

BROADCAST EEO – Public File Report

EEO Public File Report

KCTS-TV, Seattle, WA and KYVE, Yakima, WA

October 1, 2022-September 30, 2023

Positions Filled

Full-Time Position (+30 hrs)	Position Title	Recruitment Period	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed (phone & in office)	Number Hired
	Membership Communications Specialist	10.26.2022-1.9.2023	1.9.2023	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	0	0
				Idealist	2	1
				The Foundation List	0	0
				Worksource WA	0	0
				Minority Professional Network	0	0
				Philanthropy NW	0	0
				Indeed	3	0
				Referral	1	0
	Investigative Reporter	11.3.2022-12.23.2022	12.23.2022	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	7	1
				National Association of Hispanic Journalists	0	0
				National Association of Black Journalists	0	0
				Journalism Jobs	3	0
				Investigative Reporters & Editors	0	0
				LinkedIn	1	0
				Indeed	2	0
	Estate Gift Planning Officer	11.18.2022-1.13.2023	1.13.2023	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	2	0
				Idealist	2	0
				Philanthropy NW	2	0
				Women of Color in Fundraising and Philanthropy	0	0
				Referral	2	1
* See Attached List of Recruitment Sources for Contact Information						

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	Receptionist	2.6.2023-4.28.2023	4.28.2023	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	2	0
				Craigslist	5	1
				Idealist	0	0
				Minority Professionals Network	0	0
				The Foundation List	0	0
				Worksource WA	0	0
				Indeed	6	0
	Database Manager	2.8.2023-3.13.2023	3.13.2023	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	4	1
				Idealist	0	0
				Built in Seattle	0	0
				Corporation for Public Broadcasting	0	0
				Minority Professionals Network	0	0
				Philanthropy NW	2	0
				LinkedIn	0	0
				Public Media Jobs	0	0
				Diversity Career Fair	2	0
	Investigative Reporter	2.17.2023-4.10.2023	4.10.2023	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	1	0
				Asian American Journalist Association	0	0
				Investigative Reporters & Editors	3	0
				LinkedIn	0	0
				Journalism Jobs	1	0
				Referral	4	1
* See Attached List of Recruitment Sources for Contact Information						

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	Production Manager	6.13.2023-8.14.2023	8.14.2023	Cascade Public Media Internal Announcement	2	0
				Cascade Public Media, Facebook, Twitter	4	0
				Media Bistro	0	0
				National Association of Black Journalists	0	0
				HBCU Connect	0	0
				LinkedIn	0	0
				Corporation for Public Broadcasting	0	0
				Radio Television Digital News Association	0	0
				LinkedIn	2	0
				Google	2	0
				Indeed	1	0
				Referral	2	1
	Director of Digital News	6.29.2023-8.31.2023	8.31.2023	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media, Facebook, Twitter	5	1
				Asian American Journalist Association	0	0
				Institute for Nonprofit News	0	0
				National Association of Black Journalists	0	0
				Online News Association	1	0
				Radio Television Digital News Association	0	0
				LinkedIn	1	0
				Google	2	0
				Referral	7	0
* See Attached List of Recruitment Sources for Contact Information						

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Information Regarding Recruitment Sources Contacted for Full-Time Vacancies			
Recruitment Source	Contact Information	Total Interviewed	Entitled to Notification
KCTS Internal Announcements & Bulletins (Internal website and internal e-newsletter) 401 Mercer Street, Seattle, WA 98109	206.728.6463 Human Resources Generalist	7	N
KCTS Website, Crosscut Website, Facebook & Twitter 401 Mercer Street, Seattle, WA 98109	https://www.cascadepublicmedia.org/careers 206.728.6463 Human Resources Generalist	50	N
African American Marketing Association Houston, TX	https://www.aa-ma.org/ 713.298.5851	0	N
Asian American Journalists Association 5 Third St. Suite 1108 San Francisco, CA 94103	http://www.aaja.org/job-posting/	0	N
Advancement Northwest (Formerly Association of Fundraising Professionals (AFP) & Northwest Development Officers Association (NDOA) 2150 N 107th St, Ste 205 Seattle, WA 98133	http://www.afpadvancementnw.org/career-center 206.971.3605	0	N
Corporation for Public Broadcasting 401 9 th Street, NW, Washington DC, 20004	www.cpb.org	0	N
Craigslist San Francisco, CA	http://seattle.craigslist.org/	20	N
Robert Half 601 Union St Ste 4300 Seattle, WA 98101	https://www.roberthalf.com/work-with-us/our-services/ 844.875.3207	5	N
Current	current.org	0	N

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6930 Carroll Avenue, Suite 625 Takoma Park, MD 20912	Account name: jobs@kcts.org		
Diversity.com	https://diversity.com/	0	N
Diversity Jobs	https://www.diversityjobs.com/ 888.984.3775	0	N
Diversity in Nonprofit 260 Peachtree Street, N.W. Suite 2200 Atlanta, GA 30303	https://diversityinnonprofit.com/ (404) 915-7300	0	N
Employ Diversity San Jose, CA 95126	https://www.employdiversity.com/	0	N
Foundation List Milwaukie, Oregon	https://www.foundationlist.org/	0	N
Glassdoor Mill Valley, CA	https://www.glassdoor.com/index.htm	2	N
Greater Public Austin, TX	https://greaterpublic.org/ 800.454.2314	0	N
Hispanic Latino Professionals Association	https://www.hlpa.com/ (888) 550-3777	0	N
Historically Black Colleges & Universities Columbus, OH	https://hbcuconnect.com/ 614.864.4446	0	N
Idealist New York, NY	http://www.idealists.org 646.290.7725	11	N
Indeed Stamford, CT	http://www.indeed.com	41	N
Institute for Nonprofit News Los Angeles, CA	https://inn.org/ 818.582.3560	0	N

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Investigative Reporters & Editors	https://www.ire.org/	3	N
Journalism Jobs Berkeley, California	http://www.journalismjobs.com/index.php 510-508-7386	9	N
LinkedIn Sunnyvale, CA	https://www.linkedin.com/	20	N
Marketing Hire	https://marketerhire.com/ 312.870.0008	0	N
Mediabistro New York, NY	https://www.mediabistro.com/	0	N
Minority Professionals Network Atlanta, GA	https://www.minorityprofessionalnetwork.com/ (404) 629-9323	0	N
National Association of Black Journalists College Park, Maryland	http://nabjcareers.org/	0	N
National Association of Hispanic Journalists Washington D.C.	http://www.nahjcareercenter.com/	0	N
Native American Journalist Association 395 W. Lindsey St., Norman, OK 73069	https://www.naja.com/	0	N
Pivotal Solutions Inc 3 Grace Ave Great Neck, NY 11021	https://www.pivotalhire.com/	10	N
The Nonprofit Network Los Angeles, CA	http://thenonprofitnetwork.org/login.php	0	N
Online News Association Washington, DC	http://journalists.org/resources/career-center/	1	N

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Philanthropy NW Seattle, WA	https://philanthropynw.org	6	N
Poynter Institute St. Petersburg, FL	https://jobs.mediajobboard.com/ 727.821.9494	0	N
Professional Diversity Network Chicago, IL	https://www.prodivnet.com/ 888-281-9066	0	N
Radio Television Digital News Association Washington, D.C.	https://rtdna.org/	0	N
Women of Color in Fundraising and Philanthropy	https://www.woc-fp.com/	0	N
Worksource	https://www.worksourcewa.com/ 888-316-5627	0	N
Vital Source IT	https://vitalsourceit.com/	22	N
Zip Recruiter	https://www.ziprecruiter.com/ (877) 252-1062	0	N
Schools:			
Handshake - A platform to post at colleges/universities across the nation	https://joinhandshake.com/	0	N/A
Other	Job Search Engines, Career Fair, etc.	12	N/A
Referrals: "word of mouth"	Various Cascade Public Media Employees; Broadcast Community Members	33	N/A
TOTAL INTERVIEWS:		252	

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2021 – September 30, 2023**

(Note: 1 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2021– September 30, 2023)

Initiative: Participate in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities

No.	Date	Initiative/ Description	Initiative/ Description	Personnel Involved
1.	11.18.2022	Youth Career Night	Hosted an employer table at the Muslim Association of Puget Sound (MAPS) Career Night for youth (High School & Running-start students).	HR Generalist
2.	11.17.2022	Seattle Girls School Assembly	Spoke to students eager and engaged to hear what we do. The school intentionally cultivates a student body of strong leaders representing a diverse range of ethnicities, backgrounds, abilities, and gender identities.	Client Services & Business Development Manager
3.	2.23.2023	23rd Annual Diversity Employment Day Career Fairs	Hosted an employer table at the Diversity Career Fair in The Armory/Seattle Center - recruit for top talent from the Multicultural, Women, People with Disabilities, LGBTQ, Mature Workers and Veteran communities.	HR Generalist Executive Editor News Editor DEI Program Manager Senior Executive Assistant
4.	4.4.2023- 4.5.2023	Murrow Symposium, Washington State University, Murrow College of Communication	Sat on panels at the Murrow Symposium. The Murrow Symposium explores the communication industry, our challenges and accomplishments and opportunities for development and growth. The audience includes those looking to gain insight and inspiration into the advertising, public relations, science communication, communication technology, and journalism and media production industries. The Murrow Symposium is crucial for communication students and professionals who exemplify a commitment to excellence and integrity emblematic of Murrow’s career and legacy.	Executive Editor Investigative Editor
5.	4.28.2023	Covering the Climate Crisis in the Pacific Northwest and Beyond	Panel member at the University of Washington in a discussion with leading climate journalists in the Pacific Northwest about the work they do, the challenges and opportunities they face, and the role of journalism plays in addressing today’s climate crisis.	Senior Video Producer

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2021 – September 30, 2023**

(Note: 2 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2021– September 30, 2023)

Initiative: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment

To promote public broadcasting and demonstrate commitment to the community, KCTS 9 collaborates with local schools and a variety of organizations and groups to host interns and provide job shadow opportunities. Internships expose individuals to careers in broadcasting and related professions while furthering KCTS 9’s connection to the community and our recruiting efforts and diversity initiatives. Internships are a means for students to gain practical, hands-on, career related experience that complements their formal education. In addition, students learn new skills that can be applied to multiple settings and receive mentorship. Gaining real-world professional experience prepares students to work effectively in the workforce upon graduation and helps them make more informed career choices.

Department	School Attended	Total Interns	Personnel Involved
Crosscut Podcast Fellowship	The University of Chicago	1	Managing Editor
Crosscut Arts & Culture Fellowship	The University of Georgia	1	Editor-at-Large
Newsroom Legislative Intern	University of Washington	1	News Editor
Creative Services Intern	Bates Technical College	1	Director of Creative Services

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Initiative: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions

Date	Location	Description	Scope of Involvement	Personnel Involved
10.4.2022-10.6.2022	Spokane, WA	Northwest Human Resource Management Association Conference	This conference offers many educational sessions on a variety of current HR topics. These sessions equip you to better tackle emerging workplace issues, define your personal and organizational goals, reimagine your inclusion and diversity strategies, and provide you the tools to help grow in your HR leadership.	VP of Human Resources Senior Human Resources Generalist
10.05.2022	Seattle	What is NFFS	This webinar explains the concept of Non-federal financial support (NFFS) and provides simple methods for determining the NFFS eligibility of direct and in-kind revenue. This session is for all CSG recipients – regardless of experience level and whether they file an AFR or FSR.	Controller
10.07.2022	Seattle	Clark Nuber MIP Reporting	Training on MIP Reporting	Controller
10.17.2022-10.15.2022	Denver, CO	Major Market Group Denver Conference	The Public Television Major Market Group (PTMMG) is a consortium of 40 of the largest public TV stations by market size in the United State, with member conference sessions benefiting current and future coordination among PBS stations.	President & CEO SVP & Chief Operating Officer VP of Media and Innovation VP of Philanthropy
10/18/22	Virtual	ETAC/PBS Webinar: Station FCC Filings	Review and Update of Required Postings to FCC Public File and Filings for Actions for FCC Review and Approval	Legal Affairs Manager
10.28.2022 12.15.2022 1.11.2023 1.27.2023	Virtual	BOOTCAMP sessions with Public Media Women in Leadership	7-month intense, professional development program	VP of Philanthropy
11.10.2022	Seattle	Last-Minute Strategy Upgrades for EOY Giving	Last-minute tips for end-of-year giving that can give you the boost you need to achieve your planned and major giving fundraising goals and set your organization up for success into the new year.	Planned Giving Assistant

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11.15.2022	Virtual	Writing best practices for fundraising planned & major gifts	Learn writing tips and best practices that will help you create powerful fundraising appeals for planned and major gifts.	VP of Philanthropy
11.17.2022	Virtual	Writing Best Practices for Fundraising Planned & Major Gifts	Writing tips and best practices that will help you create powerful fundraising appeals that are thoughtful and sensitive while generating the funds your nonprofit needs to sustain its mission.	Planned Giving Assistant
11.21.2022	Webinar	The State of Planned Giving in 2022 & What to Do in 2023	Key trends and takeaways from our 2022 Planned Giving Report, and the next steps that planned giving officers can take now to increase their planned giving potential in 2023.	Planned Giving Assistant
11.29.2022	Seattle	Leveraging Local Content and Personalization to Boost Membership: Highlights from the PBS Mentor Program	PBS Mentor Program share effective strategies for growing local membership, from leveraging access to exclusive local content to putting proven e-communications and Passport techniques into practice.	Membership Campaign Project Manager
11.29.2022	Seattle	E-Tutor Tuesday	End of Year eTutor Tuesday Wrap-Up	Finance & Budget Manager
12.07.2022	Seattle	Clark Nuber MIP Reporting	MIP reporting (and budgeting)	Finance & Budget Manager
12.12.2022	Seattle	State of the System	CDP State of the System update, sharing an overview of the public media fundraising landscape (radio and TV)	Membership Director
12.16.2022	Virtual	BFA Coalition Meeting	Discuss updates, the outcome of Governor's budget, work leading into the session, and to answer any questions.	VP of Philanthropy
1.4.2023	Virtual	Raise More Current Gifts	Increase your annual fund and major gifts through IRAs, DAFs, stock gifts and surveys.	Planned Giving Assistant
1.4.2023	Virtual	MIP 1099 Refresher Workshop	To refresh 1099 procedure and processing	Accounting Manager
1.5.2023	Virtual	Virtual MIP 1099 Processing Workshop	Learning how to process 1099 tax	Accounts Payable Specialist
1.11.2023	Virtual	Raise More Current Gifts	Increase your annual fund and major gifts through IRAs, DAFs, stock gifts and surveys.	Planned Giving Assistant
1.11.2023	Virtual	Planned Giving Made Easy	A session to break down the complexity of planned giving to help non-profits.	Planned Giving Assistant

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1.11.2023	Virtual	Inclusion Learning Lab - Lunch & Learn	Build Effective DEI Communication Plans	HR Generalist
1.11.2023 1.18.2023	Virtual	CPB SAS/Webinar	This is a practical how-to session on accurately completing the SAS survey. Attendees will be led through ALL sections of the SAS survey and discuss the types of employment, salary, governing board and other information to be reported. During the session, the instructor will highlight modifications that have been made to this year's survey.	Controller Finance and Budget Manager
1.12.2023	Virtual	What You Need to Know About the New Legacy IRA Act	Planned Giving Calc Director of Client Services, talked through the requirements and limitations that apply to the new QCD options.	Planned Giving Assistant
1.18.2023	Virtual	Inclusion Learning Lab	DEI Talent Development Strategy	HR Generalist
1.20.2023	Virtual	A deep dive on older donors (those 65 and above)	In this webinar, the co-CEO of FreeWill, shared strategies to help you successfully connect with and fundraise from older donors in 2023.	Planned Giving Assistant
1.20.2023	Virtual	The Great Reset: What Every Organization Needs from HR Now	This HR HotSpot session will discuss what organizations need most from their HR leaders as they move forward.	VP of Human Resources
1.25.2023	Virtual	Inclusion Learning Lab - Lunch & Learn	Communicating Diversity Initiatives to Hiring Managers	HR Generalist
1.30.2023	Virtual	Change Management for Leaders	The course will focus on the risks and benefits around change, how to diagnose where individuals or teams are in the change acceptance process, identifying supportive leader behaviors for each stage and how to contribute to a change-savvy organizational culture.	Senior HR Generalist
2.2.2023	Virtual	Public Media, Music Copyrights and You	NETA Communications webinar on navigating the music copyright world public media – on air and online	Legal Affairs Manager
2.8.2023	Virtual	How to build a coaching culture in 2023	We explore how building a coaching culture and supporting the practices of goal-setting and follow-through can lead to breakthrough results for your organization in 2023. You'll learn about the power of coaching and its ability to reduce friction and wasted effort, as well as understand the key competency that great coaches	VP of Human Resources

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			embody and how to enhance it in your own leadership.	
2.14.2023	Virtual	PTPA Media Manager/Curate Review	Training in Media Manager and Curate to keep me up-to-date on these portals. I use both of them daily/weekly in my workflow.	Marcom Managing Editor
2.15.2023	Virtual	Inclusion Learning Lab	Talent Resiliency and Diverse Employee Advancement	HR Generalist
2.16.2023	Virtual	PBS Standards and Best Practices	PBS Standards and Best Practices sets forth the foundational principles for content creators across the PBS system. To ensure preserving the public trust and ensuring independence and credibility of content.	Legal Affairs Manager
2.28.2023	Virtual	Questica PowerPlan eTutor Tuesday - Payroll Data Upload Webinar	Learn payroll upload, populate payroll data via upload, add employee events and payroll allocations	Controller
3.6.2023	Virtual	iOS and Swift Essentials	Technical training for iOS and tvOS app development.	Full Stack Developer Front End Developer
3.11.2023	Virtual	How to Manage a Remote Team	This course is ideal for current managers, executives, and human resources professionals who want to learn how to lead and support a high-functioning, scalable remote team. GitLab is one of the world's largest all-remote organizations; experts from throughout the company will guide you through in-depth lessons for leaders, people managers, and HR professionals to build, manage, and scale.	Digital Technology Manager
3.13.2023	Virtual	When Your Charitable Organization is Named as a Beneficiary	In this session, Lauren will share ways you can minimize these challenges, both ahead of time and while working with the financial institutions.	Planned Giving Assistant
3.17.2023	Virtual	Canadian Online Streaming Act	PBS Office of Chief Legal Officer presents on Canada's new Online Streaming Act and the effect on PTV broadcasters	Legal Affairs Manager
3.20.2023 3.27.2023 4.20.2023	Virtual	BFC Summit	Jim Shapiro and Steven Screen, of Better Fundraising, will lead sessions to talk about fundraising strategies and better understanding donors.	VP of Philanthropy
3.22.2023	Virtual	Strategies for Successful Talent Acquisition in the Age of Quiet Quitting and Quiet Hiring	Our expert speaker will delve into the importance of having the right people in the right roles within your organization and will emphasize the criticality of having a solid plan in place for hiring and talent acquisition.	VP of Human Resources
3.28.2023	Virtual	e-Tutor Tuesday Workflow Functionality	Workflow Functionality • Allows the Budget team to be involved during the budgeting stages, transitions, and deadlines	Budget and Finance Manager

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			<ul style="list-style-type: none"> • See how the budget drafts are rejected and approved • Learn how they move through the chain of review and approval 	
3.28.2023	Virtual	Inclusion Learning Lab	Advancing Equity for Women of Color in the C-Suite Leadership	HR Generalist
3.29.2023	Seattle	Washington State Planned Giving Council Lunch Program	Join your fellow WPGC planned giving professionals to share ideas that most interest and concern you this year; what clients and donors are asking about, donor successes and challenges, new Washington state tax developments, in-person events, the current economic environment, and more!	Planned Giving Assistant
3.31.2023	Virtual	The most important research in modern fundraising	Dr. Russell James, Professor of Charitable Financial Planning at Texas Tech University, joins FreeWill co-CEO Patrick Schmitt in a presentation about academic research on the topics of major and planned giving.	Planned Giving Assistant
4.7.2023	Virtual	Bequest Administration Q&A	PG Calc webinar on bequest administration featuring Beth Ridout, Director of Estate Administration for The Nature Conservancy, where she and her team handle roughly 1,600 estate and trust administration files every year.	Planned Giving Assistant
4.11.2023	Virtual	Planned Giving Calc Q&A Session- Planned Giving Marketing	Dive into marketing questions about planned giving websites, email marketing, and developing a marketing strategy. What content works best on a planned giving website? What should you be testing and measuring in your emails? How will your marketing strategy help you find planned giving donors?	Planned Giving Officer
4.11.2023 4.21.2023 5.5.2023	Virtual	ROI Walkthrough/Revolution CRM meetings	ROI Solutions walked the team through the various functionality in Revolution CRM.	VP of Philanthropy Director of Members Director of Major Giving
4.19.2023	Virtual	Inclusion Learning Lab	Measuring the Effectiveness and Impact of Employee Resource Groups	HR Generalist
4.21.2023	Virtual	"Best Practices" That Are Crushing Your Culture	A discussion about best practices seen that are likely undermining your people, your results, and your company's future. This is a session for those who are willing to engage with "conventional wisdom", shake it up and see which of these sift to the bottom of the pile of best practices and which rise to the top.	VP of Human Resources
4.25.2023	Virtual	e-Tutor Tuesday/Questica Budget Solution for NP	Questica Budget specifically focusing on the following:	Budget and Finance Manager

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			<ul style="list-style-type: none"> • Allocations • Personnel Budgeting • Budget Approvals with Workflow 	
4.26.2023	Virtual	Five Simple Tricks to Supercharge Passport Revenue	Webinar hosted by the Best Practices Committee of the Passport Station User Group reviewing 2023 Passport Scorecard Results and best practices to increase revenue around Passport.	Membership Campaign Project Manager
4.26.2023	Virtual	CPB Compliance and OIG Findings	Review of common CPB OIG audit findings and steps for broadcasters to take to meet CPB compliance requirements	Legal Affairs Manager
5.3.2023	Virtual	Media Literacy 101	Virtual station webinar with PBS on media literacy for PBS Kids	Social Media Editor
5.3.2023	Virtual	Employee Well-Being	Employee Well-Being is such a critical piece of our organization to learn and double down on. This webinar will host panel discussion on topics that include: Designing Preventative Strategies & Preventing Burnout, High Impact, Practical Solutions To Develop A Culture of Well-being and Uncover The Hidden & Devastating Microstresses Within Your Organization.	Senior HR Generalist HR Generalist
5.10.2023	Virtual	Planned Giving Council Best Practice Forum	Share ideas: what clients and donors are asking about, donor successes and challenges, new Washington state tax developments, in-person events, the current economic environment,	Planned Giving Officer
5.12.2023	Virtual	Inclusive Social Media	Virtual training with Sprout Social on accessibility and DEI in social media	Social Media Editor
5.16.2023	San Diego, CA	PBS Annual Meeting	An opportunity for public media professionals to come together, share ideas, and connect in person.	Marketing Manager
5.16.2023	Virtual	HR Unplugged: How to Start or Improve Stay Conversations	We'll walk through the details of a stay interview—what you should include, how often they should be scheduled, and why they're important to help you keep high-performing employees.	VP of Human Resources
5.23.2023	Virtual	Writing for planned and major gifts	Webinar with tips for standing out in writing appeals.	Director of Major Gifts
5.30.2023	Virtual	PowerPlan - Preparing & Finalizing the Budget	Q & A Session focusing on Templates, User Permissions, Export/Uploads, & Account Allocations.	Staff Accountant
5.30.2023	Virtual	DEIA IDEA - Make Your Organizational DEI Goals a Reality!	Your organization has made DEIA declarations, now what? This session is for organizations past the "what is DEIA" phase and wanting to engage further on the departmental, team and individual levels in a practical, operationalizable way.	Planned Giving Assistant

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5.30.2023	San Diego, CA	Public Media Women in Leadership CEO/COO Boot Camp Leadership Summit	The summit included sessions such as "Courageous Leadership Re-imagined," "Leading and Succeeding Even in the Face of Adversity" and "the Power of Connection."	IT Director
5.31.2023-6.2.2023	San Diego, CA	Public Media Business Association Conference	The conference brings together General Managers, HR and Finance professionals and others from across the public media system.	IT Director
6.3.2023	Virtual	Vertical Storytelling Workshop	Two-part virtual training with Reynolds Journalism Institute on best practices for creating engaging vertical videos for social media.	Social Media Editor
6.14.2023-6.16.2023	Virtual	Management Fundamentals	After completing this course, participants will be able to: Improve communication with employees at all levels of the organization, give objective, results-based feedback, improve substandard performance and retain high performers through coaching, increase quantity and quality of work completed through delegation, promote employee fairness and company protection with thorough documentation and foster teamwork and make effective decisions as a team	Marketing Manager
6.15.2023-6.16.2023	Seattle	AFP Advancement Northwest Annual Conference	This 2-day conference provided tangible, practical tools for professionals of all career stages. Opportunities were provided to network with your peers and build skills at this event for fundraisers in the Pacific Northwest.	Director of Major Giving
6.23.2023	Virtual	CGA Regulations and Compliance – Q&A Webinar	Get all your charitable gift annuity state registration and annual filing questions answered for free by PG Calc experts Edie Matulka, Senior Consultant, and Julie Goldenberg Hay, Consultant, during this hour-long webinar.	Planned Giving Assistant
6.27.2023	Virtual	Closed Captioning Webinar with Gray, Miller, Persh	Review of FCC Closed Captioning rules for both over the air broadcast and online content.	Legal Affairs Manager
6.29.2023	Virtual	Writing for Planned and Major Gifts: Tips for Standing Out in 2023	There's good writing, and then there's great writing. To successfully fundraise planned and major gifts, you must feel confident crafting compelling fundraising appeals and navigating the complexity of legacy giving.	Planned Giving Assistant
7.11.2023-7.13.2023	Atlanta, GA	Public Media Development and Marketing Conference (PMDMC)	The 3-day PMDMC is public media's largest conference devoted to issues surrounding revenue generation, marketing, and	Director of Major Giving

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			management.	
7.14.2023	Virtual	Preparing for fall 2023: 5 early steps to ensure success	To most, fall means leaves changing colors, warm apple cider, and crisp, colder weather. But in fundraising, we know that fall is one of the busiest times of the year and represents an enormous opportunity for generating gifts.	Planned Giving Assistant
6.20.2023	Virtual	PBS Standards & Practices Training Course	The PBS Standards & Practices articulate the core principles that ensure the quality and integrity of all content distributed by PBS. These Standards are the cornerstone of PBS's commitment to serving the public interest and preserving the public's trust.	Senior VP and Chief Operating Officer
7.26.2023	Virtual	Cash is Not King—Closing Gifts of Non-Cash Assets	Webinar regarding stock gifts, gifts of property, and different planned giving vehicles.	Director of Major Gifts
7.26.2023	Virtual	Political Broadcasting Webinar from Gray Miller Persh	Refresher course on political broadcasting. Review of Reasonable Access, Equal Opportunities, record keeping, debates and candidate forums.	Legal Affairs Manager
8.4.2023	Virtual	AI and the future of nonprofit fundraising	As the integration of artificial intelligence into daily work becomes increasingly common for nonprofits, fundraising professionals must stay ahead of the curve by embracing AI as a resource. But what good is a resource without being able to use it to its fullest potential?	Planned Giving Assistant
8.9.2023	Seattle, WA	Lunch & Learn: Healing from Non-Profit Harm: A Panel on Healing, Justice, and Harm Repair	This Lunch & Learn will focus on how we cultivate healing and power for ourselves when we exist in toxic work cultures. We will hear from panelists who have experienced harm within the nonprofit sector and how they navigated those environments, what they learned, what their healing journey has been like and how they are building collective power with others. This conversation will be centered in harm repair and justice that is rooted in the principles of restorative justice and trauma informed care.	Senior VP and Chief Operating Officer VP of Human Resources DEI Program Manager HR Generalist Payroll & Benefits Administrator Legal Affairs Manager Facilities Technician VP and Chief Financial Officer Accounts Receivable Specialist Planned Giving Assistant Catalog Manager Programming Coordinator
8.29.2023	Virtual	TikTok for "Serious" Brands and Industries	Virtual training with Sprout Social on how nonprofits, SaaS, and tech industries can effectively leverage TikTok.	Social Media Editor
8.30.2023	Virtual	TikTok "Series" Webinar	Virtual training with TikTok to learn more about their "Series" feature.	Social Media Editor
9.6.2023	Virtual	DOL WHD Overtime Proposed Rule First Word Alert Webcast	Information regarding the proposed overtime rule set to go into place in 2024.	VP of Human Resources Senior HR Generalist

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9.14.2023	Virtual	CyberEssentials: Principles of Cybersecurity	Security awareness helps us identify and avoid threats like phishing and social engineering, which are intended to compromise our systems and data. Thank you for your help in keeping CPM's computers, networks and data secure.	All Team Members

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2021 – September 30, 2023**

(Note: 4 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2021– September 30, 2023)

Initiative: Providing training to management level personnel on EEO and anti-discrimination.

No.	Date	Location	Description	Scope of Involvement	Personnel Involved
1.	10.27.2022 11.5.2022 12.15.2022, 3.30.2023	Virtual	DEI Coaching for Executive Team	DEI Leadership Readiness Meetings for executives with outside consultant.	President & CEO VP and Chief Financial Officer VP of Engineering & Technology Senior VP & Chief Operating Officer VP of Philanthropy Executive Editor Director of Human Resources Chief Creative Officer VP of Media and Innovation
2.	2.1.2023	Seattle	DEI All-Staff Training	Diversity, Equity and Inclusion training presented by Philip Jacobs.	All Managers
3.	6.7.2023	Seattle	Lunch and Learn: Fireside Chat with Phil Jacobs	This Lunch & Learn, the “Elephant in the Room” fireside chat, is designed to continue Cascade Public Media’s momentum toward advancing racial equity in the organization. Participants will have the opportunity to ask Philip questions and leave this session reenergized for having difficult conversations about race that lead to systemic, institutional, and interpersonal transformation.	VP of Human Resources VP of Philanthropy Senior VP & Chief Operating Officer VP and Chief Financial Officer Director of Major Giving Donor Operations Manager Design Director IT Director Controller Engineering Manager Sr. Executive Assistant & Office Manager Legal Affairs Manager
4.	9.30.2023	Virtual	Harassment and Bias Prevention Training for Supervisors	An interactive online harassment prevention training that instructs on what constitutes acceptable and unacceptable workplace behavior, how to recognize harassment and bias when they occur, and how to report and respond to violations.	All Managers