

**EEO ANNUAL PUBLIC FILED REPORT, 2016-17
Pacific Public Media, Licensee
KNKX, KVIX, KPLI, and KPLK**

Station Employment Unit. Pacific Public Media (“PPM,”)(formerly, Friends of 88.5 FM) is the Licensee for KNKX, KVIX, KPLI, and KPLK. The licenses for these stations were assigned to Friends by Pacific Lutheran University, effective August 31, 2016 (FCC File No. BALED-20160706AAM, granted 8/16/2016). While these stations were under the ownership of Pacific Lutheran University, most administration of recruitment and reporting on the EEO program was handled by or in collaboration with the PLU Human Resources personnel. Now, as a community licensee, management of PPM have been working on developing our own recruitment program and community referral sources, as well as taking sole responsibility for compliance with reporting and filing requirements.

PPM is an Equal Opportunity Employer that seeks diversity among its employees and interns. PPM is committed to diversity, endorses the goals of equal opportunity and affirmative action, and actively seeks applications from women and persons of color. The PPM SEU does not discriminate in its hiring or employment policies on the basis of race, ethnicity, gender, religion, age, or any other basis.

Part 1: Recruitment

PPM SEU Hires This Year
10/1/2016 – 9/30/2017

POSITION	RECRUITMENT RESOURCES
Member Services Coordinator Posted 11/17/2016 Interview 5 by telephone In-Person Interview 2 Hired 2/14/2017 –[KNKX website]	KNKX Website [5] Indeed [24] Simply Hired Trovit GlassDoor.com US Military Pipeline Other: Facebook [1] Total 30 applicants
Accounting Assistant Posted 01/18/2017 Interviewed by phone: 57 Interviewed in person: 3 Hired 03/06/2017 [Indeed]	KNKX Website [1] Craigslist [22] Indeed [32] Simply Hired Trovit GlassDoor.com [2] US Military Pipeline Total 57 applicants

TOTAL NUMBER OF INTERVIEWEES: 67
TOTAL NUMBER OF HIRES: 2

Recruitment Sources:

KNKX WebSite:
www.knkx.org

KNKX

12105 Park Ave S., Ste 106
Tacoma, WA 98444

Indeed:

www.Indeed.com

Indeed, Inc.
9433 Champion Grandview Way,
Building 1
Austin, TX 78750

Simply Hired:

www.Simplyhired.com

370 San Aleso Ave
Sunnyvale, CA 94085

Trovit:

www.Trovit.com

Diagonal 601 9th Floor
Barcelona, 08028 Spain

GlassDoor:

www.Glassdoor.com

100 Shoreline Highway
Building A
Mill Valley, CA 94941-3645

US Military Pipeline:

www.USmilitarypipeline.com

Facebook:

www.facebook.com

Craigslist:

www.Seattle.craigslist.org

Part 2: Outreach - Community Referral Sources

As a community licensee, we are working on developing relationships with referral sources in the community that will request that we notify them of job vacancies in the PPM SEU. We recognize that we have not yet been successful in this endeavor, but we are still finding our way as a new Licensee. We have evaluated our efforts over the past year and educated ourselves, not only on the requirements of the rule but also on the resources that are available for job referral within the nonprofit and community services sectors of the communities we serve. PPM management and HR have been focusing on developing our own recruitment program, as well as our reporting and filing responsibilities under the Commission's EEO Rule. Our performance has improved over the course of this first year. It is our intended plan to focus on increasing our numbers of community resources by frequent announcements inviting such organizations to contact us, but also by reaching out directly to various community and government groups to offer them the option of becoming a community referral organization for PPM.

Part 3: Outreach Initiatives

The Pacific Public Media SEU has more than 10 employees and is located in a large metropolitan area; it is thus required to participate in four outreach initiatives over a two-year period. Pacific Public Media became the Licensee for the stations in its SEU on August 31 2016. Thus, although many of these ongoing outreach initiatives were operational during the 2015-16 license year, it was for only one month of that year that PPM had oversight over the various programs. This 2016-17 license year is the first year during which the PPM SEU had full responsibility for engaging in the following Outreach Initiatives:

Internship program to assist members of the community to acquire skills needed for broadcast employment (Category 5). KNKX has multiple professional internship opportunities throughout the year, continuing an established record from the time of the previous Licensee of station interns proceeding to careers in public broadcasting. In the time period covered by this report, at least a dozen individuals participated in internships in areas covering broadcast support, digital services, promotions, fund raising and customer service. The following staff members worked with our interns: Brenda Goldstein-Young, Ed Ronco, and Erin Hennessey.

School of Jazz, a unique educational program (Category 16). Since 2005, School of Jazz has demonstrated a commitment to jazz education; in fact, it's one of the cornerstones of KNKX's mission as the station's signature community outreach program. School of Jazz provides mentorship, learning and performance opportunities to 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).. Monthly during the school year, we invite 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 directly impacted nearly 3,000 jazz students, band directors, and professional musicians. 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. Brenda Goldstein-Young heads up the School of Jazz program.

Studio Sessions: Last year, we hosted 60 studio sessions. These live performances punctuated by engaging conversation with one of our resident music hosts, are a signature part of our service to the jazz and blues community. Members of KNKX are invited to attend the sessions and meet the performers (usually 6 – 10 members due to limited space and size of group playing.)

ATC Internship. KNKX news has an ongoing journalism internship through the position of All Things Considered Production Assistant. We draw from universities for this. Currently, we have a Journalism major from Western Washington University in that 3-month position and starting next week, we'll be handing the position over to a journalism student from the University of Washington. ATC host, Ed Ronco oversees the ATC internship.

Job Shadowing and Studio Tours. We also welcome community members to shadow us and we offer studio tours throughout the year. In the case of shadowing, it depends on what area the individual is interested in. It could be virtually any staff member. As with studio tours, after each "Studio Sessions," members attending the session are offered a tour of the station. At other times, a donor may request of the Development team to have a tour of the station. In the past year, we have also provided tours for local Cub Scout groups and a third grade class of a local school. These are impressionable young minds who are fascinated that someone is actually talking into the microphone and it is being transmitted over the airwaves – not just magically coming out of a "box."

EEO Sensitivity Classes: In May, 2017 Terrell Hollins and Sandy Dye attended a webinar on *Top 10 HR Issues*. While it wasn't specifically on EEO policy, the webinar touched on EEO sensitivity.

Engagement with the Community. In addition, we also send reporters and hosts out to community events including the following within this past year:

Civility in Politics, February 2017. Simone moderated another conversation with the League of Women Voters about civility in political discourse.

Sound Effect Trivia Night 4/11/17. The entire team of our show "Sound Effect" hosted a trivia night, which included lots of conversation about how KNKX does its job, and what we're covering in the news.

Pierce County Reads, 4/28/17. Ariel Van Cleave interviewed author Mary Roach in front of a live audience, tying in with her book "Grunt," which the county library system encouraged community members to read.

All Things Considered at the Ballard Locks, 7/3/17. Ed, Matt, and a big crew from KNKX presented a live broadcast of one of our newsmagazines from a Seattle landmark. Between broadcast segments, members of the news team had extensive conversations with listeners about stories and story ideas. (Jazz outreach here, too.)

Tacoma Mayoral Candidates and the Environment: Bellamy Pailthorp moderated a forum on 7/14/17 about environmental issues, the city's future, and more.

September 6: Simone moderated a King County League of Women Voters debate in Bellevue: Sheriff and Port Commissioner

Lokalfest in Poulsbo, 9/9/17. Ed, Abe and others attended a community festival that included jazz concert, discussing the news and news coverage with listeners in attendance.

September 12: Kirsten co-hosted a Sports Salon with Art Thiel and guest at the Port of Seattle .

Mentoring. Next Generation Radio Project, April 2017. The Next Generation Radio Fellowship is a week-long digital journalism training project designed to give competitively-selected participants, who are interested in radio and journalism, the skills and opportunity to report and produce their own multi-media stories. This project for early-career fellows was cooperatively produced by KNKX with KUOW, NPR, PRI, and others. Ariel Van Cleave, of the PPM SEU, mentored these up-and-coming radio producers through this Next Gen Radio Project over the course of a weeklong conference in Seattle. *See* <http://seattle2017.nextgenerationradio.org>