

2015 ANNUAL EEO PUBLIC FILE REPORT

CLASSIC RADIO

Station(s):	KING FM
Community(ies) of License:	Seattle, Washington
Reporting Period:	10/1/14 – 9/30/15
No. of Full-time Employees:	More than 10
Small Market Exemption:	No

During the Reporting Period, a total of 8 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

1. DeVry University Career Fair, 10/8/13
staffed by Assistant General Manager
2. University of Washington Department of Communications Internship Fair, 5/1/14
staffed by Community Relations Director
3. Seattle Pacific University, 11/4/14,
Assistant General Manager, Program Director
4. Cornish University Career Fair, 3/27/15,
Event Manager
5. Seattle Pacific University, 4/15/15,
Assistant General Manager, Program Director

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

1. Programming Intern for 2nd Inversion Project: Data entry, data entry for event calendar, mobile app testing, blog writing (album reviews and concert previews)
of Interns: 1
School: Seattle University
Quarters worked: Fall 2014
Hours worked/week: 10

2. Programming Intern for 2nd Inversion
Project: Bog writing (album reviews and concert previews)
of Interns: 1
School: Seattle University
Quarters Worked: Winter 2014
Hours worked / week: 5
3. Programming Intern for 2nd Inversion
Project: Blog writing (album reviews and concert previews)
of Interns: 1
School: Seattle University
Quarters Worked: Spring 2015
Hours worked / week: 5
4. Development Intern for Prospect Research
Project: Researched major gift prospects and rated them using KING FM research grid to determine financial capacity and interest.
of Interns: 1
School: University of Washington
Quarters Worked: Summer 2015
Hours worked / week: 12

*Participated in **job banks, internet programs**, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

The station actively reaches out to its audience through Facebook and onsite at cultural / arts events.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

1. Working with Query Lists in Raiser's Edge (RE), Blackbaud, 10/21/14, Grants Manager
2. Working with Query Summary Fields in RE, Blackbaud, 11/25/14, Grants Manager
3. Analytical Reports in RE, Blackbaud, 12/3/14, Grants Manager
4. Building a Standard Query in RE, Blackbaud, 10/1/14, Database Coordinator
5. Assigning an Action Track in RE,

- Blackbaud, 12/24/14, Database Coordinator
6. Adding a New User to RE, Blackbaud, 12/24/14, Database Coordinator
 7. Manually Submitting a Credit Card Transaction in Blackbaud Merchant Services, Blackbaud, 12/24/14, Database Coordinator, 6/5/15, Database Director
 8. Adjusting a Gift in RE, Blackbaud, 2/3/15, Database Coordinator
 9. Basics of Mail in RE, Blackbaud, 2/25/15, Database Coordinator
 10. Adding a Financial Institution Relationship in RE, Blackbaud, 2/25/15, Database Coordinator
 11. Intro to Mail in RE, Blackbaud, 3/17/15, Database Coordinator
 12. Data Health in RE, Blackbaud, 12/4/14, Database Director
 13. Database Quality 101, Blackbaud, 5/20/15, Database Director
 14. Defining Report Parameter Sets in RE, Blackbaud, 6/5/15, Database Director
 15. Raiser's Edge: SAP Crystal Reports 1, Blackbaud, 6/11/15, Database Director
 16. Essentials of Effective Volunteer Resources Management 101, United Way, 6/11/15, Events Coordinator, Development Coordinator
 17. RE Fundamentals, Blackbaud, 6/30/15, Membership Coordinator
 18. RE Fundamentals – Constituents, Blackbaud, 6/22/15, Membership Coordinator
 19. RE Fundamentals – Overview, Blackbaud, 6/12/15, Membership Coordinator
 20. Creating a Recipient List for Email Messages, Blackbaud, 6/3/15, Membership Coordinator
 21. Sending an Email in Blackbaud Net Community, Blackbaud, 6/3/15, Membership Coordinator
 22. Creating an Individual Relationship, Blackbaud, 6/3/15, Membership Coordinator
 23. Changing the Giving Score on a

- Constituent Record, Blackbaud, 6/3/15,
Membership Coordinator
- 24. Adding an Action Track to a Constituent
Record, Blackbaud, 6/3/15, Membership
Coordinator
- 25. Updating a Constituent Address,
Blackbaud,
- 26. Processing Online Donations, Blackbaud,
7/29/15, Membership Coordinator

*Provided training to management level
personnel on methods of ensuring
equal employment opportunity and
prevent discrimination.*

- 1. Association of Fundraising Professional /
Advancement Northwest Winter
Conference, 1/21/15, Grants Manager
- 2. SAS (TV and Radio) WEB Session, CPB,
1/7/15, Assistant General Manager
- 3. South by Southwest Conference, 3/17 –
3/22/15, Assistant Program Director
- 4. RAIN Summit West 2015, 4/12/15,
Program Director
- 5. Shaping the Conversation, Washington
State Nonprofit Conference, 5/12/15,
Assistant General Manager
- 6. Sprague Israel & Giles Spring Seminar –
benefits updates, 5/14/15, Assistant
General Manager
- 7. 2014 Annual Employment Law Update,
Riddell Williams, 6/12/15, Assistant
General Manager
- 8. PMDMC 2015 Conference, 7/8 – 7/11/15,
Assistant Program Director, Membership
Director, Major Gifts Director, General
Manager
- 9. PRPD Conference 2015, 9/29 – 10/1/15,
Program Director, Assistant Program
Director

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10/17/14	Customer Service/Matching Gift Manager	KING FM website
1/5/15	Events Manager	KING FM temp employee
1/29/15	Traffic Director	KING FM website
5/22/15	Membership Coordinator	Indeed.com
5/22/15	Stewardship Coordinator	KING FM website
7/20/15	Website & Social Media Mgr	KING FM website
8/7/15	Events Coordinator	KING staff referral
9/17/15	Stewardship Coordinator	Current staff member

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 24

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Indeed.com	4
KING FM website	9
Idealist.org	1
Philanthropy NW	4
Craigslist	2
Traffic Directors Guild of America	1
WSAB	1
University of Washington	2

RECRUITING SOURCES USED

Job Title of Position: Customer Service/Matching Gifts Officer

Date of Hire: 10/17/14

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	Website		www.indeed.com
KING.org	N	Website		www.king.org
Idealist	N	Website		www.idealist.org
Philanthropy NW	N	Website		www.philanthropy.org

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Events Coordinator

Date of Hire: 1/5/15

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Craigslist	N	Website		www.craigslist.com
KING.org	N	Website		www.king.org
University of WA	N	Website		http://careers.washington.edu/employers/huskyjobs

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Traffic Director

Date of Hire: 2/23/15

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
WSAB	N	Website		www.wsab.org
KING.org	N	Website		www.king.org
Traffic Directors Guild of America	N	Website		www.tdga.org

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies

Job Title of Position: _Membership Coordinator

Date of Hire: 5/22/15

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	Website		www.indeed.com
KING.org	N	Website		www.king.org
Craigslist	N	Website		www.craigslist.com
Philanthropy NW	N	Website		www.philanthropynw.org

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies

Job Title of Position: _ Stewardship Coordinator

Date of Hire: 5/22/15

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	Website		www.indeed.com
KING.org	N	Website		www.king.org
Craigslist	N	Website		www.craigslist.com
Philanthropy NW	N	Website		www.philanthropynw.org

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies

Job Title of Position: _ Website & Social Media Mgr

Date of Hire: 7/20/15

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	Website		www.indeed.com
KING.org	N	Website		www.king.org

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies

Job Title of Position: _ Events Coordinator

Date of Hire: 8/17/15

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KING.org	N	Website		www.king.org

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies

Job Title of Position: Stewardship Coordinator

Date of Hire:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
University of WA	N	Website		http://careers.washington.edu/employers/huskyjobs
KING.org	N	Website		www.king.org
Indeed	N	Website		www.indeed.com
Philanthropy NW	N	Website		www.philanthropynw.org

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies

RECRUITING SOURCES USED

The following sources were also used for each full-time position filled:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Center for Career Alternatives	N	901 Rainier Ave. S Seattle, WA	Pat Deutsch	pdeutsch@ccawa.org
Central WA University	N	400 East 8 th Ave. Ellensburg, WA	N/A	career@cwu.edu
Green River Community College	N	12401 SE 320 th Street Auburn, WA	Karen Barsch	workforce@greenriver.edu
Pierce College	N	9401 Farwest Dr. SW Lakewood, WA	Danny Marshall	dmarshall@pierce.ctc.edu
PSRBA (Puget Sound Radio Broadcasters Association)	N	3310 South Dose Terrace Seattle, WA	N/A	laura@psrba.org
Traffic Directors Guild of America	N	San Juan Capistrano, CA	N/A	Tdga.org
Seattle Central Community College	N	1701 Broadway Seattle, WA	Dedra Wilson	dwilson@sccd.ctc.edu
Seattle Pacific University	N	3307 Third Ave. W Seattle, WA	N/A	www.myinterfase.com/spu/employer
Seattle University	N	9000 Broadway Seattle, WA	N/A	www.seattleu.edu/careerservices/employers/how-to-post/
Tacoma Community College	N	6501 S. 19th Street Tacoma, WA	N/A	jassist@tacomacc.edu
Urban League of Metropolitan Seattle	N	105 14th Ave. Seattle, WA	Marilynn Harris	mharris@urbanleague.org
Washington State University	N	226 Murrow Center Pullman, WA	Billie Coleman	billiec@wsu.edu
Western WA Indian Employment & Education	N	3701 6th Ave. #4 Tacoma, WA	Timothy Greco	Timothy@wwietp.org
Work Source Business Center	N	N/A	Kevin Gerhard	kgerhard@esd.wa.gov
University of WA	N	143 Mary Gates Hall PO Box 352810	N/A	huskyjobs@uw.edu

		Seattle, WA 98195		
Bellevue College	N	3000 Landerholm Circle, SE, B233E Bellevue, WA 98007	N/A	careers@bellevuecollege.edu
DeVry University	N	3600 S 344 th Way, Federal Way, WA 98001	Jodi Handley	lenglish@devry.edu

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job