

EEO Public File Report

Employment Unit Covered:
KIRO(AM), KIRO-FM, KTTH(AM)

REPORTING PERIOD:

09/25/2024 - 09/24/2025

Full Time Vacancies Filled During Reporting Period and Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

Job Title	Date Filled	Hire Source	Recruitment Source
Mariners Account Executive	10/23/24	LinkedIn	See Recruitment Source List
Seattle Sports Video Producer	10/28/24	MyNorthwest	See Recruitment Source List
Digital Ad Ops Coordinator	11/7/24	Employee Referral	See Recruitment Source List
KIRO FM News Director	12/18/24	MyNorthwest	See Recruitment Source List
Seattle's Morning News Anchor / Host	4/1/25	LinkedIn	See Recruitment Source List
Imaging Producer	4/7/25	Employee Referral	See Recruitment Source List
Sales Operations Coordinator	4/14/25	Market Referral	See Recruitment Source List
Digital Content Editor / Writer	5/19/25	WSU	See Recruitment Source List
Lead Editor, MyNorthwest	6/2/25	Internal Hire	See Recruitment Source List
Account Manager	8/18/25	Internal Hire	See Recruitment Source List
Mariners Account Executive	8/25/25	LinkedIn	See Recruitment Source List
Digital Content Editor	9/22/25	LinkedIn	See Recruitment Source List

Total Number of Interviewees for All Full-Time Vacancies Filled

During Reporting Period Per Recruitment/Referral Sources:

Recruitment Source	Number of Interviewees Referred
LinkedIn	25
Internal Candidate*	13
Employee Referral	11
Indeed	7
MyNorthwest	3
Market Referral**	3
WSU	2
Total	64

*** Internal candidate refers to a current employee applying for another position in the organization.**

****Market Referrals are referred by employees who work for agencies, sports teams, clients, or other media companies.**

Performance Initiatives Undertaken During the Reporting Period

JOB FAIRS:

The Unit participated in eight job fairs in the community including: the CBI (College Broadcasters Institute) career fair (10.25.25), the Seattle Diversity Employment Day career fair (2.20.25), University of Washington Tacoma sports career fair (2.26.25), the high school career showcase at ShoWare Center (4.24.25), Meeker Middle School career fair (5.7.25), CougsFirst! (Washington State University) Career fair and trade show (5.9.25), Central Washington University sports career fair (5.30.25), Community Employment Day career fair (7.31.25).

SPEAKING ENGAGEMENTS:

The Unit's management and staff spoke with a variety of educational institutions and community organizations.

- 10.11.24 The Unit's Digital Media Strategist spoke at the Washington Journalism Education Association's J-Day West Event at Everett Community College.
- 2.11.25 The Unit's SVP/Market Manager spoke with a Seattle University Sports & Entertainment MBA program class in their sponsorship and community impact course.
- 3.5.25 The Unit's HRBP, along with two Reporters and a Talk Show Host, presented to students at Northwood Middle School Career Day.
- 3.6.25 The Unit's HRBP, along with a Program Director, two Show Producers, two Writers, two Hosts and a Video Producer presented four sessions at Enumclaw High School's career day.
- 3.27.25 An Account Executive from the Unit was a guest speaker at a sports marketing class at Ferndale High School.
- 4.25. 25 and 4.26.25 The Unit's Digital Media Strategist spoke at the JEA/NSPA National High School Journalism conference.
- 5.1.25 The Unit's Seattle's Morning News Host participated as an emcee for the Junior Achievement of Washington's Titan Business Challenge.
- 5.19.25 A Host from the Unit's Seattle Sports brand was a guest speaker at the NW Center for Sports at Central Washington University.

MENTORSHIP / JOB SHADOWS

During the reporting period, the Unit participated in a company-wide mentoring program that spanned the six business units. The program pairs employees with mentors, providing mentees and mentors valuable opportunities to grow skills, build relationships, and develop attributes essential for advancing their careers. The program began in February of 2025 and continued through August 2025. There were 22 candidates interested in their personal growth and development who were paired with 22 mentors. There were four participants specific to the Seattle market (of the 44 total participants in the program).

This program focused on skill development and growth and gave participants exposure and a chance to build professional relationships.

3.3.25 The Unit's Senior Vice President / Market Manger mentored a University of Washington sales and marketing student.

7.17.25 The Unit's sports Program Director also welcomed a job shadow from University of Washington.

8.11.25 The Unit's HR BP and News Director also welcomed a job shadow of a recent graduate from Seattle University.

TRAINING

In an effort to equip employees with knowledge and resources to develop skills, build business acumen, and advance in their careers, the Unit hosted virtual sessions, open to all employees.

- 10.10.24 Making the Most of Your Development Conversations with Your Manager
- 10.24.24 DTS / Digital Sound Technologies
- 10.29.24 Situational Awareness and Field Safety training
- 3.13.25 Making the Most of Your Development Conversations with Your Manager

Additionally, the Unit's managers participated in regular Manager Meet-Ups covering topics including Talking About Performance, Merit and Compensation Practices (2.5.25) and the Employment Engagement Survey (6.8.25).

A Sales leadership training workshop (Bonneville Recruitment and Selection) was conducted over eight weeks, beginning in February 2025. The virtual workshop was focused on important fundamentals of the recruitment and selection process. The training was designed for both sales managers entering a leadership role and as a refresher to tenured leaders. The objective of the training was to empower managers with networking tools and recruiting practices so they could be successful in vetting, interviewing, and hiring the best talent.

The Unit's HR Business Partner conducted Employment Law 101 training for the new News Director and Lead Editor (January 2025 – September 2025).

In order to promote understanding of, and compliance with, our policy of equal opportunity employment, all new employees hired have been required to complete two trainings, Sexual Harassment Prevention and Discrimination and Harassment Prevention, as part of their onboarding process.

The Unit's leadership team participated in a one-day Courageous Conversations workshop (6.5.25) aimed at developing managers' ability to more effectively address performance issues, coach, communicate, and effectively lead their teams.

TOURS

- 11.5.24 The Unit hosted five (5) students from the University of Washington Career Exploration program, interested in communications and journalism

OTHER

The Unit's SVP / Market Manager was a WSAB (Washington State Association of Broadcasters) board member, advocating for the broadcast industry with lawmakers.

10.10.22 The Unit's HR Business Partner participated in the "Fall 2024 Employing U.S. VETS Virtual Conference".

The Unit utilizes a LinkedIn recruiter account, giving access to building a broader pipeline and network of qualified candidates for open postings.

The Unit airs recruitment advertisements on all stations throughout the year inviting organizations into the recruitment process.

Recruitment Source List

The following sources were notified of the Unit's full-time job openings. The sources marked with an asterisk (*) have requested notifications of full-time job openings.

Start Date	End Date	Recruitment Source
22-Sept-15		Asian American Journalists Association Contact: Samantha Pak Address: P.O. Box 9698 Seattle, WA 98109
02-Apr-2007		Bellevue Community College Contact: Fabienne Mouton Address: 3000 Landerholm Circle SE Bellevue WA 98007 Office B232N Phone: (425) 564-2190
04-Oct-2023		Broadcast Career Link Leadership Foundation, National Association of Broadcasters Contact: nablif@nab.org Phone: (202) 429-3191
10-Dec-2015		C89.5 FM* Contact: H. June Fox Address: 10750 30th Ave NE Seattle WA 98125 Phone: 206-252-3801
02-Apr-2007		Central Washington University Contact: Career Services Address: 400 E University Way, Ellensburg WA 98926 Phone: (509) 963-1921
02-Apr-2007		City University Career Planning Contact: Career Services Address: 521 Wall Street Ste 100 Seattle, WA 98121 Phone: (206) 239-4500
06-Oct-2009		DeVry University Contact: Linda Carpenter Address: 3005 Highland Parkway Downers Grove, IL 60515-5799 Phone: (630) 960-8040
02-Apr-2007		Eastern Washington University Contact: Nate Bryant Address: 114 Showalter Hall, Cheney WA 99004 Phone: (509) 359-6058

Start Date	End Date	Recruitment Source
02-Apr-2007		Edmonds Community College Contact: Angel Vogt Address: 20000 68th Ave W Lynnwood WA 98036 Phone: (425) 640-1970
02-Oct - 2009		Everett Community College Contact: Myra Odom-Oby 2000 Tower Street Everett, WA 98201 (425) 388-9278
02-Apr-2007		Evergreen State College Contact: Kevin Andrew / Advising Address: 2700 Evergreen Pkwy NW Olympia WA 98505 Phone: (360) 867-6189
02-Apr-2007		Evergreen State College (2) Contact: Career Development Address: 2700 Evergreen Parkway NW Olympia, WA 98505 Phone: (360) 867-6193
15-Jan-2014		Goodwill Contact: Ahmed Mohamoud Address: 14500 15th Ave NE Shoreline, WA 98155 Phone: (206) 631-8456
02-Apr-2007		Green River Community College Contact: John Kasprick Address: 12401 SE 320th St Auburn WA 98092 Phone: (253) 833-9111
23-Sep-2014		Indeed.com Contact: Indeed, Inc. Address: 7501 N. Capital of Texas Hwy Building B Austin, TX 78731 Phone:
		Internal Candidate – Refers to a current employee applying for another position in the organization
18-Aug-2008		Johns Hopkins Career Center Contact: Julie Kuhn Sanchez Address: 3400 North Charles Street Baltimore MD 21218 Phone: (410)516-6677

Start Date	End Date	Recruitment Source
27-Aug-2013		King County Employment & Education Resources* Contact: Sung Cho Address: 500 SW 7th St #201 Renton WA 98057 Phone: (206) 477-6988
02-Apr-2007		Lower Columbia Community College Contact: Jenny Smith Address: 1600 Maple Longview WA 98362 Phone: (360) 442-2330
		Market Referral – Candidates that select this outreach source are referred by employees who work for agencies, sports teams, clients or other media companies.
		mynorthwest.com Contact: Marin Brustuen Address: 1820 Eastlake Ave East Seattle WA 98102 Phone: 206.726.7000
02-Apr-2007		North Seattle Community College Contact: Meredith Bane Address: 9600 College Way Seattle WA 98103 Phone: (206) 934-6074
25-Apr-2008		OH/IL Centers for Broadcasting Contact: D. Clark Address: 9885 Rockside Rd Ste 160 Cleveland OH 44125 Phone: (312) 884-8000
02-Apr-2007		Pierce College Contact: Diana Baker Address: 9401 Farwest Dr SW Lakewood WA 98498 Phone: (253) 912-3641
21-Sep-2015		Seattle Association of Black Journalists Contact: Liz Brazile Address: Phone:
02-Apr-2007		Seattle Pacific University Contact: Lori Brown Address: 3307 Third Ave W Ste 216 Seattle WA 98119 Phone: (206) 281-2493
02-Apr-2007		Seattle University - CD Contact: Dan Kelly-Petersen Address: 901 12th Ave Seattle WA 98122 Phone: (206) 296-6080

Start Date	End Date	Recruitment Source
05-Dec-2008		Tacoma Housing Authority Contact: Kendra Peischel Address: 1724 E. 44th Street Tacoma WA 98404 Phone: (253) 207-4472
05-Dec-2008		Tacoma Housing Authority (2) Contact: Caroline Cabellon / Cacey Hanauer Address: 1724 E. 44th Street Tacoma WA 98404 Phone: (253) 207-4414
02-Apr-2007		University of Puget Sound Contact: Sue Dahlin Address: 1500 N Warner #1081 Tacoma WA 98416 Phone: (253) 879-3433
02-Apr-2007		University of Washington Contact: Troy Bonnes Address: Box 353740 CMU 118 Communications Seattle WA 98195 Phone: (206) 543-8860
17-Sept -2019		Washington State Association of Broadcasters Contact: Keith Shipman PO Box 11341 Tacoma, WA 98411 Phone: (360) 705-0774
16-Jan-2014		Washington State Division of Vocational Rehabilitation* Contact: Brent Masters Address: 9600 College Way N Seattle WA Phone: 206-549-8344
02-Apr-2007		Washington State University Contact: Job Listings (Career Advising Office) Address: 226 Murrow Hall PO Box 642530 Pullman WA 99164-2530 Phone: (509) 335-7333
02-Apr-2007		Western Washington University Contact: Effie Eisses Address: 516 High Street Bellingham WA 98225 Phone: (360) 650-7579
01-Oct-2021		Western Washington University Contact: Brita Eschete Address: 516 High Street OM 280 MS9002 Bellingham, WA 98225

Start Date	End Date	Recruitment Source
13-Aug-2008		Whitman College Contact: Marisol Martinez Address: 345 Boyer Ave Walla Walla WA 99362 Phone: (509) 527-5183
03-Apr-2009		Western Washington University: KUGS-FM Contact: Jamie Hoover Address: 516 High Street Bellingham WA 98225 Phone: (360) 650-4771