

KEXP(FM) (68668) Seattle, WA

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Schedule 396 EEO Program Report

Exhibit 3: KEXP EEO Outreach Narrative

It is difficult to talk about any work over the last two years without reference to the COVID-19 global pandemic and its significant impact on existing programs. Many of KEXP's outreach efforts, including the station tour program and paid internships, relied on in-person interactions that were no longer safe for our employees and the general public. Many of the education and outreach programs that KEXP has been developing for the last five years were suddenly suspended, and as the pandemic went on, required significant re-thinking and re-design. Nevertheless, we were able to resume activities for multiple programs during the 2020-2021 license year.

KEXP's tour program, which has been a major outreach initiative for many years, is still on hold at this time. Exploration of how a virtual tour would work is underway, which would let us continue and expand our outreach to people who aren't able to come to Seattle in person.

Although we made the difficult decision to suspend our internship program midway through the recruitment process in spring 2020, we are planning to bring in a new cohort of interns for 2022. KEXP's internship program continues to be one of our most important ways to encourage people to pursue careers in radio and provide the tools to allow them to succeed, and we're excited to resume our work. The decision to pay our interns starting in 2018 has allowed participation by individuals who wouldn't have been able to complete an unpaid internship and lets economically disadvantaged members of the community gain experience in a wide variety of areas.

Despite the challenges of the pandemic and resulting economic downturn, KEXP has maintained our commitment to staff training, keeping our professional development funding available to employees. Over the last year, we have added a requirement for hiring managers and their interview teams to complete training on unconscious bias to further improve the diversity of our hiring and the experience candidates have interacting with our teams.

Our outreach to youth has continued to improve and expand over the last few years and we have been able to introduce more and more young people to opportunities in radio. We have developed a training program for youth DJs, offered for free and including a travel stipend to make it as accessible as possible to a broad and diverse audience, which leads directly to an chance to join our on-air programming in the 90.TEEN show. The teens who participate learn a wide range of skills and are mentored by some of our current DJs. After a short hiatus, we resumed the program virtually this September. KEXP also offers a unique program that brings radio professionals into the classroom through our Teaching Artists program. Young students learn from working artists who share their professional experiences and provide exposure to career choices in music and radio. Our Teaching Artists program was suspended only briefly in 2020 and we quickly adapted to the virtual classroom environment.

In terms of our recruitment for specific job openings, we have consistently seen a strong response from our on-air spots and referrals from members of our community. We're pleased by the indication that we are reaching the local market effectively and bringing more Seattle area residents into broadcast careers. We're currently exploring ways to make the on-air messages as engaging as possible while maintaining consistency of information shared. All posts and sources are directed to our website, www.kexp.org/jobs, for full details about specific positions so that candidates receive the same information regardless of how they find us. We have also made proactive efforts to increase our community referral list and now include 13 different organizations with a broad range of audiences. While they have not always resulted in successful applicants, we intend to continue to expand our network of community organizations.

Looking towards the future, KEXP anticipates expansion and improvement of our staff recruitment and training, which are key areas for our continued pursuit of equity. Specific training for all staff in diversity, equity, inclusion, and belonging is planned for 2022 and beyond. We also believe that the virtual experiences and programs we've developed out of necessity will allow us to conduct outreach beyond our local area and bring information about radio and the music industry to an ever-wider range of people.