle Times Classified Website Seattle Times Newspaper KUOW Jobs Website University of Washington Jobs Website Craigslist Facebook JournalismJobs.com Corporation for Public Broadcasting (CPB) Jobs Website Washington State Association of Broadcasters (WSAB) Jobs Website National Association of Hispanic Journalists (NAHJ) Asian American Journalists Association (AAJA) Native American Journalists Association (NAJA) National Association of Black Journalists (NABJ) WA ESD/WorkSource Current Newspaper Twitter Sources Requesting Job Opening Notification* Staff email	Staff email (1) Current (1) Referral (3) KUOW Jobs Website (1)	Referral
5 Finance and Administration Project Manager Administration/Finance University Req # 71874	154/3	Seattle Times Classified Website Seattle Times Newspaper KUOW Jobs Website	Craigslist (1) Referral (2)	Referral

Date filled: 03/30/2011

University of Washington Jobs Website  
 Craigslist  
 Facebook  
 Corporation for Public Broadcasting (CPB) Jobs Website  
 Washington Society of CPAs  
 Greater Seattle Chamber of Commerce 'Itstimeforbusiness.com' website  
 WA ESD/WorkSource  
 Twitter  
 Sources Requesting Job Opening Notification\*  
 Staff email

Position Information	Total Applicants / Total Interviewed	Recruitment Resources Used	Interviewees Recruitment/Referral Source	Source that Referred Hiree
6 Producer "The Conversation" Programming University Req # 72271 Date filled: 04/11/2011	164/2	Seattle Times Classified Website Seattle Times Newspaper KUOW Jobs Website University of Washington Jobs Website Craigslist Washington State Association of Broadcasters (WSAB) Jobs Website Puget Sound Radio Broadcasters Association (PSRBA) Jobs Website Greater Seattle Chamber of Commerce 'Itstimeforbusiness.com' website WA ESD/WorkSource Twitter Sources Requesting Job Opening Notification* Staff email	Referral (2)	Referral
7 Underwriting Accounts Rep Underwriting University Req # 73414 Date filled: 06/14/2011	60/5	Seattle Times Classified Website Seattle Times Newspaper KUOW Jobs Website University of Washington Jobs Website Craigslist Facebook Monster.com Greater Seattle Chamber of Commerce 'Itstimeforbusiness.com' website Sources Requesting Job Opening Notification* Staff email	UW Jobs website (2) Referral (3)	Referral
8 Announcer KUOW2 Programming/KUOW2 University Req # 77125 Date Filled: 08/18/11		This position was filled from within the department by promoting a KUOW2 announcer to this more senior position. The employee promoted into this position was recruited in March 2011 (req#69519) using full recruitment efforts. This promotion was deemed acceptable by the University of Washington's EEO and Compensation Office. This position left vacant by the promotion is open to recruitment and will be filled in October 2011.		
9 Underwriting Accounts Rep Underwriting University Req # 76833 Date filled: 08/24/2011	30/6	Seattle Times Classified Website Seattle Times Newspaper KUOW Jobs Website University of Washington Jobs Website Craigslist Facebook Greater Seattle Chamber of Commerce 'Itstimeforbusiness.com' website Sources Requesting Job Opening Notification* Staff email	UW Jobs website (2) Referral (2) Seattle Times (1) Craigslist (1)	Referral

\*Sources Requesting Job Opening Notification  
 Antioch University - Student Life Office  
 Northwest Center  
 Compass Housing Alliance  
 Evergreen State College  
 Seattle YMCA  
 Seattle YMCA Transitions  
 Annex Theatre  
 Greater Seattle Chamber of Commerce  
 Henry Art Gallery  
 KEXP Radio  
 Stanford Alumni Association  
 The LDS Church - Bellevue Washington South Stake

**EEO Annual Report 10/01/10 to 09/30/11**  
**KUOW/Puget Sound Public Radio Station Employment Group**  
**KUOW (AM)**  
**KUOW (FM) (by lease management agreement)**

**List of full time openings filled by KUOW and date filled**

Major Gifts & Grants Officer	01/03/2011
Announcer (KUOW2)	03/22/2011
Web Content Producer	01/20/2011
Reporter 2 (LJC)	03/28/2011
Finance & Administration Project Mgr	03/30/2011
Producer (The Conversation)	04/11/2011
Underwriting Account Representative	06/14/2011
Announcer (KUOW2)	08/18/2011
Underwriting Account Representative	08/24/2011

See the attached for a chart containing information pertaining to the recruitment for each open position for the license year ending 9/30/11. It includes:

- Recruitment resources-where jobs were posted for each position.
- Recruitment source for each person interviewed for each position.
- Recruitment source for the person hired for each position.
- Date position filled.
- Total number of persons interviewed for full time positions.
- Summary of total number of interviewees referred by each recruitment source utilized for each position

**Recruitment & Referral Sources Used to Seek Job Applicants**

**University of Washington Recruitment Website (UWHires)**

<http://www.washington.edu/admin/hr/jobs>  
Joanie Moran UW Upper Campus Human Resources  
206-685-2528

**KUOW Website**

[www.kuow.org](http://www.kuow.org)  
Jenna Montgomery – Director of Web Department  
206-221-2749

**Seattle Times Newspaper Classified Advertising**

Sunday Edition Print Version  
1120 John St.  
Seattle, Washington

**Seattle Times Classified Website Advertising**

[www.NWclassifieds.com](http://www.NWclassifieds.com)

**Facebook**

[www.facebook.com/kuowpublicradio](http://www.facebook.com/kuowpublicradio)

**Twitter**

[www.twitter.com/KUOW](http://www.twitter.com/KUOW)

**Craigslist**

[www.seattle.craigslist.org](http://www.seattle.craigslist.org)

**Journalism Jobs**

[www.journalismjobs.com](http://www.journalismjobs.com)

**Corporation for Public Broadcasting (CPB)**

[www.cpb.org/jobline](http://www.cpb.org/jobline)

**Monster**

[www.hiring.monster.com](http://www.hiring.monster.com)

**Washington State Association of Broadcasters (WSAB)**

[www.wsab.org](http://www.wsab.org)

**Puget Sound Radio Broadcasters Association (PSRBA)**

[www.psrba.org](http://www.psrba.org)

**Colors NW/JobTarget**

[www.jobtarget.com](http://www.jobtarget.com)

**National Association of Hispanic Journalists (NAHJ)**

[www.nahj.org](http://www.nahj.org)

**Asian American Journalists Association (AAJA)**

[www.aaja.org](http://www.aaja.org)

**Native American Journalists Association (NAJA)**

[www.naja.com](http://www.naja.com)

**National Association of Black Journalists (NABJ)**

[www.nabj.org](http://www.nabj.org)

**All Access**

[www.allaccess.com](http://www.allaccess.com)

**University of Washington Dept. of Communications**

Diana Smith

[monet@u.washington.edu](mailto:monet@u.washington.edu)

**University of Washington English Dept.**

Carolyn Busch

[buschc@u.washington.edu](mailto:buschc@u.washington.edu)

**University of Washington Extension Certificate in Editing**

Dan McNeff

[dmcneff@u.washington.edu](mailto:dmcneff@u.washington.edu)

**Evergreen State College**  
Career Development Center  
[www.evergreen.edu/career](http://www.evergreen.edu/career)

**Seattle University**  
Career Services  
[www.seattleu.edu/careerservices](http://www.seattleu.edu/careerservices)

**The Chronicle of Philanthropy**  
Jean-Christophe Boussard  
202-466-1229

**Northwest Development Officers Association**  
[www.ndoa.org](http://www.ndoa.org)

**Washington Society of CPAs (WSCP)**  
[www.wscpa.org](http://www.wscpa.org)

**Greater Seattle Chamber of Commerce**  
[www.itstimeforbusiness.com](http://www.itstimeforbusiness.com)

**Washington State Employment Security Dept. /WorkSource**  
[employersvs@esd.wa.gov](mailto:employersvs@esd.wa.gov)  
[www.fortress.wa.gov/esd/worksource](http://www.fortress.wa.gov/esd/worksource)

**Community Sources Requesting Job Opening Notifications:**

**Antioch University**  
Julia Hohlbein/ Julia Bodura – Student Life Office  
206-268-4025  
[studentlife@antiochsea.org](mailto:studentlife@antiochsea.org)

**Northwest Center**  
Walter Tablit  
206-285-9140  
[wtablit@nwcenter.org](mailto:wtablit@nwcenter.org)

**The Compass Housing Alliance**  
Rachel Williams  
206-357-3142  
[rwilliams@compasshousingalliance.org](mailto:rwilliams@compasshousingalliance.org)

**Evergreen State College**  
Heather Schofner – Human Resources  
306-867-5361  
[jobline@evergreen.edu](mailto:jobline@evergreen.edu)

**Seattle YMCA**

Bev Kashino  
bkashino@seattleyymca.org

**Seattle YMCA Transitions**

Corey Young  
[cyoung@seattleyymca.org](mailto:cyoung@seattleyymca.org)

**Annex Theater**

Stephen McCandless  
stephen.mccandless@annextheatre.org

**Greater Seattle Chamber of Commerce**

Kim Sklar  
206-389-7200  
[comm@seattlechamber.com](mailto:comm@seattlechamber.com)  
itstimeforbusiness.com

**Henry Art Gallery**

Betsey Brock  
206-543-2280  
[betsey@henryart.org](mailto:betsey@henryart.org)

**KEXP Radio**

Michele Myers  
[michelem@kexp.org](mailto:michelem@kexp.org)

**Stanford Alumni Association**

Randal Smith  
randal\_smith@stanfordalumni.org

**The LDS Church – Bellevue Washington South Stake**

Steve Olson  
[stevengolson@gmail.com](mailto:stevengolson@gmail.com)

4 on-air announcements (spots) were aired on KUOW requesting information on groups who would like to be notified when KUOW has openings for full time positions. They began on 07/5/11 and ended on 07/31/11.

The announcement stated: “KUOW is seeking the names of organizations that regularly distribute information about employment opportunities to their constituents. If your organization would like to receive notification of job vacancies at KUOW please contact us at [eeo@kuow.org](mailto:eeo@kuow.org). Please include your name, address, phone number and contact person as well as your e-mail address. Current information about job openings is always posted on our web site.”

Since we began making these announcements (beginning 10/20/05), we have received information from 12 non-profit organizations on the list above who have responded affirmatively.

## **Outreach Activities**

### **Internship Programs - General Internships**

The KUOW Internship Programs offers individuals the opportunity to learn and contribute to the production of public radio. KUOW offers internship opportunities in our programming and web departments.

The programming internship provides the basic skills for producing public affairs programming such as assisting with the production of live, call-in programs or reporting news for local broadcast.

The web internship involves packaging news and programming for an online audience. Interns work with web producers who are responsible for all activities on KUOW.org, KUOW2.org and NWNewsNetwork.org.

KUOW interns work regularly scheduled hours. A unique schedule is developed for each intern reflecting the needs of the department they are working with and the intern's availability. KUOW's internships are unpaid and are offered to students and adults throughout the Seattle area. Information about the KUOW Internship Program is on KUOW's Web.

During the period 10/1/10-9/30/11 KUOW has had 24 interns who worked between 4 to 40 hours per week.

Those who work directly with interns in Programming and Web are:

Steve Scher – Host of “Weekday”

Katy Sewall– Producer of “Weekday”

Sage Van Wing – Assistant Producer “Weekday”

Ross Reynolds – Host “the Conversation”

David Hyde – Producer “The Conversation”

Arwen Nicks – Assistant Producer “The Conversation”

Megan Sukys - Managing Editor, “KUOW Presents”

Guy Nelson – News Director

Phyllis Fletcher – News Reporter

Jenna Montgomery – Director of Web Development

Serena Careaga – Web Producer

### **Internship Programs - Weekday High**

Now in its eighth year, Weekday High is KUOW's summer internship program for high school students interested in practicing radio journalism. For a period of six weeks over the summer, eight high school students took a crash course in making radio at KUOW. The first two weeks of the program were structured with hands-on lessons about broadcasting. Afterward, the interns teamed up to explore individual topics of their own choosing. They reported their own stories, recorded their own sounds, talked into microphones and mixed everything together, culminating in the production of a podcast titled ‘RadioActive’.

Students from the following Seattle-area high schools participated in the Weekday High School Internships for 2011:

- Garfield High School (Seattle)
- Sehome High School (Bellingham)
- Nathan Hale High School (Seattle)
- Cleveland High School (Seattle)
- Ida B. Wells School for Social Justice @ The University of Washington (Seattle)
- Nova High School (Seattle)
- Inglemoor High School (Kenmore)
- Holy Names Academy (Seattle)

The programs produced by these students included:

- Let's Get RadioActive, *August 01, 2011*
- Food for Thought, *August 02, 2011*
- Somewhere Under The Rainbow, *August 03, 2011*
- Thinking Inside The Box, *August 04, 2011*
- Youth Reflections on 9/11, *August 08, 2011*
- Awkward Lavender, *August 09, 2011*
- Taste The Color Eight, *August 10, 2011*
- Life After Labor Day, *August 11, 2011*
- A Round Of Applause, *August 16, 2011*
- Food, Double Standards, and Jet Planes? *August 17, 2011*
- A Community Centric Adieu, *August 18, 2011*
- So Long, Farewell, *August 19, 2011*

The Weekday High students brought us stories from their own experiences and offered their own ideas and thoughts. Their stories were broadcast on air and podcast through KUOW.org. The interns profiled dynamic, unique, and interesting stories of themselves and others, in order to encourage listeners to build connections with those around them. The high school interns were offered a great radio production learning experience. The program was managed by Steve Scher (Host of "Weekday"), Nathan Friend, and Jenny Asarnow. With the help of the program coordinators, these students were able to complete excellent stories that KUOW was proud to present to our community.

The skills learned include:

- Understanding how a talk show is produced,
- Learning how to develop a program topic,
- Learning how to produce a public radio-style news/feature story.
- Learning how to work on voicing,
- Learning about digital editing,
- Learning how to collect sound in the field, on the phone, from other sources,
- Learning how to ultimately turn that sound into a produced feature or a segment for the talk show.

The staff of The Conversation (Ross Reynolds, David Hyde and Arwen Nicks) and Weekday (Steve Scher, Katy Sewall and Sage Van Wing) plus Sara Lerner and Marcie Sillman gave their time to provide the students with job shadowing/mentorship support.

## **Other Outreach Activities**

KUOW/Puget Sound Public Radio actively encourages its employees to participate in community events to bring information about public radio and careers at KUOW to all segments of the community. Specific examples of this community outreach include:

### **Mentoring:**

- 12/22/10 – Sara Lerner provided a job-shadow day with high school student Jane Aguero. They discussed working in public radio and journalism in general.
- Sara Lerner met with Jess Underwood, a potential inter, to talk about working at KUOW and public radio in the U.S. Jess went on to receive a KUOW news internship.
- Sara Lerner met with Marie Hoffman to answer questions about working in public radio and journalism, and to explain the options for internships at KUOW.

### **Speeches and Lectures to Groups and Educational Institutions:**

- 10/8/10 – Sara Lerner visited a Seattle YMCA “Digital Connectors” high school student class to talk about journalism in terms of the new media landscape as well as ethical issues.
- 10/19/10 – Phyllis Fletcher gave a one hour appearance in front of approximately 20 students in the “Theory of Knowledge” class at Ingraham High School, Seattle. She spoke about what constitutes a “fact,” the question of objectivity and subjectivity in journalism, and the idea of truth in journalism. She also informed the students of the KUOW mission, and the Weekday High program.
- 10/21/10 – Sara Lerner gave a talk on “The New Media Landscape” and sat on a Q&A panel at the Women and Democracy dinner.
- July 2011 – Guy Nelson spoke with a Kiwanis group in Lynnwood.
- 9/26/11 – Phyllis Fletcher gave a one hour appearance to the “Theory of Knowledge” class at Ingraham High School, Seattle. She spoke about what constitutes a “fact,” the question of objectivity and subjectivity in journalism, and the idea of truth in journalism. She also informed the students of the KUOW mission, and the Weekday High program.

### **Panel Discussions**

- 4/13/2011: Liz Jones participated in a panel for a UW Global Health Reporting class. She helped to lead a discussion about reporting on immigrant and refugee communities.

### **Station Tours**

- January 2011 – Guy Nelson hosted a group of visiting foreign journalists from the World Affairs Council.
- 1/28/11 – Stephanie Shandera led a tour for approximately 15 Cub Scouts from Den 2 of Pack 591 and Brownies from Troop 52950 along with their parents. “We thoroughly enjoyed learning more about how our favorite programs are made”
- 02/14/11 – A tour was given to 15 multi-language and multi-cultural students studying advanced journalism with Joanne Silberner and Roger Simpson at the University of Washington, College of Journalism. Reporter, Phyllis Fletcher spoke with the group along with Producer, Katy Sewell and Weekday Host, Steve Scher. The speakers described their job duties, career paths and how students could intern or work-study for KUOW, and apply for fellowships at NPR.

- April 2011 – Guy Nelson hosted a group of visiting foreign journalists from the World Affairs Council.
- 4/2/11 – Stephanie Shandera led a tour for listener Anthony Barnett and his family.
- 4/7/11 – Steve Scher toured a group of University of Washington radio journalism students
- 04/29/11 – Stephanie Shandera led a tour of 8 adults and 10 students from Cub Scout Pack 177. The cub scouts were studying journalism.
- 5/17/11 – Stephanie Shandera provided a tour for Professor Elizabeth Ketchum and her University of Washington ESL class. This was a Listening & Speaking class with 15 enthusiastic young adults. They were International students whose English was at the high-intermediate level. They received a tour of the station, description of the various jobs and duties at the station, were given a demonstration of how to navigate our website and listened to a reporter talk about how she researches and writes her stories. This was followed by a question and answer session.
- 5/25/11 – Arvid Hokanson led a group of students from the Bush School in Seattle on a station tour as part of their career introduction day.
- 6/2/11 & 6/3/11– Teacher, Tiffany Pauletto visited the studios with her two 3<sup>rd</sup> grade classes of gifted students from Spiritridge School in the Bellevue School District. A total of 56 students and parent chaperones toured the station. They had learned about radio and its components as well the types of jobs at a radio station. They had created a radio station, assigning jobs to all the students, who wrote and produced programs in their classrooms. They watched a live show, Weekday, being produced and talked with host and reporter, Steve Scher. They spoke with various reporters and producers asking questions about their duties at KUOW.
- 6/30/11- Arvid Hokanson provided a tour to middle and high school students from the Common Language Project's summer media program. The students used cameras and audio recorders to document their visit. Jessica Partnow from the CLP said the students were super excited to visit the station.
- 9/9/11- Stephanie Shandera and Jenna Montgomery gave a tour for 14 people in the blind and low vision community. The tour was arranged by Vision Loss Connections a group that uses the power of community to organize programs that open up opportunities to people who are blind and low vision. News Director, Guy Nelson, Reporter Patricia Murphy and Director of Web Operations, Jenna Montgomery spoke to the group about the daily operations of the station and making radio programming. They toured throughout the station with an emphasis on providing a tactile experience.
- Ten students and staff of KUGS Bellingham, the community radio station at Western Washington University, were given a one hour tour of KUOW. Students observed our senior announcer, Bill O'Grady, in studio as he voiced on-air content for KUOW. Phyllis Fletcher spoke about her job duties, career path, how to develop a radio career in college, and how the students could intern at KUOW or other public radio stations. Students also heard a talk from Jana Pagaran, a member of KUOW's underwriting staff.

## SUMMARY OF EFFECTIVENESS

Number of applications for each open position

Major Gifts & Grants Officer	141
Announcer (KUOW2)	225
Web Content Producer	158
Reporter 2 (LJC)	244
Finance & Administration Project Mgr	153
Producer (The Conversation)	164
Underwriting Account Representative	60
Announcer (KUOW2)	0 (internal promotion)
Underwriting Account Representative	30
<b>TOTAL</b>	<b>1,175</b>

KUOW has attracted an excellent pool of candidates for each of the 8 open positions from this year. This is the result of a wide range of information about job openings being distributed to our community and beyond.