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)

<table>
<thead>
<tr>
<th>Full-time Positions Filled by Job Title</th>
<th>Recruitment Source of Hire</th>
<th>Total Number of Interviewees from All Sources for this Position</th>
<th>Recruitment Sources Utilized (# of interviews)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bilingual Multi-Platform Journalist – 202964</td>
<td>see table below</td>
<td>7</td>
<td>4</td>
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</table>

Total number of persons interviewed during application period: 4

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.

<table>
<thead>
<tr>
<th>Recruitment Sources Utilized (Name, Address, Telephone Number, Contact Person)</th>
<th>Tot. No. of Interviewees this Source had Provided During this Period</th>
<th>Tot. No. of Hires from this Source During this Period</th>
</tr>
</thead>
</table>
| 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 | | |
<table>
<thead>
<tr>
<th></th>
<th>All open recruitments are posted to this site by default by WSU HRS</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Twitter @careersWSU</td>
</tr>
<tr>
<td></td>
<td>PO Box 641014 Pullman, WA 99164-1014 Jaide Wilhelm 509-335-9436</td>
</tr>
<tr>
<td>5</td>
<td>Facebook  <a href="http://www.facebook.com/wsuhrs">www.facebook.com/wsuhrs</a></td>
</tr>
<tr>
<td></td>
<td>PO Box 641014 Pullman, WA 99164-1014 Jaide Wilhelm 509-335-9436</td>
</tr>
<tr>
<td>6</td>
<td>Indeed.com  <a href="http://www.indeed.com">www.indeed.com</a></td>
</tr>
<tr>
<td></td>
<td>PO Box 641014 Pullman, WA 99164-1014 Jaide Wilhelm 509-335-9436</td>
</tr>
<tr>
<td>7</td>
<td>LinkedIn  <a href="http://www.linkedin.com/company/wsu-jobs">www.linkedin.com/company/wsu-jobs</a></td>
</tr>
<tr>
<td></td>
<td>PO Box 641014 Pullman, WA 99164-1014 Jaide Wilhelm 509-335-9436</td>
</tr>
<tr>
<td>8</td>
<td>WorkplaceDiversity</td>
</tr>
<tr>
<td></td>
<td>PO Box 641014 Pullman, WA 99164-1014 Jaide Wilhelm 509-335-9436</td>
</tr>
<tr>
<td>9</td>
<td>Corporation for Public Broadcasting  <a href="http://www.cpb.org">www.cpb.org</a></td>
</tr>
<tr>
<td></td>
<td>401 Ninth Street, NW Washington, DC 20004-2129 (202)879-9600</td>
</tr>
<tr>
<td>10</td>
<td>Craigslist  <a href="http://www.Craigslist.org">www.Craigslist.org</a></td>
</tr>
<tr>
<td></td>
<td>1381 9th Ave San Francisco, CA 94122 415-566-6394</td>
</tr>
<tr>
<td>11</td>
<td>Current  <a href="http://www.current.org">www.current.org</a></td>
</tr>
<tr>
<td></td>
<td>6930 Carroll Avenue, Suite 625 Takoma Park, MD 20912 (301)270-7240</td>
</tr>
<tr>
<td>12</td>
<td>Moscow-Pullman Daily News  <a href="http://www.DNews.com">www.DNews.com</a></td>
</tr>
<tr>
<td></td>
<td>Attn: Mary Berger 220 E. Fifth St. Suite 205</td>
</tr>
<tr>
<td></td>
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<td>---</td>
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</tbody>
</table>
| 13 | Facebook – The Edward R. Murrow College of Communication, Washington State University  
  [www.facebook.com/murrowcollege](http://www.facebook.com/murrowcollege)  
  PO Box 642530  
  Pullman, WA 99164  
  509-335-6585  
  Attn: Corrie Wilder |
| 14 | The Edward R. Murrow College of Communication, Washington State University  
  [www.murrow.wsu.edu](http://www.murrow.wsu.edu)  
  PO Box 642530  
  Pullman, WA 99164  
  509-335-6585  
  Attn: Corrie Wilder |
| 15 | Facebook - Northwest Public Radio  
  [www.facebook.com/northwestpublicradio](http://www.facebook.com/northwestpublicradio)  
  PO Box 642530  
  Pullman, WA 99164  
  509-335-6585  
  Attn: Kerry Swanson |
| 16 | The Oregonian  
  [www.oregonlive.com](http://www.oregonlive.com)  
  1500 SW First Avenue  
  Portland, OR 97201  
  cdoane@oregonian.com  
  503-221-4371 |
| 17 | Public Broadcast Service  
  [http://www.pbs.org](http://www.pbs.org)  
  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  
  P.O. Box 70  
  Seattle, WA 98111  
  Andrew Kane  
  206-493-0747 |
| 21 | Society of Broadcast Engineers  
  [http://www.sbe.org](http://www.sbe.org)  
  9102 N Meridian St #150  
  Indianapolis, IN 46260  
  317-846-9000 |
<table>
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<tr>
<th></th>
<th>Company Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>Email Address</th>
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<tbody>
<tr>
<td>22</td>
<td>The Spokesman Review</td>
<td><a href="http://www.spokesman.com/">http://www.spokesman.com/</a> P.O. Box 2160</td>
<td>509-459-5156</td>
<td>Scott Baumbach</td>
</tr>
<tr>
<td>23</td>
<td>Inside Higher Ed.</td>
<td>1015 18th Street NW, Suite 1100</td>
<td>1-202-659-9208</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Tri-City Herald</td>
<td><a href="http://www.tri-cityherald.com/">http://www.tri-cityherald.com/</a> 333 W. Canal Drive</td>
<td>509-582-1400</td>
<td>Kennewick, WA 99336</td>
</tr>
<tr>
<td>25</td>
<td>Public Radio – Email List Serv</td>
<td>Attn: Wright Bryan <a href="mailto:pubradio@lists.pubradio.org">pubradio@lists.pubradio.org</a></td>
<td>509-335-6585</td>
<td>Pullman, WA 99164</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PO Box 642530</td>
<td></td>
<td>Attn: Kerry Swanson</td>
</tr>
<tr>
<td>26</td>
<td>Scholarly Hires</td>
<td>4555 Lake Forest Drive #650 Cincinnati, OH 45242</td>
<td>509-335-9436</td>
<td>Pullman, WA 99164-1014</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PO Box 641014</td>
<td></td>
<td>Jaide Wilhelm 509-335-9436</td>
</tr>
<tr>
<td>27</td>
<td>Insight Into Diversity.org</td>
<td>11132 South Towne Square, Ste. 203 St. Louis, MO 63123</td>
<td>800-537-0655</td>
<td>Attn: Alexandra Vollman</td>
</tr>
<tr>
<td>28</td>
<td>Career Builder .com</td>
<td>200 N. LaSalle St. Ste. 1100 Chicago, IL 60601</td>
<td>773-527-3600</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>IEEE Institute of Electrical and Electronics Engineers</td>
<td><a href="mailto:employerjobsite@ieee.org">employerjobsite@ieee.org</a> 3 Park Avenue, 17th Floor New York, NY 10016</td>
<td>800-701-4333</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Society of Motion Picture &amp; Television Engineers</td>
<td>3 Barker Ave. 5th Floor White Plains, NY 10601</td>
<td>914-205-2381</td>
<td>Attn: Aimee Ricca</td>
</tr>
<tr>
<td></td>
<td>Company Name</td>
<td>Address Details</td>
<td>Contact Details</td>
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<td></td>
</tr>
</tbody>
</table>
|32| Yakima Herald                   | classads@yakimaherald.com  
114 N. 4th Street  
Yakima, WA 98901  
800-343-2799 |                      |
|33| Monster.com                     | www.Hiring.monster.com  
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 14th 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 | www.nahjcareercenter.com  
Nation Press Building  
529 14th St. NW  
Washington, D.C.  
888-281-9066 |                      |
<table>
<thead>
<tr>
<th></th>
<th>Organization</th>
<th>Website</th>
<th>Address/Contact Information</th>
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<tr>
<td>42</td>
<td>Asian American Journalists Association</td>
<td><a href="http://www.aaja.org/career-listings">www.aaja.org/career-listings</a></td>
<td>5 Third St, Ste. 1108, San Francisco, CA 94103, 415-346-2051, Member: Gillian Coldsnow 509-335-6546</td>
</tr>
<tr>
<td>43</td>
<td>Native American Journalists Association</td>
<td><a href="http://www.naja.com/store/job-listings">www.naja.com/store/job-listings</a></td>
<td>395 W. Lindsey St., Norman, OK 73019, 405-325-1649, Contact Gillian Coldsnow, 509-335-6546</td>
</tr>
<tr>
<td>44</td>
<td>National Association of Black Journalists</td>
<td><a href="http://nabjcareers.org">http://nabjcareers.org</a></td>
<td>8800 Lakewood Dr. #117, Windsor, CA 95492, 626-792-3846, Contact Gillian Coldsnow, 509-335-6546</td>
</tr>
<tr>
<td>45</td>
<td>JournalismNext.com</td>
<td></td>
<td>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</td>
</tr>
<tr>
<td>46</td>
<td>JournalismJobs.com</td>
<td></td>
<td>72 Plaza Dr. 2nd Floor, Berkeley, CA 94705, <a href="http://www.journalismjobs.com/post-new-job">www.journalismjobs.com/post-new-job</a>, 510-508-7386</td>
</tr>
<tr>
<td>47</td>
<td>PRADO Listserve</td>
<td><a href="mailto:PRADO@listserv.syr.edu">PRADO@listserv.syr.edu</a></td>
<td>Member: Kerry Swanson 509-335-6585</td>
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<tr>
<td>48</td>
<td>Poynter.com</td>
<td><a href="http://www.careers.poynter.org/adminnet/employer/marketing/3059">www.careers.poynter.org/adminnet/employer/marketing/3059</a></td>
<td>801 Third Street South, St. Petersburg, FL 33701, 727-821-9494</td>
</tr>
<tr>
<td>49</td>
<td>NWPR Facebook</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Society of Professional Journalist SPJ</td>
<td><a href="http://www.spj.org">www.spj.org</a></td>
<td>3909 N Meridian St., Indianapolis, IN 46208, Joe Skeel 317-927-8000 ext. 216</td>
</tr>
<tr>
<td>51</td>
<td>Northwest Public Broadcasting</td>
<td></td>
<td>Northwest Public Broadcasting, PO Box 642530, Pullman, WA 99164-2530, Attn: Marvin Marcelo 1</td>
</tr>
</tbody>
</table>
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 NWPTV; working as program producer and production assistant; assistance with maintaining NWPTV 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.

Trainee 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
NWPTV 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 (NWBP-R) operations has an active internship program. The staff of NWBP-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 NWBP's internship opportunities due to social distancing, office and studio occupancy limitations, and WSU being on a predominately online class structure. However, during the period from October 1, 2020 to September 30, 2021, NWBP-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, NWBP-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. NWBP-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 NWBP-R serve on many community groups such as Wenatchee Downtown Association, Rotary and Kiwanis, within these organizations and their activities, NWBP-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 NWBP staff regularly participate were cancelled during the reporting period. However, NWBP 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.