

EEO Public File Report

(Covers the period from 10/1/2023 to 9/30/2024)

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	Advertising Sources see table below	Recruitment Source of Hire see table below	Total Number of Interviewees from All Sources for this Position	Recruitment Sources Utilized (# of interviews)
West Side News Reporter	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 14, 15, 17, 19, 20, 21, 22, 25, 26, 31, 33, 37	15	1	15
Jazz Radio Program Director and Host	1, 3, 4, 5, 6, 7, 9, 10, 11, 14, 15, 17, 25, 26, 27, 30, 31, 36, 37	15	4	1, 9 (2), 15
Social Media Manager	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 14, 17, 25, 26, 30, 31, 36, 37	1	4	1, 8, 9, 17
Walla Walla Community Reporter	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 14, 17, 19, 20, 22, 25, 30, 31, 34, 36, 37	10	3	9, 10, 11
News Editor	1, 2, 3, 4, 5, 6, 7, 9, 10, 14, 17, 24, 30, 31, 34, 36, 37, 40	34	3	8, 34 (2)
Classical Radio Host/Producer	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 14, 17, 25, 26, 30, 31, 36, 37	9	2	9, 10
Weekend Edition Host/Producer	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 14, 17, 25, 26, 30, 31, 36	10	2	7, 10
TV Programming Manager	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 14, 17, 30, 31, 36, 37	10	3	8, 10, 11

Multimedia Engineer	1, 2, 3, 4, 5, 6, 7, 9, 10, 15, 17, 30, 31, 37	15	1	15
Director of Development	1, 3, 4, 5, 6, 7, 9, 10, 11, 17, 25, 30, 31, 37, 41	1	5	1 (3), 8, 10

Total number of persons interviewed during application period: 28

Section 2: Recruitment Source Information

Requirement: For each vacancy, the recruitment sources used to fill those vacancies, identified by name and address/web address.

Recruitment Sources Utilized <i>Name and address/web address</i>		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 (hrs.wsu.edu/jobs) PO Box 641014 Pullman, WA 99164-1014 (ph: 509-335-4521) All open recruitments are posted to this site by WSU HRS	5	2
2	Twitter@careersWSU All open recruitments are posted to this site by WSU HRS		
3	Inside Higher Ed (careers.insidehighered.com) 1150 Connecticut Ave NW, Suite 400 Washington, DC 20036 (ph: 202-659-9208) All open recruitments are posted to this site by WSU HRS		
4	Higher Education Recruitment Consortium - HERC (hercjobs.org) All open recruitments are posted to this site by WSU HRS		
5	Higher Ed Jobs (HigherEdJobs.com) 328 Innovation Blvd., Suite 235 State College, PA 16803 (ph: 814-861-3080) All open recruitments are posted to this site by WSU HRS		
6	WorkSource Washington (worksourcewa.com) All open recruitments are posted to this site by WSU HRS		
7	Indeed (indeed.com) All open recruitments are posted to this site by WSU HRS	1	
8	LinkedIn (linkedin.com/showcase/wsu-jobs) Admin Prof recruitments are posted to this site by WSU HRS	4	
9	Word of Mouth, Personal Contact Referral	5	1
10	Corporation for Public Broadcasting (cpb.org) 401 – 9 th Street NW, Washington, DC 20004 (ph: 202-879-9600)	5	3
11	Current / Public Meda Jobs (current.org / publicmediajobs.org) 4400 Massachusetts Ave NW, Suite LL05 Washington, DC 20016	2	
12	Edward R. Murrow College of Communication (Twitter, LinkedIn and/or Instagram) PO Box 642530, Pullman, WA 99164-2530 (ph: 509-335-6585)		

13	Edward R. Murrow College of Communication, Washington State University (murrow.wsu.edu) PO Box 642530, Pullman, WA 99164-2530 (ph: 509-335-6585)		
14	Facebook - Northwest Public Broadcasting (facebook.com/northwestpublicbroadcasting)		
15	Internal candidate Person was employed by unit, learned of vacancy, and applied through an open, competitive process.	3	3
16	Society of Broadcast Engineers (sbe.org) 9102 North Meridian St, Suite 150 Indianapolis, IN 46260 (ph: 317-846-9000)		
17	Northwest Public Broadcasting (nwpb.org) PO Box 642530, Pullman, WA 99164-2530 (ph: 800-842-8991)	1	
18	NWPR On Air PO Box 642530 Pullman, WA 99164-2530 (ph: 800-842-8991)		
19	National Association of Hispanic Journalists (nahjcareers.org) 1050 Connecticut Ave NW, 5 th Floor Washington, DC 20036 (ph: 866-356-0898)		
20	Asian American Journalists Association (aaja.org/careers) 1301 K Street NW, 300W 3 rd Floor Washington, DC 20005 (ph: 202-729-8383)		
21	Native American Journalist Association (najanewsroom.com) 395 W Lindsey St Norman, OK 73019 (ph: 405-325-1649)		
22	National Association of Black Journalists (nabjcareers.org) 1100 Knight Hall, Suite 3101 College Park, MD 20742 (ph: 301-405-0248)		
23	Hispanicdiversity.com (ph: 973-992-7311)		
24	Society of Professional Journalists (spj.org) PO Box 441748 Indianapolis, IN 46244 (ph: 317-927-8000)		
25	National Association of Broadcasters / Broadcast Career Link (nab.org) 1 M Street SE Washington, DC 200003 (ph: 202-429-5300)		
26	MediaJobBoard.com (ph: 406-445-0000 ext. 4) jobs@EditorandPublisher.com		
27	ColorsNWCareers.com / colorscareers.com PO Box 14143 Roanoke, VA 24038 (ph: 206-683-6550)		
28	Public Media Journalists Association (PMJA.org) PO Box 838, Sturgis, SD 57785		
29	Public Media Business Association (PMBAonline.org)		

	1300 Piccard Dr, Suite LL14, Rockville, MD 20850 (ph: 240-844-3600)		
30	Greater Public (greaterpublic.org) PO Box 303279 Austin, TX 78703-0055 (ph: 800-454-2314)		
31	NETA - National Educational Telecommunications Assoc (neta.online.org) PO Box 50008 Columbia, SC 29250 (803-799-5517)		
32	Society of Women Engineers (SWE.org) 130 East Randolph St, Suite 3500 Chicago, IL 60601 (ph: 312-596-5223)		
33	Society of Hispanic Professional Engineers (SHPE.org) 13181 Crossroads Parkway N, Suite 220 City of Industry, CA 91746 (ph: 323-725-3970)		
34	JournalismJobs.com (ph: 510-508-7386)	2	1
35	Oregon Association of Broadcasters (theoab.org) 285 SW Main Court, Suite 300 Warrenton, OR 97146 (ph: 503-443-2299)		
36	NWPB Instagram (@nwpbroadcasting)		
37	NWPB LinkedIn (linkedin.com/company/nwpb)		
38	Public Relations Society of America (PRSA) 120 Wall St, 21st Floor, New York, NY 10005 www.prsa.org.		
39	Public Radio Association of Development Officers (pradoweb.org)		
40	Tri-City Herald 333 W Canal Drive, Kennewick, WA 99336 (ph. 509-582-1500)		
41	Washington State University – Foundation PO Box 641925, Pullman, WA 99164-1925 (ph. 509-335-6686)		

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

On March 19, 2024, 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 were Doug Krehbiel, Director of Administrative Services; Annie Warren, Director of Content; Brady Aldrich, Broadcast Chief Engineer/Northcentral Operations Lead; Connor Henriksen, Morning Edition Host/Producer; Lindsay Quisenberry, Radio Operations/Traffic Manager; and Sueann Ramella, Director of Audience.

The Edward R. Murrow College of Communication at Washington State University

Career Symposium and Public Address/Hosting Job Fair

This event was held on April 3 - 4, 2024. The event featured workshops where students and faculty of the College attended 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 were available to answer questions and provide employment feedback and opportunities for career connections. This event provided the opportunity to present NWPB and college information to a diverse population of students and community members. Staff involved in this event included Doug Krehbiel, Director of Administrative Services; April Johnson, Senior Director of Development; Annie Warren, Director of Content; Tracci Dial, Multimedia News Director; Johanna Bejarano, Bilingual Multi-Platform Journalist; Jeff Collier, Multimedia Engineer; and Greg Mills, Producer/Videographer/Editor.

College sponsored student organizations and initiatives

During the academic year (August 2023 to May 2024), Murrow College sponsored student programs, clubs and scholarships which promoted diversity in the communication and broadcast fields. These included 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. These organizations recruited heavily at the start of the academic year. NWPB student organizations included Cable 8, advised by Marvin Marcelo and KUGR advised by Brandon Chapman.

Northwest Public Broadcasting

NWPB now has a permanently displayed Jobs page on their website (nwpb.org) that not only includes current job openings but ongoing solicitations for volunteers and student involvement.

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 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 an assistant program producer and production assistant; creating content for our social media platforms; and editing of programs for use on-air and off. During the period between October 1, 2023 and September 30, 2024, NWPTV had 2 interns. Recruitment for intern positions took place at the beginning of the academic year and is supplemented with additional posting on electronic billboards throughout the college. NWPB-TV staff sent emails to several professors of communication classes at Washington State University, and at WSU-Tri Cities. 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. Greg Mills, Annie Warren, and Lindsay Quisenberry mentored and supervised student interns.

Training Programs for Stations Personnel/Mentorship Program

During the period from October 1, 2023 to September 30, 2024, Northwest Public Broadcasting continued the training program initiative. 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 six (6) credits of university credits per semester under a tuition-waiver program. The license supports this as a recruiting incentive for qualified individuals to this rural area and to retain and retrain current employees to advance. The organization continues to reap the benefits of this mentoring program.

Northwest Public Broadcasting – Radio

Internship Program

Northwest Public Broadcasting – Radio (NWPB-R) operations have an active internship program. The staff of NWPB-R regularly participate 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. During the period from October 1, 2023 to September 30, 2024, NWPB-R had 4 internship positions filled and 9 non-internship student on-air and operational positions filled in News Production, Broadcast Operations and Programming. Sueann Ramella, Director of Audience; Mary Ellen Pitney Radio Host/Producer; and Lindsay Quisenberry, Radio Operations/Traffic Manager, mentored and supervised student interns.

Events with Community Groups Relating to Broadcasting Career Opportunities

During the period from October 1, 2023 to September 30, 2024 the station hosted tours for community groups, volunteers, and the general public at the station. During the academic year (August 2023 to May 2024), NWPB-R staff found opportunities to speak in front of students as guest speakers about careers and content creation techniques in public broadcasting in general and opportunities at Northwest Public Broadcasting specifically. During the period from October 1, 2023 to September 30, 2024, NWPB-R hosted children’s educational events with our Explore Together/Exploremos Juntos events, and classical concerts where information about the station including reporters talking with kids about journalism careers. Staff have presented to college classes at the University of Idaho and WSU to speak on storytelling techniques and career opportunities. The staff of NWPB-R reached out to Indigenous cultural editors and continued our membership with the Tri-Cities Hispanic Chamber. We believe these efforts are especially important to bring underserved and underrepresented groups important information about public broadcasting and to consider careers in the field.

Continued training for personnel

During the period from October 1, 2023 to September 30, 2024, Northwest Public Broadcasting – Radio was committed in encouraging personnel to continue with job training by attending conferences which helped them acquire skills that could qualify them for higher level positions.

Diversity, Equity, and Inclusion committee

During the period from October 1, 2023 to September 30, 2024, NWPB formed a standing committee directed at Diversity, Equity, and Inclusion, which met monthly to discuss efforts to improve the culture of the unit and to discuss new ways to recruit a diverse staff.

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.