

# EEO Public File Report

(Covers the period from 10/1/2020 to 9/30/2021)

Northwest Public Broadcasting (including Northwest Public Television KWSU-TV, and Northwest Public Radio KWSU-AM, KJEM-FM and KZUU-FM)

## Section 1: Vacancy Information

*Requirement: A list of all full-time jobs filled by the station's employment unit during the previous year, identified by job title. For each full-time vacancy during the preceding year, the recruitment source for the person hired; data reflecting the total number of persons interviewed for full-time vacancies during the preceding year, and for each vacancy, the number for interviewees referred by each recruitment sources (see Section 2: Recruitment Source Information)*

Full-time Positions Filled by Job Title	Recruitment Source of Hire see table below	Total Number of Interviewees from All Sources for this Position	Recruitment Sources Utilized (# of interviews)
Bilingual Multi-Platform Journalist – 202964	7	4	7 (2), 51, 59

Total number of persons interviewed during application period: 16

## Section 2: Recruitment Source Information

*Requirement: For each vacancy, the recruitment sources used to fill those vacancies, identified by name, address, contact person and phone number.*

Recruitment Sources Utilized (Name, Address, Telephone Number, Contact Person)	Tot. No. of Interviewees this Source had Provided During this Period	Tot. No. of Hires from this Source During this Period
1 Washington State University Attn: Human Resource Services www.WSUJobs.com PO Box 641014 Pullman, WA 99164-1014 Jaide Wilhelm 509-335-9436 All open recruitments are posted to this site by WSU HRS.		
2 Higher Education Recruitment Consortium HERC www.herchobs.org All open recruitments are posted to this site by WSU HRS PO Box 641014 Pullman, WA 99164-1014 Jaide Wilhelm 509-335-9436		
3 WorkSource/US Jobs https://worksourcewa.com All open recruitments are posted to this site by default by WSU HRS		

	<p>PO Box 641014  Pullman, WA 99164-1014  Jaide Wilhelm 509-335-9436</p>		
4	<p>Twitter @careersWSU  All open recruitments are posted to this site by default by  WSU HRS  PO Box 641014  Pullman, WA 99164-1014  Jaide Wilhelm 509-335-9436</p>		
5	<p>Facebook <a href="http://www.facebook.com/wsuhrs">www.facebook.com/wsuhrs</a>  All open recruitments are posted to this site by default by  WSU HRS  PO Box 641014  Pullman, WA 99164-1014  Jaide Wilhelm 509-335-9436</p>		
6	<p>Indeed.com <a href="http://www.indeed.com">www.indeed.com</a>  All open recruitments are posted to this site by default by  WSU HRS  PO Box 641014  Pullman, WA 99164-1014  Jaide Wilhelm 509-335-9436</p>		
7	<p>LinkedIn <a href="http://www.linkedin.com/company/wsuhrs">www.linkedin.com/company/wsuhrs</a>  All open recruitments are posted to this site by default by  WSU HRS  PO Box 641014  Pullman, WA 99164-1014  Jaide Wilhelm 509-335-9436</p>	2	1
8	<p>WorkplaceDiversity  All open recruitments are posted to this site by default by  WSU HRS  PO Box 641014  Pullman, WA 99164-1014  Jaide Wilhelm 509-335-9436</p>		
9	<p>Corporation for Public Broadcasting  <a href="http://www.cpb.org">www.cpb.org</a>  401 Ninth Street, NW  Washington, DC 20004-2129  (202)879-9600</p>		
10	<p>Craigslist  <a href="http://www.Craigslist.org">www.Craigslist.org</a>  1381 9<sup>th</sup> Ave  San Francisco, CA 94122  415-566-6394</p>		
11	<p>Current  <a href="http://www.current.org">www.current.org</a>  6930 Carroll Avenue, Suite 625  Takoma Park, MD 20912  (301)270-7240</p>		
12	<p>Moscow-Pullman Daily News  <a href="http://www.DNews.com">www.DNews.com</a>  Attn: Mary Berger  220 E. Fifth St. Suite 205</p>		

	Moscow, ID 83843 (208)848-2200		
13	Facebook – The Edward R. Murrow College of Communication, Washington State University <a href="http://www.facebook.com/murrowcollege">www.facebook.com/murrowcollege</a> PO Box 642530 Pullman, WA 99164 509-335-6585 Attn: Corrie Wilder		
14	The Edward R. Murrow College of Communication, Washington State University <a href="http://www.murrow.wsu.edu">www.murrow.wsu.edu</a> PO Box 642530 Pullman, WA 99164 509-335-6585 Attn: Corrie Wilder		
15	Facebook - Northwest Public Radio <a href="http://www.facebook.com/northwestpublicradio">www.facebook.com/northwestpublicradio</a> PO Box 642530 Pullman, WA 99164 509-335-6585 Attn: Kerry Swanson		
16	The Oregonian <a href="http://www.oregonlive.com">www.oregonlive.com</a> 1500 SW First Avenue Portland, OR 97201 <a href="mailto:cdoane@oregonian.com">cdoane@oregonian.com</a> 503-221-4371		
17	Public Broadcast Service <a href="http://www.pbs.org/">http://www.pbs.org/</a> 2100 Crystal Drive Arlington, VA 22202		
18	Internal candidate Person was employed by unit, learned of vacancy, and submitted an application through an open, competitive process.		
19	Word of Mouth, Personal Contact Referral		
20	The Seattle Times <a href="http://www.seattletimes.com/">http://www.seattletimes.com/</a> P.O. Box 70 Seattle, WA 98111 Andrew Kane 206-493-0747		
21	Society of Broadcast Engineers <a href="http://www.sbe.org/">http://www.sbe.org/</a> 9102 N Meridian St #150 Indianapolis, IN 46260 317-846-9000		

22	The Spokesman Review <a href="http://www.spokesman.com/">http://www.spokesman.com/</a> P.O. Box 2160 Spokane, WA 99210 Scott Baumbach 509-459-5156		
23	Inside Higher Ed. 1015 18th Street NW, Suite 1100, Washington, DC 20036 1-202-659-9208		
24	Tri-City Herald <a href="http://www.tri-cityherald.com/">http://www.tri-cityherald.com/</a> 333 W. Canal Drive Kennewick, WA 99336 509-582-1400		
25	Public Radio – Email List Serv Attn: Wright Bryan <a href="mailto:pubradio@lists.pubradio.org">pubradio@lists.pubradio.org</a> PO Box 642530 Pullman, WA 99164 509-335-6585 Attn: Kerry Swanson		
26	Scholarly Hires 4555 Lake Forest Drive #650 Cincinnati, OH 45242 Prior to 10/01/2016 All open recruitments are posted to this site by default by WSU HRS PO Box 641014 Pullman, WA 99164-1014 Jaide Wilhelm 509-335-9436		
27	Insight Into Diversity.org 11132 South Towne Square, Ste. 203 St. Louis, MO 63123 800-537-0655 Attn: Alexandra Vollman		
28	Career Builder .com 200 N. LaSalle St. Ste. 1100 Chicago, IL 60601 773-527-3600		
29	IEEE Institute of Electrical and Electronics Engineers <a href="mailto:employerjobsite@ieee.org">employerjobsite@ieee.org</a> 3 Park Avenue, 17 <sup>th</sup> Floor NewYork,NY 10016 800-701-4333		
30	Society of Motion Picture & Television Engineers 3 Barker Ave. 5 <sup>th</sup> Floor White Plains, NY 10601 914-205-2381 Attn: Aimee Ricca		
31	Tacoma News Tribune <a href="http://www.Tacomanevestribune.adperfect.com">www.Tacomanevestribune.adperfect.com</a> 1950 South State Street Tacoma, WA 98405 877-223-7355		

32	Yakima Herald <a href="mailto:classads@yakimaherald.com">classads@yakimaherald.com</a> 114 N. 4 <sup>th</sup> Street Yakima, WA 98901 800-343-2799		
33	Monster.com <a href="http://www.Hiring.monster.com">www.Hiring.monster.com</a> 133 Boston Post Road Weston, MA 02493 978-461-8000		
34	NWPB.org PO Box 642530 Pullman, WA 99164 509-335-6585 Attn: Kerry Swanson		
35	NWPR On Air PO Box 642530 Pullman, WA 99164 509-335-6585 Attn: Kerry Swanson		
36	NWPTV.org PO Box 642530 Pullman, WA 99164 509-335-6585 Attn: Marvin Marcelo		
37	NWPTV Twitter PO Box 642530 Pullman, WA 99164 509-335-6585 Attn: Marvin Marcelo		
38	NWPTV Facebook PO Box 642530 Pullman, WA 99164 509-335-6585 Attn: Marvin Marcelo		
39	RTDNA – Radio Television Digital News Association RTDNA.org 529 14 <sup>th</sup> St. NW, Ste. 1240 Washington, DC 20045 Dan Shelly 212-246-0398		
40	Public Radio News Director Inc. PO Box 838 Sturgis, SD 57785 605-490-3033 Member: Gillian Coldsnow 509-335-6546		
41	National Association of Hispanic Journalists <a href="http://www.nahjcareercenter.com">www.nahjcareercenter.com</a> Nation Press Building 529 14 <sup>th</sup> St. NW Washington, D.C. 888-281-9066		

42	<p>Asian American Journalists Association  <a href="http://www.aaaja.org/career-listings">www.aaaja.org/career-listings</a>  5 Third St, Ste. 1108  San Francisco, CA 94103  415-346-2051  Member: Gillian Coldsnow 509-335-6546</p>		
43	<p>Native American Journalist Association  <a href="http://www.naja.com/store/job-listings">www.naja.com/store/job-listings</a>  395 W. Lindsey St.  Norman, OK 73019  405-325-1649  Contact Gillian Coldsnow, 509-335-6546</p>		
44	<p>National Association of Black Journalists  <a href="http://nabjcareers.org">http://nabjcareers.org</a>  8800 Lakewood Dr. #117  Windsor, CA 95492  626-792-3846  Contact Gillian Coldsnow, 509-335-6546</p>		
45	<p>JournalismNext.com  8800 Lakewood Dr. #117  Windsor, CA 95492  <a href="http://www.journalismnext.com/emplogin.cfm">www.journalismnext.com/emplogin.cfm</a>  Eric Wee  703-629-0178</p>		
46	<p>JournalismJobs.com  72 Plaza Dr. 2<sup>nd</sup> Floor  Berkeley, CA 94705  <a href="http://www.journalismjobs.com/post-new-job">www.journalismjobs.com/post-new-job</a>  510-508-7386</p>		
47	<p>PRADO Listserve  <a href="mailto:PRADO@listserv.syr.edu">PRADO@listserv.syr.edu</a>  Member: Kerry Swanson 509-335-6585</p>		
48	<p>Poynter.com  <a href="http://www.careers.poynter.org/adminnet/employer/marketing/3059">www.careers.poynter.org/adminnet/employer/marketing/3059</a>  801 Third Street South  St.Petersburg, FL 33701  727-821-9494</p>		
49	NWPR Facebook		
50	<p>Society of Professional Journalist SPJ  <a href="http://www.spj.org">www.spj.org</a>  3909 N Meridian St.  Indianapolis, IN 46208  Joe Skeel 317-927-8000 ext. 216</p>		
51	<p>NWPB.org  Northwest Public Broadcasting  PO Box 642530  Pullman, WA 99164-2530  Attn: Marvin Marcelo</p>	1	

52	National Association of Broadcasters (NAB) 1771 N Street NW Washington, DC 20036 <a href="http://www.nab.org">www.nab.org</a> <a href="https://.jobs.broadcastcareerlink.com">https://.jobs.broadcastcareerlink.com</a>		
53	SimplyHired.com		
54	Glassdoor.com Mill Valley, CA		
55	Experience.com by Symplicity		
56	NewsMediaAlliance.org		
57	ZipRecruiter.com		
58	HigherEdJobs.com		
59	MediaJobBoard.com	1	

**Section 3:** *A list and brief description of Long-Term (or “Prong 3”) non-vacancy-specific recruitment initiatives implemented during the previous year.*

The population of the market for this environment unit is fewer than 250,000, and the stations are therefore required to complete 2 long-term recruitment activities every year. The Public Media job fair and the Murrow Symposium are submitted for this requirement along with additional initiatives.

**Virtual Job Fair**

In March 2021, NWPB participated in a national virtual job fair sponsored by Public Media. The one-day event included a virtual booth for NWPB where information about the organization and current and future positions were posted and. During the event, several NWPB staff were available to talk to individuals who were interested in our programs and working for us. NWPB staff involved: Kerry Swanson, Station Manager; Hannah Snyder, Operations Manager; Cricket Cordova, Account Executive; Doug Krehbiel, Administrative Director.

**The Edward R. Murrow College of Communication at Washington State University  
Career Symposium and Public Address/Hosting Job Fair**

Due to the COVID-19 pandemic, the College’s regularly sponsored April event, the Murrow Symposium Career Day, was conducted in a virtual format. This event features workshops where students and faculty of the College attend discussions on the future of the communication industry. Also, during the Meet the Pros event, professionals from the fields of broadcast, marketing and print media are available to answer questions and provide employment feedback and opportunities for career connections. Staff: Kerry Swanson, Station Manager; Sara Stout, Director, Student Services; Corrie Wilder, Marketing Director; Bruce Pinkleton, Dean, College of Communication.

***College sponsored student organizations and initiatives***

Murrow College sponsors student programs, clubs and scholarship which promote diversity in the communication and broadcast fields. These include the Association for Women in Communications, study abroad opportunities and scholarships directed specifically at under representative groups such as Native Americans, Hispanic and women student scholars.

Additional long-term initiatives

**Northwest Public Broadcasting - Television**

***Internship Program***

The Northwest Public Broadcasting – Television (NWPB-TV) Internship program is designed to give staff

the opportunity to involve themselves more deeply in training of student and part-time employees and gain knowledge to perform at a higher level. The program is based on that of another noncommercial educational station, which provides a model for this type of two-way training that is so valuable in broadcasting, especially in a small market where recruiting and retention of qualified individuals is difficult and poses a significant challenge. Examples of internship projects include working as crew members for many on and off campus projects supported by NWPB-TV; working as program producer and production assistant; assistance with maintaining NWPB-TV web site, creating content for our social media platforms; and editing of programs for use on-air and off. During the period between October 1, 2020 and September 30, 2021, NWPTV had 3 interns. Due to restrictions from the pandemic, we made adjustments including conducting all weekly meetings and work assignments virtually. Staff: Marvin Marcelo, General Manager; Greg Mills, Producer and Editor.

#### ***Training Programs for Stations Personnel/Mentorship Program***

Washington State is determined to strengthen its program in the television area, by promoting the idea to staff and by creating specific job descriptions for the student-mentoring positions. In addition to enabling staff to “teach” others, we also have a policy that allows employees to take up to 6 credits of university credits per semester under a tuition-waiver program. The licensee supports this as a way of recruiting qualified individuals to this rural area and to retain and retrain current employees in order to advance. The organization continues to reap the benefits of this mentoring program. Responsible staff: Marvin Marcelo, General Manager; Doug Krehbiel, Administration Director.

#### ***Events or Programs with Educational Institutions Relating to Broadcasting Careers***

NWPB-TV staff sent emails to several professors of communication classes at Washington State University. The purpose was to inform students of intern opportunities with the station and how it might help them develop career skills in both television and radio. This internship program was also promoted to students on the station’s website. Staff: Greg Mills, Producer/Editor

### **Northwest Public Broadcasting – Radio**

#### ***Internship Program***

Northwest Public Broadcasting – Radio (NWPB-R) operations has an active internship program. The staff of NWPB-R regularly participates in area college and high school career days in our broadcast region. Students learned more about public broadcasting, received information on how to get involved, and what internship opportunities exist. COVID-19 curtailed many of NWPB’s internship opportunities due to social distancing, office and studio occupancy limitations, and WSU being on a predominately on-line class structure. However, during the period from October 1, 2020 to September 30, 2021, NWPB-R had internship positions filled including internships in News Production, Broadcast Operations and Programming. Staff involved: Hannah Snyder, Operations Manager; Scott Leadingham, News Director.

#### ***Events with Community Groups Relating to Broadcasting Career Opportunities***

The station also regularly hosts tours and open houses for community groups, volunteers and general public to visit the station. However, with COVID-19, many of these opportunities were not possible to accommodate. Nonetheless, NWPB-R staff found opportunities to speak in front of students in virtual classroom or special presentations about careers in public broadcasting in general and opportunities at Northwest Public Broadcasting specifically. NWPB-R is also involved in local community events, musical performances and fairs and distributes information about the station and opportunities with members of the public at these events. The staff of NWPB-R serve on many community groups such as Wenatchee Downtown Association, Rotary and Kiwanis, within these organizations and their activities, NWPB-R staff are recognized and invited to work with youth and community volunteers. Staff involved: Kerry Swanson, Station Manager, Sandi Billings, Development Director; Tom Hungate, Operations Manager; Thom Kokenge, Radio Host; Anjuli Dodhia, Music Director.

Due to the COVID-19 pandemic, most opportunities to give presentations and in career fairs in which NWPB staff regularly participate were cancelled during the reporting period. However, NWPB used



sources such as electronic newsletters, student listservs and other social media means to let interested persons know about the opportunities with NWPB.

### *Continued training for personnel*

Northwest Public Broadcasting – Radio is committed in encouraging personnel to continue with job training by attending conferences which will help them acquire skills that could qualify them for higher level positions. Responsible staff: Marvin Marcelo, General Manager; Doug Krehbiel, Administration Director, Kerry Swanson, Station Manager.

### **Washington State University**

The Edward R. Murrow College of Communication and Northwest Public Broadcasting are part of Washington State University (WSU). Both areas are committed to following WSU's plans and initiatives regarding Equity and Diversity. Equity and Diversity is an important aspect of everyday life at Washington State University. WSU provides institutional leadership in recruiting, retaining, and rewarding diverse faculty and staff; educating the campus and beyond about issues of diversity; and offering unique facilities that help students, faculty, and staff honor and celebrate the many cultures represented in the community. The Strategic Plan for Washington State University includes: create and sustain a university community that is diverse, inclusive, and equitable; recruit, retain, and advance a diverse intellectual mix of faculty, staff, and students, including women and those from under-represented groups; assure diversity and inclusion efforts are visibly and consistently supported at the highest levels of leadership; and maintain respectful, inclusive, and equitable behavior in all university environments.