

September 29, 2023

**KXLY 4.1, KXLY 4.2, KXLY 4.3, KXLY 4.4, KXLY 4.5, KXLY 4.6, KXLY 4.7, KXLY AM,
KXLY FM, KHTQ FM, KZZU FM,
KEZE FM, KVNI AM, and KXLX AM
2022 – 2023 ANNUAL EEO PUBLIC FILE REPORT**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KXLY 4.1, KXLY 4.2, KXLY 4.3, KXLY 4.4, KXLY 4.5, KXLY 4.6, KXLY, 4.7, KXLY AM, KXLY FM, KHTQ FM, KZZU FM, KEZE FM, KVNI AM, and KXLX AM and is required to be placed in the public inspection files of these stations and posted on their websites.

The information contained in this report covers the time period beginning October 1, 2022 – September 30, 2023 (the “Applicable Period”).

The FCC’s EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

2023 EEO Public File Report
October 1, 2022 – September 30, 2023

Job Title	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	# of Interviews
Digital & Streaming News Anchor	10/2/22	EEO Recruiter List Twitter LinkedIn	Indeed.com	Indeed.com – 1 Kxly.com – 1 Employer initiated – 2 Outside referral - 1	5
MultiMedia Journalist	10/26/22	EEO Recruiter List Twitter LinkedIn Facebook	<u>MMM webpage</u> Employer school visit to WSU <u>MMM webpage</u>	MMM webpage – 2 Employer initiated – 4 Employee referral -1 Employer school visit – 3 Indeed.com – 1	11
TV Traffic Associate	<u>12/7/22</u> <u>3/23/23</u> <u>4/27/23</u>	EEO Recruiter List	<u>Indeed.com</u> <u>Outside Referral</u> Internal applicant	Indeed.com – 10 Kxly.com – 1 Internal applicant - 1 Breezy – 1 Employer initiated – 5 Outside referral – 1	19
Photojournalist	12/14/22	EEO Recruiter List LinkedIn	Employee referral	Employee referral – 1 Craigslis – 2 Indeed.com – 1	4
Radio Account Executive	<u>12/13/22</u> <u>5/31/23</u>	EEO Recruiter List LinkedIn Facebook	<u>Employer Initiated</u> Indeed.com	Employer initiated – 1 Indeed.com - 4 Handshake.com – 2 MMM website – 1 Outside referral – 1	9
Broadcast Engineer	12/28/22	EEO Recruiter list SBE	Indeed.com	Indeed.com	1
Accounting Supervisor	1/9/23	Internal Promotion	Internal Promotion	Internal Promotion	1
Radio Operations Manager	12/21/22	Internal Promotion	Internal Promotion	Internal Promotion	1
Digital Project Manager.	<u>11/11/22</u> <u>8/23/23</u>	<u>NA</u> EEO Recruiter List	Indeed.com	<u>Internal Promotion</u> Indeed.com -4 Breezy - 4	1
Radio & Digital Sales Coord	<u>2/14/23</u> <u>8/30/23</u>	EEO Recruiter List LinkedIn Facebook	Indeed.com	Indeed – 2 BreezyHR – 1 Internal Promotion	3
Manager of Digital Strategies	2/25/23	EEO Recruiter List LinkedIn Facebook Aspen Personnel	Aspen Personnel	Aspen Personnel – 1 Employer initiated – 1	2
TV Sales Account Executive	3/9/23	EEO Recruiter List LinkedIn	Indeed.com	Indeed.com – 5	5
Accounting Specialist	5/3/23	EEO Recruiter List	Indeed.com	Indeed.com – 2 Internal referral – 1 Breezy HR - 1	4
Director of Streaming & Digital	6/1/23	EEO Recruiter List Twitter LinkedIn Facebook	Indeed.com	Indeed.com - 1	1
News Production Director/MCO	<u>5/25/23</u> <u>5/25/23</u> <u>7/16/23</u>	EEO Recruiter List	<u>Indeed.com</u> <u>Employer initiated</u> <u>Indeed.com</u>	Indeed.com – 9 Employer Initiated – 1 Handshake - 1	11

Digital Marketing Coord & Graphic Designer	7/25/23	EEO Recruiter List Twitter LinkedIn Facebook	Indeed.com	Indeed.com -4 Breezy - 4	8
Morning Show Reporter	9/5/23	EEO Recruiter List Youtube Facebook	LinkedIn	Indeed – 1 TvJobs – 1 Outside referral - 5	7
General Sales Manager	9/8/23	EEO Recruiter List	MMM website	Employer initiated – 2 MMM website – 1	3
Digital News Prod/Anchor	9/11/23	EEO Recruiter List LinkedIn	WSU	MMM website – 1 TV Jobs – 1 WSU - 1	3
Morning Producer / On Air Host 920 AM	9/22/23	EEO Recruiter List	Craigslist	Indeed – 7 Craigslist – 1	8

* Same applicant pool

Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year (this will be a raw number):	107
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Referral Sources	# of Interviewees Referred
Indeed.com	53
Employer Initiated	19
KXLY Employee Referral	2
LinkedIn	0
KXLY.com	1
Breezy HR	12
Outside Referral	8
Robert Half	0
Morgan Murphy Media career page	6
KXLY Internal Applicant	1
Intercompany transfer	0
Craigslist	1
WSU	1
Tvjobs.com	2
Dcowmember.com	0
Worksource	0
All Access	0
Facebook	0

EEO RECRUITER LIST
10/01/2022– 9/30/2023

Number	Contact Information	Did source request notification	Notify via:	# of interviewees referred by source
1	AARP Foundation Work Search Sandra Moore 222 W. Mission Ave., Suite 118 Spokane, WA 99207 Phone: 509-325-7712 Fax: 509-325-7729 Email: sjmoore@aarp.org Website: www.jobsaarp.org	Yes	Email	
2	Arizona State University Career Center 522 N. Central Ave., Suite 110 Phoenix, AZ 85004-2165 Phone: 602-496-1213 Fax: 602-496-1255 Email: dpccareerservices@asu.edu Website: www.asu.edu		Handshake	
3 (Engineering, Technical openings only)	Bates Technical College Bob Traufler, Career Advisor, 2320 S. 19 th , Tacoma WA 98405 Phone: 253-680-7605 Fax: 253-680-7187 Email: btraufler@batestech.edu Website: www.batestech.edu		Email	
4	Big Bend Community College Bonnie Jeffrey, Career Services Coordinator 7662 Chanute Street NE Moses Lake, WA 98837-3299 Phone: 509-793-2069 Fax: 509-762-2696 Email: bonniej@bigbend.edu Website: www.bigbend.edu	Yes	Website / email	
5	Boise State University Career Center 1910 University Drive Boise, ID 83725-1310 Phone: 208-426-1747 Fax: 208-426-3437 Email: career@boisestate.edu Website: http://www.boisestate.edu/		Handshake	

6	<p>Breezy HR* 1534 Oak St., Suite 301 Jacksonville, FL 32204 Phone: 844-9273399 Email: support@breezyhr.com Website: Breezyhr.com</p> <p>*Breezy HR posts to the following job boards:</p> <ul style="list-style-type: none"> • Breezy Jobs • CareerJet • Facebook Jobs • Flexjobs • Games Jobs Direct • Glassdoor <p>*Breezy HR job boards list continued:</p> <ul style="list-style-type: none"> • Google Jobs • Indeed • JobRapido • JobInventory • JobisJob • Jobr • Juju • MyJobHelper • Neuvoo • Recruit.net • Trovit • WayUp • ZipRecruiter 		Website	12
7 (News only openings)	<p>California Chicano News Media Assn. (CCNMA) Sylvia Wells Office Manager 3800 S. Figueroa Street Los Angeles, CA 90037-1206 Phone: 213-743-4960 Email: sylvia@ccnma.org Website: http://ccnma.org/</p>		Website	
8	<p>Central Washington University Kristina Paquette – Employer Relations/Events/Marketing Bouillon 206 400 E. University Way Ellensburg, WA 98926-7499 Phone: 509-963-1921 Fax: 509-963-1921 Email: career@cwu.edu Website: http://www.cwu.edu/</p>		Website	
9	<p>Central Washington University Department of Communication Cynthia Mitchell – Journalism Advisor, The Observer Liahna Armstrong – Co-Director Film and Video Studies Jon Ward – Co-Director Film and Video Studies Bouillon 229 400 E. University Way Ellensburg, WA 98926 Phone: 509-963-1063</p>		Email	

	Email: mitchelc@cwu.edu lotus@cwu.edu jonward@cwu.edu Website: http://www.cwu.edu/			
10	Central Washington University Terri Reddout Communications Studies, Central NewsWatch 400 E. University Way Ellensburg, WA 98926 Phone: 509-963-1921 Email: terri.reddout@cwu.edu Website: www.cwu.edu		Email	
11	City of Spokane Civil Service 808 W. Spokane Falls Blvd., 4th Floor Spokane, WA 99201 Phone: 509-625-6160 Fax: 509-625-6077 Email: civilservice@spokanecity.org Website: www.spokanecity.org		Email	
12	Collective Talent Michael Bille 5134 Sandy Beach Ave. Siesta Key, FL 34242 Phone: 813-494-4555 Email: bille@michaelsmedia.com Website: www.collectivetalent.com	Yes	Email	
13	Eastern Washington University Career Services Nate Bryant, Employer Relations Mgr. 114 Showalter Hall Cheney, WA 99004-2431 Phone: 509-359-6058 Fax: 509-359-6940 Email: careers@ewu.edu Website: www.ewu.edu		Handshake	
14	Eastern Washington University African American Education Program Dr. Scott Finnie – Director 204 Monroe Hall Cheney, WA 99004-2420 Phone: 509-359-6152 Email: sfinnie@ewu.edu Website: https://www.ewu.edu/		Email	
15	Eastern Washington University Chicano Education Program Nydia Martinez, Program Director 203 Monroe Hall Cheney, WA 99004 Phone: 509-359-6088 Email: chicanoed@ewu.edu Website: https://www.ewu.edu/		Email	

<p>16</p>	<p>Eastern Washington University Journalism Program Bill Stimson 526 Fifth St. Cheney, WA 99004 Phone: 509-359-6034 Email: wstimson@ewu.edu Website: www.ewu.edu</p>	<p>Yes</p>	<p>Email</p>	
<p>17</p>	<p>Eastern Washington University Women's Studies Center – Lisa Logan 207F Monroe Hall Cheney, WA 99004 Phone: 509-359-2898 Email: llogan83@ewu.edu Website: www.ewu.edu</p>		<p>Email</p>	
<p>18 (News/media only openings)</p>	<p>Full Sail University Ellis Martinez Audio Arts & Entertainment Industry Executive 3300 University Blvd. Winter Park, FL 32792 Phone: 407-551-2023/407-414-1639 Website: www.fullsail.edu</p>	<p>Yes</p>	<p>Website</p>	
<p>19</p>	<p>Gonzaga University Career Center & GAMP Karen Franks-Harding E. 502 Boone Ave. - MSC 2462 Spokane, WA 99258 Phone: 509-313-4234 Fax: 509-313-5872 Email: franks-harding@gonzaga.edu Website: www.gonzaga.edu</p>		<p>Website</p>	
<p>20</p>	<p>Greater Spokane, Inc. (GSI) 801 W. Riverside, Suite 100 Spokane, WA 99201 Website: www.greaterspokane.org</p>		<p>Website</p>	
<p>21</p>	<p>Idaho State Association of Broadcasters Connie Searles 1674 W. Hill Road, Suite 3 Boise, ID 83702 Phone: 208-345-3072 Email: isba@idahobroadcasters.org Website: www.idahobroadcasters.org</p>		<p>Email</p>	

22	Idaho State University Career Center Museum Building, Room 418 Campus Stop 8108 Pocatello, ID 83209 Phone: 208-282-2380 Fax: 208-282-4611 Email: careers@isu.edu Website: http://www.isu.edu/		Handshake	
23	Illinois Media School Career Services Don Clark, Career Services Director 530 South State Street Chicago, IL 60605 Phone: 312-884-8000 Email: dclark@beonair.com Website: www.beonair.com		Email	
24	Indeed.com 7501 N. Capital of Texas Highway, Bldg. B Austin, TX 78731 Phone: 800-462-5842 Website: www.indeed.com		Website	53
25	KAPP TV/KVEW TV Kati Schreck 601 N Edison Kennewick, WA 99336 Phone: 509-735-8369 Email: katis@kappkview.com Website: yaktrinews.com	Yes	Email	
26	KXLY Broadcast Group All Employees/Employee Referrals/Internal applicants/Employer initiated/Walk ins 500 West Boone Avenue Spokane, WA 99201 Phone: 509-324-4000 Website: morganmurphymedia.com Website: KXLY.com		Email	21
27	KXLY.com 500 West Boone Avenue Spokane, WA 99201 Phone: Website: www.kxly.com Website: morganmurphymedia.com		Website	1
28	Media Match Inc. P.O. Box 48220 Los Angeles, CA 90048 Phone: N/A Email: info@media-match.com Website: www.media-match.com/usa/media		Website	

29	Montana State University Allen Yarnell Center for Student Success 177 Strand Union Building P.O. Box 174180 Bozeman, MT 59717-4180 Phone: 406-994-7627 Fax: 406-994-5488 Email: success@montana.edu Website: http://www.montana.edu/		Handshake	
30	Morganmurphymedia.com Current Openings listing 7025 Raymond Rd. Madison, WI 53719 Website: morganmurphymedia.com	Yes	Website	6
31	Oregon Association of Broadcasters Bob Singer 3422 NW Bryce Canyon Ln. Bend, OR 97703 Phone: 503-443-2299 Email: theoab@theoab.org Website: www.theoab.org		Email	
32	Oregon State University The Career Development Center Rachel Finch – Employer Relations Manager B008 Kerr Administration Building Corvallis, OR 97331-2127 Phone: 541-737-4085 Fax: 541-737-0532 Email: Career.Services@oregonstate.edu Website: http://oregonstate.edu/		Handshake	
33	Portland State University Advising & Career Services Ann Mestrovich – Assistant Director/Employer Relations Coordinator P. O. Box 751 – ACS Portland, OR 97207-0751 Phone: 503-725-4005 Fax: 503-725-5373 Email: careerconnect@pdx.edu Website: http://pdx.edu/		Handshake	
34	QueenB Radio Wisconsin, Inc. Herb Cody 51 Means Drive Platteville, WI 53818 Phone: 608-349-2014 Fax: 608-349-2002 Email: hcody@queenbradio.com	Yes	Email	

35	QueenB Television, LLC, dba WKBT-TV Kevin Knerzer 141 S. 6th St. LaCrosse, WI 54601 Phone: 608-782-4678 Fax: 608-782-4674 Email: kknerzer@wkbt.com Website: www.news8000.com	Yes	Email	
36	Seattle Pacific University Center for Career and Calling Lori Brown – Employer Relations Manager 3307 Third Ave. W., Suite 216 Seattle, WA 98119 Phone: 206-281-2485 Email: spucareercenter@spu.edu Website: http://spu.edu/		Handshake	
37	Skills-Kin Program Coordinator Leona Eubank 4004 E. Boone Avenue Spokane, WA 99202 Phone: 509-209-2436 Fax: 509-327-3316 Email: leubank@skills-kin.org Website: www.skills-kin.org	Yes	Email	
38 (Engineering jobs only)	Society of Broadcast Engineers 9102 N Meridian St., #150 Indianapolis, IN 46260 Phone: 317-846-9000 Website: www.sbe.org		Website	
39	Specs Howard School of Media Arts Dir. Career Svcs., Nancy Shiner 26700 Lahser Road Southfield, MI 48033 Phone: 248-358-9000 Email: nshiner@specshoward.edu Website: www.specshoward.edu	Yes	Email	
40	Spokane Community Colleges 2917 W. Fort George Wright Dr. Spokane, WA 99224 Phone: 509-279-6039 Fax: 509-279-6070 Website: https://spokanecc-csm.symplicity.com		Website	

41	Spokane Craigslist 1381 9 th Ave. San Francisco, CA 94122 Phone: 415-566-6394 Website: www.spokane.craigslist.org		Website	1
42	Community Colleges of Spokane (SFCC/SCC) Career & Student Employment Mindy Smith 3410 W. Fort George Wright Drive Spokane, WA 99224 Phone: 509-533-3540 Fax: 509-533-4563 Email: mindy.smith@spokanefalls.edu Website: myinterfase.com/spokanefalls/employer		Website	
43	SpokaneHelpWanted.com 11 Abrams Road Central Valley, NY 10917 Phone: 800-365-8630 Email: EmployerSupport@RegionalHelpWanted.com Website: www.spokanehelpwanted.com		Website	
44	TVJobs.com/AMFMJobs.com Mark Holloway PO Box 4116 Oceanside, CA 92052 Phone: 760-754-8177 Fax: 760-754-2115 Email: jobs@tvjobs.com Website: www.tvjobs.com		Email	2
45	United States Air Force Discovery Center Maureen J. Lebel 4 West Castle Street Fairchild AFB, WA 99011 Phone: 509-247-2246 Fax: 509-247-5099 Email: maureen.lebel@us.af.mil Website: www.fairchildfamilysupport.org		Email	
46	University of Idaho Career Services Idaho Commons Room 334 875 Perimeter Dr. MS 2534 Moscow, ID 83844-2534 Phone: 208-885-6121 Fax: 208-885-2816 Email: careerservices@uidaho.edu Website: www.uidaho.edu/career-services Job Board: https://uidaho.joinhandshake.com		Handshake	

47	University of Idaho School of Journalism and Mass Media Diane McGarry 875 Perimeter Drive MS 3178 Moscow, ID 83844-3178 Phone: 208-885-6458 Fax: 208-885-6450 Email: dmcgarry@uidaho.edu Website: http://www.uidaho.edu/class/jamm		Email	
48	University of Montana School of Journalism Denise Dowling 32 Campus Dr., Don Anderson Hall Missoula, MT 59812 Phone: 406-243-4001 Email: denise.dowling@mso.umt.edu Website: www.jour.umt.edu		Handshake	
49	University of Oregon Career Center Employment Services Specialist 1200 University of Oregon Eugene, OR 97403-1200 Phone: 541-346-3214 Fax: 541-346-6038 Email: jobs@uoregon.edu Website: www.uocareer.uoregon.edu		Handshake	
50	University of Portland Career Education Center 5000 N. Willamette Blvd. Portland, OR 97203-5798 Phone: 503-943-7201 Email: career@up.edu Website: www.up.edu		Handshake	
51	University of Washington Career & Internship Center 134 Mary Gates Hall Seattle, WA 98195 Phone: 206-543-0535 Email: jesmith2@uw.edu Website: www.uw.edu		Handshake	
52	University of Washington Office of Minority Affairs Ruth Shigemi Box 355845 Seattle, WA 98195-5845 Phone: 206-221-2842 Fax: 206-543-2746 Email: rshigemi@u.washington.edu Website: www.uw.edu		Email	

53	Washington State Assn of Broadcasters Keith Shipman 724 Columbia St. NW, Suite #310 Olympia, WA 98501 Phone: 360-705-0774 Fax: 360-705-0873 Email: kshipman@wsab.org Website: www.wsab.org		Email	
54	Washington State Commission on Hispanic Affairs P. O. Box 40924 Olympia, WA 98504 Phone: 360-725-5661 Email: hispanic@cha.wa.gov Website: http://cha.wa.gov/		Email	
55	Washington State University Academic Success and Career Services P.O. Box 641061 Pullman, WA 99164-1061 Phone: 509-335-6000 Fax: 509-335-4015 Email: employer.relations@wsu.edu Website: https://wsu.edu/		Handshake	1
56	Washington State University Murrow College of Communication Student Services Angela Schweigert PO Box 642530 Pullman, WA 99164-2530 Phone: 509-335-7333 Email: communication@wsu.edu Angela.schweigert@wsu.edu sstout@wsu.edu Website: www.murrow.wsu.edu	Yes	Email	
57	Whitman College Career Center Margaret Ely 280 Boyer Avenue Walla Walla, WA 99362 Phone: 509-527-5183 Fax: 509-527-5934 Email: jobs_internships@whitman.edu Website: www.whitman.edu		Handshake	

58	Whitworth University Career Services Andrew Pyrc 300 West Hawthorne Rd. Spokane, WA 99251 Phone: 509-777-3272 Fax: 509-777-3731 Email: careerservices@whitworth.edu Website: www.whitworth.edu		Handshake	
59	WISC-TV Human Resources Jeff Ver Voort Kate Doty 7025 Raymond Rd. Madison, WI 53719 Phone: 608-277-5142 Email: jvervoort@wisctv.com kate@morganmurphymeida.com Website: www.channel3000.com Website: morganmurphymedia.com			
60	WorkSource Spokane Jeff Miller - Business Solutions 130 S. Arthur Spokane, WA 99202 Phone: 509-532-3136 Fax: 509-532-3066 Email: jemiller@esd.wa.gov Website: www.go2worksource.com		Website	

OTHER REFERRAL SOURCES

10/1/2022 – 9/30/2023

Number	Contact Information	Did source request notification	Notify via:	# of interviewees referred by source
1	LinkedIn	N		0
2	Outside Referrals	N		8
3	Robert Half	N		0
4	Dcowmember.com	N		0
5	Intercompany transfer	N		0
6	All Access	N		0
7	Facebook	N		0

EEO OUTREACH INITIATIVES
October 1, 2022 – September 30, 2023

- Participated in general outreach efforts by such means as job banks or Internet programs such as those described in the model program developed by NASBA.
- Established an internship program in the News department designed to assist college students in acquiring skills needed for broadcast employment.
- TV and Radio sales participates in a formal mentorship program for entry level sales account executives.

- March 1, 2023 – HR Director, TV Sales Coordinator & Radio LSM attended the FUSE Career Fair
- 4/4-5/23 KXLY TV participated in and sponsored WSU's Edward R. Murrow College of Communication Symposium. In addition to a \$1,000 donation.

- HR, TV GM and VP of Radio participate in EEO Self-Assessment meetings regularly throughout the year to review our recruitment methods and outreach activities.
- 10/13/22 – News Director talked to a Washington State University class virtually about broadcasting, the industry, conducting good interviews, finding the first job and resumes.
- 10/21/22 – Director of Digital had a student visitor come in the newsroom for a job shadow.
- 10/25/22 – News Director spoke to a class of broadcasting and PR students at Gonzaga University. It was an integrated media class. We talked about getting into business, where people get their news, politics, and good interview techniques.
- 11/4/22 – News Director spoke to a class at Gonzaga today about broadcast leadership. The class was generally juniors and seniors. We talked about career paths to broadcast management, challenges in the newsroom and finding a company with good culture.
- 11/17/22 – Chief Meteorologist met with Salk Middle School met with the Video Production class.
- 12/6/22 – News Director participated in a career "drop in" with broadcasting students at Syracuse University. All the students were seniors who are graduating in May. The drop-in featured hiring managers, news directors and recruiters from TV stations and other companies. We talked about how

to market themselves for their first jobs, how to make an effective resume, how to network and what to look for in their first jobs.

- 1/31/23 News Director did a virtual visit/informational interview with students from the University of Missouri on 1/31. I spoke to 6 students about the broadcasting industry, jobs in Morgan Murphy, etc. I also reviewed some of their work and gave feedback.
- 2/7/23 MMJ spoke with 3rd, 4th and 5th graders about their experience as a news reporter and how they got interested in journalism. MMJ reports brought a camera, tripod, and microphone to show them.
- 2/8/23 News Director spent 90 minutes talking to upper-level students in the Murrow College of Communication at WSU. Talked about the state of the industry and they had a lot of questions about the job search and about landing their first roles in our industry.
- 2/9/23 Regional Sales Manager provided WSU professor Simon Lichen information on rates for TV spots as well as digital display to be used for his media classes.
- 2/16/23 News Director talked to a group of juniors at Washington State University. Talked about TV news business, changes in relation to streaming, finding a first job, and building a good resume.
- 2/21/23 HR Director met with Patrick Blum, the Housing & Employment Specialist for Consistent Care LLC. Talked about career opportunities at KXLY and what types of skills are required for different positions. Patrick talked about his goal to help place people with intellectual and developmental disabilities in positions where they can thrive. We added him to our EEO recruitment list, so he is aware of openings at KXLY.
- 3/2/23 MMJ reports was interviewed by four Gonzaga University broadcast journalism students in a recorded GUTV broadcast. They prepared questions and asked the MMJ reports about their career and life as news reporter.
- 3/39/23 News Director spoke to seniors in the Broadcast Leadership class at Gonzaga University about leadership in the newsroom, trends in broadcasting, landing your first job and how to find moments of sanity in the middle of the news cycle.
- 4/4/23 News Director went to Pullman to speak at the WSU Symposium about the hiring process, finding the first job, demands on the industry, career paths, etc.
- 4/5/23 News Director went to Pullman to speak at the WSU Symposium. She did one-on-one sessions with juniors and seniors to critique resumes, talk about job opportunities, etc.
- 4/19/23 Assistant News Director went to Moscow to help recently hired/promoted Latah Co. Sheriff Public Information Officers practice media interactions, press conferences and strategies to strengthen/grow the professional relationship media shares with public agencies like law enforcement.
- 4/19/23 Chief Meteorologist spent the afternoon at Reardan High School speaking about stochastic algebra in numerical computer models.

- 4/22/23 Assistant News Director went to mixer-style event featuring local journalism leaders, discussing different job options available to local journalism students.
- 5/3/23 News Director spoke to a class at Whitworth University about media ethics. The class was made up of juniors and seniors.
- 5/24/23 Assistant News Director went to Resumes and Reels Networking Event: advising journalism majors on best practices for putting together resumes and reels for future career opportunities.
- 6/2/23 TV Sales AE participated in the Amazing Shake at Opportunity Elementary. The Amazing Shake program is a soft skills introductory program aimed at 5th grade students learning the importance of skills like handshake.
- 9/22/23 Assistant News Director spoke at Boise State University to journalism students about TV News production as part of the Natas Storytellers Workshop
- 9/28/23 News Director spoke to a class of juniors and seniors at Washington State University about broadcasting, the industry and finding that first job.
- Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Training included:

2022-2023

HR attended COVID-19: The end of the state emergency as it pertains to WA state

Radio Sales Assistant attended Triton – TAP online seminar

HR attended 2023 Salary Threshold for exempt employees

GSM attended JDA Recruitment Seminar 10/12

TV Sales Team attended TVB webinar 10/12

GSM and LSM attended the ABC programming update 11/10

TV Sales Team attended WSAB 11/29

Sales Managers attended the TVB 2023 forecast 12/6

HR attended WedMD – Workplace well-being: Making it Your Priority 12/8

TV Sales Assistant attended the WSB Political Sales Webinar 1/11

GM attended Sales Training w/ Liz from MeTV 11/1

Radio Sale Team attended the Bid on Spokane refresher 1/25

GSM attended the Borrel Webinar on 1/31

GM & HR Director attended NAB “Retooling your Recruiting Strategy for 2023” 2/1

GM attended TVB 2023 TVB media Comparison’s Study 2/2

GM attended P1 Learning: Rising Above 4 with Jen 2/2

GM and GSM attended the TVB Auto on 2/23

HR attended How to Get More Visibility for Your Jobs on Indeed Confirmation 2/28

Radio Digital Assistant attended Simpli.fi webinar

Radio Digital Assistant attended 101 & 102 intro courses taught by David McBee from Simpli.fi | bullseye throughout December 2022

Programming Operations Manager attended Associated Industries Unlawful Harassment & discrimination Training 1/26/23

Programming Operations Manager attended MMM Manager HR Training w/ HR Director 1/31/23 GM and GSM attended the WSAB’s “From Influence on Impact: Putting More Political Dollars on Your Books” 1/10/23

GM and GSM attended TVB: “The Automated Local TV Marketplace: What’s New for Buyers & Sellers” 1/18/23

GM and GSM attended TVB: "Next Women: So, You Want to Be An LSM, NSM or GSM?"
Radio Sales AE's attended Borrell Webinars 1/2023
Radio Sales AE's attended WSAB Webinar – Rising Above 1/2023
Radio Sales AE attended Wide Orbit training videos 1/2023
Radio Sales AE attended Rumble training videos 1/2023
Radio Sales AE attended digital training videos 1/2023
Radio Sales AE attended JDA Radio access and training development 1/2023
Accounting Supervisor and Assistant News Director attended Supervisor Boot Camp 2023 4/11-13/2023
GM and GSM attended Katz LIVE 3/1/23
GM TVB Sports Betting 3/8/23
GM and GSM attended Participant in the Next Women webinar, "So you want to be a GM" 3/29/23
GSM attended State of Media by Salesfuel 3/21
HR Director attended The Accident Prevention Program: What is it and why must I have one 5/2
Assistant News Director attended Resumes and Reels Networking Event: advising journalism majors on best practices for putting together resumes and reels for future career opportunities 5/24
GM attended NAB/Diversity Speaks 5/2023
GM attended Tim Heller/Weather Graphic Design and Data Visualization 5/2023
GM attended NAB/Next Women/SkillUP: Strategies for Work/Life Balance 5/2023
GM attended TVB/Marketing that Works: Strategies from an AE Turned Business Owner 5/2023
Radio Administrative Assistant attended the Waymark Training 5/31
TV Sales AE participated in the Amazing Shake 6/2
GSM attended a digital training 6/9
HR Director attended WSAB Webinar – Recruiting Breakthrough Talent 6/13/23
HR Director attended Authenticity at Work with Robin Roberts 6/16
Radio Administrative Assistant attended GA4 Overview training-with brief overview and Q&A session afterwards 6/26
HD Director attended The PUMP for Nursing Mothers Act: What Advocates and Employers Need to Know 6/30
GM attended TVB/BIA 6/28
GSM attended Borrell training seminar 7/6
GSM attended P3DA training 7/7
GSM attended a TVB webinar Real Estate and Home Improvement 8/16
Radio Sales attended a EEO Outreach training 8/23
Radio AE attended a Waymark Training/Andrew Flores 8/23
GM and GSM attended Rumble training 9/21
GM and GSM attended TVB Forward Conference 9/21
GM and GSM attended Rumble training 9/28