

FCC EEO Program Report
Alaska Public Media
Stations KSKA/KAKM, Anchorage, Alaska

Narrative Statement

Alaska Public Media, licensee of noncommercial educational stations KSKA and KAKM in Anchorage, Alaska, is committed to providing equal employment opportunities and has achieved broad and inclusive outreach during the past two years in connection with its EEO program through its recruitment of full-time job vacancies and its completion of supplemental outreach activities.

As full-time job openings occur, Alaska Public Media utilizes a diverse list of recruitment sources in order to widely disseminate information about open positions and to seek qualified candidates for interviews. As indicated in its attached annual EEO public file reports, this includes sources such as: the Alaska Public Media website, Facebook, Indeed.com, the Foraker Group, Ziprecruiter, JournalismJobs.com, the Native American Journalists Association, the Association of Fundraising Professionals, the Corporation for Public Broadcasting, and others.

In addition to its regular recruitment procedures for open positions, Alaska Public Media regularly undertakes several non-vacancy-specific outreach activities to supplement its EEO efforts. During the past two years, these activities have included: various training programs for station personnel to acquire skills for advancement; establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment; events or programs sponsored by educational institutions related to career opportunities in broadcasting; posting of upper-level positions in job banks or newsletters of media trade groups whose membership includes substantial participation of women and minorities.

Alaska Public Media also strives to ascertain that its staff is reflective of the diverse population it serves, and has set the following diversity goals: to recruit and retain a diverse workforce that is representative of its service area; to provide equal opportunity in employment; to educate management and staff annually in best practices for maintaining an inclusive and diverse environment for all persons; and to assist in developing a more diverse future workforce by recruiting diverse candidates for Alaska Public Media internship opportunities and/or by participating in minority or other diversity job fairs.

In sum, given its position recruitment procedures, its completion of various supplemental outreach activities, and its efforts with respect to its stated EEO and diversity goals and policies, Alaska Public Media has been able to achieve broad outreach on employment matters in the past two years.