

Licensee: Pacific Public Media
EEO Program Report, Schedule 396
EEO Outreach Narrative Exhibit

Pacific Public Media (“PPM”) a Washington State nonprofit corporation, is the licensee of four noncommercial educational (“NCE”) FM radio stations located in Washington. The Station Employment Unit (“SEU”) for PPM consists of the following four full-service FM NCE radio stations and eight translator stations.

<u>Full-Service Stations:</u>	<u>Facility ID</u>	<u>Community of License</u>
KNKX(FM)	51199	Tacoma, WA
KPLI(FM)	91212	Olympia, WA
KVIX(FM)	91468	Port Angeles, WA
KPLK(FM)	173038	Sedro-Woolley, WA

The PPM SEU, consisting of KNKX, the three other full-service stations, and eight translator stations are operated as an intra-state regional public radio network of satellite stations that re-broadcast the signal of KNKX. KNKX in Tacoma is the flagship station and main studio. The individual stations have no employees or programming of their own. Rather, PPM SEU employees, consolidated at the KNKX studio location, are responsible for the operation and programming of all stations in the PPM SEU.

PPM is a relatively new licensee for these stations, having acquired the licenses by assignment from the original licensee, Pacific Lutheran University, in August 2016 (*please see Applications for Assignment on Form 314* Files Nos. BALED-20160706 AAM et al). As a new licensee that can no longer rely on the recruitment support of a university licensee Human Resources Department, PPM has been developing its own recruitment, outreach, hiring, employment, and reporting policies and practices for its SEU in compliance with section 73.2080 of the Commission's Rules. The PPM SEU is an Equal Opportunity Employer that highly values diversity and actively seeks to increase the diversity of the SEU's employees. At the present time, the PPM SEU has 40 full-time employees (and is thus in the rule category for stations with 10 or more full-time employees). Accordingly, SEU is required to conduct at least four general outreach initiatives and activities for each two-year period, as will be considered in the Outreach Activities and Initiatives section below.

Recruitment Outreach.

As reported in the attached EEO Annual Public File Reports for license years 2019-20 and 2020-21 (Exhibits 1 and 2), the PPM SEU recruited for and filled a total of nine job vacancies during this two-year period, four vacancies during 2019-20 and five vacancies during 2020-21. PPM recruited widely for these positions, using multiple sources, including its own website and Facebook, as well as other social media and several online job boards, including industry-specific job boards like CPB and online *Current*.

The PPM SEU engages in wide and inclusive recruitment outreach within its local community, online, and nationally. Its lists of recruitment sources and community referral sources have grown since it first began managing its own hiring and other HR after the 2016 Assignment. The most recent such expansion was the addition of on-air announcements of job openings, an idea discussed during analysis of 2019-20 recruitments and first implemented in 2021. This is listed as Source #2 ("Radio/TV, KNKX") in the Recruitment Source Chart in the 2020-21 EEO Annual Report, Exhibit 2. This addition was a success for PPM SEU management — it was cited by three interviewees as a source.

The PPM SEU follows the following process for all full-time job openings: a comprehensive job opening announcement, including a detailed job description, is created for each job opening. That announcement is used as the text for all postings and other communications regarding that job opening. The hiring managers identify the announcement for each Job Opening as "PPM Job Information," with the title of the opening. Job openings are generally posted to a wide group of Recruitment Sources and Community Referral Organizations - local, online, and sometimes national - that are listed in the respective EEO annual Public File Report for that License Year. All Job Opening announcements contain a section stating that PPM is an Equal Opportunity Employer and that "all qualified applicants will receive consideration without regard to race, color, religion, gender, national origin, disability status, protected veteran status, or any other characteristic protected by law." After a job opening has been filled, the PPM SEU creates a recruitment analysis document in Excel that lists all sources that produced an applicant for that specific job opening, and ranks each source for its relative effectiveness in the number and percentage of applicants it produced.

Analysis of Recruitment Program: As indicated above, PPM became the licensee of the above-listed stations in August 2016 as the result of an Assignment to PPM of the stations's licenses by the previous licensee Pacific Lutheran University (PLU). No longer covered by PLU's Human Resources Department, PPM developed its own EEO policies and practices, including its job recruitment program and a new tool for analyzing the effectiveness of that program. PPM has uploaded only five full-license-year EEO Annual Reports since the August 2016 authorization. The two most recent of these are provided as Exhibits 1 and 2 uploaded to this EEO Program Report, but together the five EEO Annual Reports illustrate how PPM management has effectively developed a job recruitment program that has achieved broad outreach and coverage, within the community, statewide, and nationally. Each job opening is posted with a thorough description of the job, its duties, and qualifications. For the recruitment, a wide and diverse group of sources are used for each full-time job opening, depending on the nature of the job and the effectiveness of the sources, as determined by the PPM Excel tool that is used to evaluate the relative effectiveness of sources used for each recruitment. This analysis tool demonstrates how PPM management is able to track the effectiveness of all sources, cutting back on sources that are ineffective, substituting in new sources. The PPM management team has increasingly tried to target sources that seem more likely to increase diversity. The past two license years demonstrate PPM's efforts to increase the diversity of applicants from the sources it uses. The PPM views this

goal as a challenge it will continue to pursue in the next license term, while continuing to reach out to its stations' respective communities of license

Recruitment 2019-20. During this period, the PPM SEU conducted and completed four wide and inclusive recruitments, using local, online, and national sources as listed in Exhibit 1, its EEO Annual Report for the 2019-20 license year: a Member Services Manager (10/1/2019), a Morning Edition Producer(12/6/2019), a Jazz4 Music Director (3/2/2020), and a Listener Services Manager (8/20/2020). Recruitment sources utilized for the Member and Listener Service Managers understandably skewed more locally, while national industry sources were added to the searches for more experienced producer and music director applicants. The SEU received a total of 199 applications for these four positions; and interviewed 37 applicants. Three interviewees cited PPM's website, 18 interviewees cited the [indeed.com](#) job board, one cited *Facebook*, two cited [LinkedIn](#), one cited *Current*, the public-radio industry magazine/newspaper, two cited *Twitter*, one cited the CPB internet job board *CPB Jobline*, and 9 cited "word of mouth." The three of the four interviewees who were hired cited, respectively, [LinkedIn](#), *CPB Jobline*, and [indeed.com](#), and one cited "word of mouth," as the source from which each first learned about the open position.

Recruitment 2020-21. During this period, the PPM SEU conducted and and completed five wide and inclusive recruitments, using local, online, and national sources, as listed in Exhibit 2, its EEO Annual Report for the 2020-21 license year: a Social Justice Reporter (3/29/21), two Business Support Account Executives (4/7/21, 4/19/21), a Morning Edition Producer (4/12/21), and a Member Services Coordinator (5/17/21). The PPM SEU received a total of 88 applications for these positions; and interviewed 27 applicants. Three interviewees cited PPM's website, three cited the on-air job posting announcements that the SEU had recently added as a new local source in 2021, three cited [Indeed.com](#), one cited *Current*, two cited *CPB Jobline*, one cited *Twitter*, and 9 cited "word of mouth." The sources cited by the five hires demonstrate the benefit of PPM's decision to add on-air job vacancy announcements as a new source, in that two of the five persons hired cited the broadcast announcement, as well as the stations' website, as their source. In fact, all sources used by the PPM SEU direct applicants to the "Job Information" section that is posted on the website. One interviewee cited only the website, and one cited "word of mouth," as the respective source from which each applicant first heard about the respective positions.

Community Referral Organizations.

As a community licensee, PPM continues to work on developing relationships with referral sources in the community that request notification of job openings at PPM, including local educational organizations. Our relationship with the University of Washington, Western Washington University, and Pierce College includes a focus on student interns. PPM has enrolled in the UW Premier Internship program and draws from UW and WWU Journalism department for interns in PPMs news department. In the upcoming year, PPM HR plans to connect with all present community referral sources to provide them with further information and education, if needed, about PPM recruitments.

Outreach Activities and Initiatives, 2019-21

The PPM SEU has forty (40) full-time employees. It serves a market that includes a major urban area with a population greater than 250,000. For these reasons, the PPM SEU is required by Sec.73.2080(c)(2) and (e)(3) to perform four outreach initiatives every two years. The PPM SEU is in compliance with this requirement. It performs at least four outreach initiative activities each year on an ongoing basis and seeks to expand its outreach activities as COVID restrictions ease. These outreach initiatives include the following:

Journalism Internships with the University of Washington and Western Washington

University: Through community outreach, the PPM SEU has developed relationships with the Journalism programs at two state universities, the University of Washington and Western Washington University, for a specific internship program focused on radio news and journalism. This is a paid internship, operated on a quarterly basis, with the intern working 20 hours per week. Paid internships increase diversity in that students who cannot afford to enroll in an unpaid internship may still be exposed to the same experience as more well-off fellow students. Florangela Davila, News Director, oversees this program.

Development of PPM Internship Program: Since 2017, the PPM SEU has developed a separate station internship program to assist members of the community to acquire skills needed for broadcast employment. PPM offers multiple professional internship opportunities throughout the year, continuing a long-established record, from the days of the prior licensee, of station interns proceeding to careers in public broadcasting. Interns for this program, drawn from other schools and from the community, apply directly to the station. In recent years, PPM staff managers have expanded this program as a separate all-station internship program not limited to journalism but, rather, covering station operations, underwriting, on-air, production, membership services, etc. In 2019-20, community interns covered broadcast support, promotions, fund raising, and customer service. Brenda Goldstein-Young, Ed Ronco, Kristen Kendrick, and Carol Handley mentored these interns. Unfortunately, this internship was suspended during license year 2019-20 due to the COVID pandemic concerns.

Next Move Internship Program with Tacoma Public Schools: From January through mid-March 2020, PPM hosted at the KNKX studio a Tacoma Public /Schools high school intern who worked every 'Tuesday and Thursday on production and editorial projects, including learning how to host a podcast.

Community Outreach Activities and Events:

The **School of Jazz** is a unique educational program developed by KNKX staff under the previous licensee in 2005. Since that date, through School of Jazz, KNKX/(and now)PPM have demonstrated such a strong commitment to jazz education that this program is one of the cornerstones of KNKX's mission and the station's signature community outreach program. School of Jazz provides mentorship, learning and performance opportunities for Western Washington middle school, high school, and college jazz students, as well as exposure

to careers in jazz format radio broadcasting (more broadly, music format) for students interested in the broadcast hosting aspects as well as broadcast performance. Monthly during the school year (pre-pandemic), PPM invites a student jazz combo and professional mentor to perform live on the air. And every month throughout the year, a guest student DJ shares an hour of their favorite jazz on the air with host Abe Beeson. The enthusiasm these students feel for jazz is contagious, as they discuss their favorite songs and why they love this style of music with inspiring, and often wise insights. Since its inception, School of Jazz has had a direct impact on nearly 3,200 jazz students, band directors, and professional musicians, as well as aspiring DJ's and music hosts. During the pandemic, KNKX has hosted only virtual student performances, and student DJ's have hosted their shows virtually, as well. In the years ahead, KNKX strives to expand School of Jazz to provide one-of-a-kind learning and performance experiences to even more students, both in our studios and live "on location" in the schools and at events (when safety protocols allow). Brenda Goldstein-Young heads up the School of Jazz.

Other Community Engagement Events:

"Little Toasters" (October 2019) PPM partnered with local elementary school Minter Creek to offer an expanded learning program for young girls run by the Key Peninsula Family Resource Center and the Children's Home Society of Washington for after-school sessions teaching writing and speaking exercises. Staff members taught what it was like to work in public radio and what it means to speak to a large broadcast audience.

School tours: in November and December 2019, and February 2020, PPM staff conducted four in-person tours for groups of 11, 16, or 18 local high school or middle school students. In-person studio tours were suspended from March 2020, as part of the pandemic hiatus, and have not yet resumed. However, PPM has substituted various virtual alternative forms of outreach.

"Take the Mic" Audio Production: In July and August 2020, KNKX began a new "Take the Mic" youth storytelling program, hosting zoom-based audio production workshops with local high school students to gather audio diaries from teens during the pandemic. The production team spreads the word about this program through social media, nonprofits, and schools - encouraging young people to tell their stories. Then PPM staff helped them do that. At this time, there are dozens of audio diaries on at KNKX's website. During the summer of 2020, the *Take the Mic* team began with an online production workshop with three young people ages 15-18. PPM believes that engaging teens who have an interest in audio storytelling is a great way to get them interested in radio/journalism as a career. The *Take the Mic* team also

worked with an 18-year-old recent graduate of Charles Wright Academy in Tacoma to create a YouTube video on how to produce an audio diary. The student, who has been working with KNKX during his gap year, worked with the *Take the Mic* team to produce audio segments exploring the impact of the pandemic on the college experience.

KNKX's Music department engaged a programming intern in her senior year at Seattle Pacific University to work on an audio production project for the PPM Music Department that can be worked on remotely with audio editing software tools, and is an important training vehicle for students who are interested in broadcast, audio, and digital careers.

Job Fairs. On March 31, 2021, Carol Handley, Florangela Davila, and Steve Albertson attended a Virtual Career Fair hosted by the *Current*, a public media job board, where they spoke with 45 people about open positions at PPM and what it is like to work for PPM.

Self-Analysis and Evaluation. PPM management strives to achieve broad and inclusive outreach, both generally and with respect to recruitment and hiring, and to increase the diversity among SEU employees. It believes that, over the past five years, it has been largely successful in achieving this goal, but has determined to continue to push for improved levels of diversity among staff and management. PPM plans to continue its ongoing analysis of the effectiveness of various recruitment sources toward this goal, and has decided to utilize a new HR management software platform that offers improved hiring and applicant tracking. PPM believes its general outreach to schools and the community has been effective in creating awareness of the types of careers that are available in broadcasting, and in mentoring young persons who went on to choose those careers. PPM management and staff look forward to resuming in-person outreach with students and other members of the community - internships, educational programs, job fairs, School of Jazz - but, in the interim, will seek creative ways to continue these outreach activities online or with social distancing precautions.