

BROADCAST EEO – Public File Report

EEO Public File Report

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

October 1, 2023-September 30, 2024

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
	Account and Partnership Manager	7.17.2023-10.9.2023	10.9.2023	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Indeed	2	0
				Corporation for Public Broadcasting	0	0
				Employ Diversity	0	0
				Philanthropy NW	0	0
				LinkedIn	3	1
				Public Media Jobs	0	0
	Philanthropy and Donor Events Project Manager	9.25.2023-1.16.2024	1.16.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	2	0
				Indeed	2	0
				AFP Advancement Northwest	0	0
				Minority Professional Network	0	0
				Philanthropy NW	0	0
				Indeed	2	0
				Referral	4	1
				LinkedIn	2	0
				* See Attached List of Recruitment Sources for Contact Information		

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	Annual Giving Program Manager	8.17.2023-11.13.2023	11.13.2023	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				AFP Advancement NW	0	0
				Idealist	0	0
				Women of Color in Fundraising and Philanthropy	0	0
				Philanthropy NW	3	1
				LinkedIn	4	0
				Indeed	2	0
	Digital Sponsorship Project Specialist	9.12.2023-10.26.2023	10.26.2023	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Idealist	4	0
				Craigslist	0	0
				Historically Black Colleges and Universities Connect	0	0
				Referral	2	0
				Handshake	2	1
				Google	2	0
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	Broadcast Equipment Technician	9.20.2023-12.04.2023	12.04.2023	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Idealist	0	0
				National Society of Black Engineers	0	0
				Craigslist	0	0
				Handshake	0	0
				Minority Professional Network	0	0
				Corporation for Public Broadcasting	0	0
				Glassdoor	2	1
	Video Editor	9.26.2023-1.18.2024	1.18.2024	Cascade Public Media Internal Announcement	2	0
				Cascade Public Media website, Facebook, Twitter	4	0
				Corporation for Public Broadcasting	0	0
				Employ Diversity	0	0
				Indeed	3	0
				Referral	3	1
				LinkedIn	1	0

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	Emerging Journalist Fellow	10.16.2023-1.8.2024	1.8.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	3	0
				National Association of Black Journalists	0	0
				National Association of Hispanic Journalists	0	0
				Referral	7	1
				LinkedIn	1	0
				Indeed	2	0
	Production Manager	10.18.2023-1.10.2024	1.10.2024	Cascade Public Media Internal Announcement	3	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Minority Professionals Network	0	0
				Radio, Television, Digital News Association	0	0
				Referral	6	1
				Indeed	2	0
	Multimedia Journalist	11.2.2023-1.22.2024	1.22.2024	Cascade Public Media Internal Announcement	1	0
				Cascade Public Media website, Facebook, Twitter	3	1
				Journalism Jobs	0	0
				National Association of Black Journalists	0	0
				Investigative Reporters and Editors	0	0
				LinkedIn	3	0
				Referral	2	0
				Indeed	3	0
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	Technical Production Manager	11.1.2023-1.10.2024	1.10.2024	Cascade Public Media Internal Announcement	0	0	
				Cascade Public Media website, Facebook, Twitter	4	1	
				Corporation for Public Broadcasting	0	0	
				Minority Professionals Network	0	0	
				Radio, Television, Digital News Association	0	0	
				Indeed	5	0	
				LinkedIn	1	0	
	Programming Coordinator	11.16.2023-1.2.2024	1.2.2024	Cascade Public Media Internal Announcement	4	1	
				Cascade Public Media website, Facebook, Twitter	1	0	
				Corporation for Public Broadcasting	0	0	
				Historically Black Colleges and Universities Connect	0	0	
				LinkedIn	4	0	
	Receptionist	12.30.2023-2.27.2024	2.27.2024	Cascade Public Media Internal Announcement	0	0	
				Cascade Public Media website, Facebook, Twitter	0	0	
				Employ Diversity	0	0	
				Worksource WA	2	0	
				Indeed	11	1	
				Referral	1	0	
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	Newsletter Editor	2.7.2024-4.15.2024	4.15.2024	Cascade Public Media Internal Announcement	4	0	
				Cascade Public Media website, Facebook, Twitter	2	1	
				Poynter	0	0	
				Journalism Jobs	0	0	
				National Association of Hispanic Journalists	0	0	
				Institute for Nonprofit News	2	0	
				Referral	3	0	
				LinkedIn	1	0	
	Creative Account Manager	2.26.2024-6.11.2024	6.11.2024	Cascade Public Media Internal Announcement	0	0	
				Cascade Public Media website, Facebook, Twitter	1	0	
				Craigslist	0	0	
				Greater Public	0	0	
				Idealist	2	1	
				Corporation for Public Broadcasting	0	0	
				Minority Professionals Network	0	0	
				LinkedIn	2	0	
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	Vice President and Chief Technology Officer	4.12.2024-6.10.2024	6.10.2024	Cascade Public Media Internal Announcement	4	1
				Cascade Public Media website, Facebook, Twitter	2	0
				Indeed	0	0
				LinkedIn	1	0
				Corporation for Public Broadcasting	1	0
				Ladders	0	0
				Google	2	0
	HR Generalist	4.17.2024-6.3.2024	6.3.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	1	0
				Indeed	0	0
				Worksource WA	0	0
				Minority Professionals Network	0	0
				Indeed	4	0
				Zip Recruiter	2	0
				LinkedIn	2	1
	Network Support Specialist	4.24.2024-5.29.2024	5.29.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	1	0
				Indeed	1	0
				Employ Diversity	0	0
				Indeed	8	1
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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
	Business Data Analyst	5.1.2024-6.24.2024	6.24.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Idealist	4	0
				Minority Professionals Network	0	0
				Indeed	4	0
				Zip Recruiter	4	1
	State Politics Reporter	5.22.2024-7.24.2024	7.24.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	6	0
				Indigenous Journalists Association	0	0
				National Association of Black Journalists	0	0
				Asian American Journalist Association	0	0
				Referral	3	1
	Administrative Assistant – Philanthropy Coordinator	7.23.2024-8.20.2024	8.20.2024	Cascade Public Media Internal Announcement	4	1
				Cascade Public Media website, Facebook, Twitter	0	0
				Idealist	5	0
				Pink Jobs	0	0
				Indeed	3	0
				Referral	1	0
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	Major Gift Officer	7.26.2024-9.7.2024	9.7.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Foundation List	0	0
				Idealist	1	0
				Women of Color in Fundraising and Philanthropy	0	0
				Philanthropy NW	0	0
				AFP Advancement NW	0	0
				LinkedIn	3	1
				Glassdoor	3	0
	Project Manager	8.8.2024-9.5.2024	9.5.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Idealist	2	1
				Employ Diversity	0	0
				Indeed	5	0
				Glassdoor	2	0
				Google	1	0
				LinkedIn	2	0
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	Donor Relations Assistant	8.23.2024-9.9.2024	9.9.2024	Cascade Public Media Internal Announcement	2	1
				Cascade Public Media website, Facebook, Twitter	0	0
				Pink Jobs	0	0
				Idealist	1	0
				Referral	1	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
CPM Internal Announcements & Bulletins (Internal website and internal e-newsletter) 316 Broadway, Seattle, WA 98122	206.728.6463 Human Resources Generalist	24	N
KCTS CPM Websites, Crosscut Website, Facebook & Twitter 316 Broadway, Seattle, WA 98122	https://www.cascadepublicmedia.org/careers 206.728.6463 Human Resources Generalist	30	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	1	N
Craigslist San Francisco, CA	http://seattle.craigslist.org/	0	N
Employ Diversity San Jose, CA 95126	https://www.employdiversity.com/	0	N
Foundation List Milwaukie, Oregon	https://www.foundationlist.org/	1	N

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Glassdoor Mill Valley, CA	https://www.glassdoor.com/index.htm	8	N
Greater Public Austin, TX	https://greaterpublic.org/800.454.2314	0	N
Historically Black Colleges & Universities Columbus, OH	https://hbcuconnect.com/614.864.4446	0	N
Idealist New York, NY	http://www.idealist.org646.290.7725	26	N
Indeed Stamford, CT	http://www.indeed.com	68	N
Indigenous Journalism Association 395 W. Lindsey St., Norman, OK 73069	https://www.naja.com/	0	N
Institute for Nonprofit News Los Angeles, CA	https://inn.org/818.582.3560	2	N
Investigative Reporters & Editors	https://www.ire.org/	0	N
Journalism Jobs Berkeley, California	http://www.journalismjobs.com/index.php510-508-7386	0	N
LinkedIn Sunnyvale, CA	https://www.linkedin.com/	35	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

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National Association of Black Accountants	https://www.nababoston.org/	0	N
National Society of Black Engineers	https://nsbe.org/	0	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/	0	N
Philanthropy NW Seattle, WA	https://philanthropyNW.org	3	N
Poynter Institute St. Petersburg, FL	https://jobs.mediajobboard.com/727.821.9494	0	N
Public Media Jobs	https://jobs.current.org/	0	N
Radio Television Digital News Association Washington, D.C.	https://rtdna.org/	0	N
WA Society of CPAs	https://app.wscpa.org/job-postings	0	N
Women of Color in Fundraising and Philanthropy	https://www.woc-fp.com/	0	N
Worksource	https://www.worksourcewa.com/888-316-5627	2	N
		8	
Zip Recruiter	https://www.ziprecruiter.com/ (877) 252-1062		N
Schools:			
Handshake - A platform to post at colleges/universities across the nation	https://joinhandshake.com/	2	N/A
Other	Job Search Engines, Career Fair, etc.	5	N/A

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Referrals: "word of mouth"	Various Cascade Public Media Employees; Broadcast Community Members	33	N/A
TOTAL INTERVIEWS:		248	

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2023 – September 30, 2025**

(Note: 1 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2023– September 30, 2025)

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.	2.22.2024	Diversity Employment Day Career Fair	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 Engineering Manager Senior Executive Assistant
2.	5.4.2024	Ideas Festival	Cascade PBS Ideas Festival brings together journalists, newsmakers, and innovators from around the country to talk about the issues that are animating our cultural conversations. The festival includes live recordings of television and podcasts from The Atlantic, The New Yorker, The Washington Post, The Wall Street Journal, Slate, Pushkin, NPR and PBS; as well as community meetups, meet-and-greets, food trucks, DJs, and more.	Numerous Team Members
3.	7.25.2024	Diversity Employment Day Career Fair	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 Membership Director Director of Digital News Donor Relations Manager Senior Executive Assistant
4.	8.7.2024	AAJA Conference	As part of the programming committee, presented during two sessions at the national Asian American Journalist Association conference.	Associate News Editor

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2023 – September 30, 2025**

(Note: 2 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2023– September 30, 2025)

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
News Fellowship	University of Washington	1	News Editor
Arts & Culture Fellowship	University of Georgia	1	Editor-at-Large
Newsroom Legislative Intern	University of Washington	1	News Editor
Fall Quarter Creative Services Intern	Bates Technical College	1	Director of Creative Services
Winter Quarter Creative Services Intern	Bellevue College	3	Director of Creative Services

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**Note: 3 of 4 Longer-Term Recruitment Initiatives completed during the 2-year period
October 1, 2023 – September 30, 2024**

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
10.3.2023	Virtual	The state of planned giving in 2023	Learn the key trends and takeaways featured in our 2023 Planned Giving Report and the steps you should take today to grow planned giving in 2024.	Estate Gift Planning Officer
10.4.2023	Virtual	What is NFFS?	Non-federal financial support (NFFS) is an eligibility criterion for the CSG program as well as a key component in calculating CSGs. This is the principal reason for submitting an Annual Financial Report (AFR) to CPB. This webinar will explain the concept of NFFS and provide simple methods for determining the NFFS eligibility of direct and in-kind revenue.	Budget and Finance Manager
10.12.2023	Mercer Island, WA	WPGA "Planned Giving Day" event	All day workshop revolving around the future of planned giving.	Estate Gift Planning Officer
10.17.2023	Virtual	How to leverage AI for a successful year-end	A webinar focusing on how you can leverage AI to crush your end-of-year goals. We'll explore year-end-specific strategies for using AI to ensure you close out 2023 on a high note.	Estate Gift Planning Officer
10.18.2024	Virtual	Program Underwriting Rules for Non-Commercial Television Stations	A webinar focused on the rules around underwriting messaging for non-commercial television stations	Legal Affairs Manager
10.23.2023	Virtual	GA4 Training	Understand GA4's new metrics. Correctly set up your new GA4 property. Navigate GA4's interface and find your top-used reports from the old version of Google Analytics. Measure the results of your digital ads and communications campaigns Get the basics on using Google Tag. Manager to create custom tracking, such as for email sign ups.	Marketing Specialist
10.24.2023	Virtual	PBS Annual meeting: opening session and "Mystery Donor" Online Fundraising Audit Results and Campaign Tips	Get ready to experience the public media online journey from the eyes of a donor! In this revealing session, we'll share the results of the Online Fundraising "Mystery Donor" Audit of 75 randomly selected stations. We'll uncover the good and the not-so-good aspects of these journeys and	VP of Philanthropy

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			examine the abundance of opportunities to optimize and increase results in two critical areas: email acquisition and donation conversion. Attendees will receive recommendations that they can implement immediately: just in time for the year-end fundraising season!	
10.26.2023	Virtual	PBS Annual Meeting: State of Fundraising- Deep Dive in Station Performance and Latest Trends	In this session, stations gain insight into latest trends and factors that impact our collective fundraising, new channels of acquisition, payment methods, and even behaviors of donors as it relates to our content. We will highlight stations that lead the country in their fundraising practices. Collectively, we will learn from efforts and translate them into action that any station can utilize in their market.	VP of Philanthropy
10.31.2023	Virtual	Questica PowerPlan eTutor Tuesday – Payroll Calculations	Demonstrate Payroll Calculations this month. This will also be an interactive Q&A session.	Budget and Finance Manager
11.6.2023	Virtual	Four Ways to Streamline the Employee Onboarding Experience	A negative onboarding experience increases the likelihood of new hires seeking other employment opportunities, while streamlined processes result in 69 percent of them staying for three years. This webcast will offer insights on improving the onboarding experience. Ways to reduce paperwork delays, foster a welcoming team atmosphere, create detailed onboarding plans and incorporate ongoing learning initiatives will be covered.	Senior HR Generalist
11.9.2023	Virtual	Computer Training Sessions	SharePoint training will include: Accessing your document library, Adding files to the library, Working with Files, Editing and Collaborating on Files. OneDrive training will include: Work with documents with OneDrive, Accessing your OneDrive, Adding files to OneDrive, Editing and Collaborating on Files, Manage access to a file	All Staff
11.13.2023	Virtual	Questions to start gift planning conversations	WPGC Webinar: Questions to Start Gift Planning Conversations	Estate Gift Planning Officer
11.15.2023	Virtual	Clark Nuber: Virtual MIP User Group Meeting	Managing Federal Grants & Cost Allocation Plans	Budget and Finance Manager

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11.28.2023	Virtual	PowerPlan eTutor Tuesday	Adjusting the Entity or Account Structures	Budget and Finance Manager
12.6.2023	Virtual	Measuring and Evaluating the Results of your Fundraising Strategy and Plan with KPI	Define what Key Performance Indicators (KPIs) you should be collecting and analyzing to determine if your strategy is on track and what modifications you can make to your fundraising plans to improve your outcomes. You'll learn about the tools and resources available to make this process easier for you and your team. Includes take away examples and worksheets to use for your analysis.	VP of Philanthropy
12.12.2023	Virtual	Completing the Station Activities Benchmarking Study (SABS) Survey	This live training session is a practical how-to session on accurately completing the SABS survey. Attendees will be led through ALL sections of the survey and discuss the types of financial and non-financial information to be reported. Geared for television grantees.	Budget and Finance Manager
12.14.2023	Virtual	Sprout Social's 2023 Year-in-Review & Predictions for 2024	From social media platform shake ups, to the rise of generative AI and influencer marketing trends, the presenter has the scoop on what will set your brand apart in 2024 to include: best examples of brands using AI to move more quickly, major social media platform changes & tips to pivot your strategy, top lessons from 2023 influencer campaigns & 2024 best practices and generational breakdowns of how users search for information on social media.	Social Media Editor
1.5.2024	Virtual	Looking ahead to 2024: Fundraising predictions & your roadmap to success	2024 promises a landscape transformed by technology, shifting donor priorities, and new global challenges. Is your nonprofit prepared to navigate these changes and hit your fundraising goals?	Estate Gift Planning Coordinator
1.5.2024	Virtual	BootCamp- Major and Planned Giving Prep Call and Live Session	Discussion of the best practices for building a major and planned giving program.	VP of Philanthropy
1.10.2024	Virtual	Complete the Station Activity Survey (SAS)	This live session 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.	Budget and Finance Manager

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1.12.2024	Virtual	Tapping into donor psychology for effective stewardship	Patrick Schmitt, the Co-CEO of FreeWill, shares how you can tap into donor psychology to connect with your donors and inspire repeat giving.	Estate Gift Planning Coordinator
1.16.2024	Virtual	Practical DEI in 2024	Special guest Melanie Rivera, CEO of Breaker28, will share tangible steps you can take to create a more inclusive workplace environment and become a better colleague and fundraiser.	Estate Gift Planning Coordinator
1.17.2024	Virtual	Building a Roadmap to Navigate the New Fundraising Landscape	The ways that donors give are changing. As we head into the new year, and a new fundraising landscape, what alternatives to traditional fundraising should nonprofits be exploring to better meet people where they are?	Membership Campaign Project Manager
1.19.2024	Virtual	Why cash is not king in fundraising	The presenter will explore the data behind non-cash fundraising and strategies for securing major gifts in 2024.	Estate Gift Planning Coordinator
1.24.2024	Virtual	Pledgecart Training	Training on how to create and manage donation forms within ACD's pledgecart tool.	Membership Campaign Project Manager
1.31.2024	Virtual	Professional Development at PBS - Find Your Footing with Fundraising	Webinar on tools and resources available to PBS fundraisers.	Membership Campaign Project Manager
1.31.2024-2.1.2024	Virtual	Global Nonprofit Leaders Summit	The two-day event will feature informative, interactive, and skill-building sessions that address key topics such as: digital transformation & strategic planning, current AI nonprofit use cases, organizational readiness, skilling & professional development, AI governance & responsibility, and much more.	VP of Philanthropy
2.6.2024	Virtual	Steal This Idea - Building Relationships with Major Donors A PBS Lunch & Learn Webinar	Join us as two station major giving professionals share some new and back to basics replicable tactics they are pursuing for cultivating relationships with donors, and deepening donor engagement with the station.	Annual Giving Program Manager
2.6.2024	Virtual	Doors Open Shareout Webinar	King County Council unanimously passed Doors Open legislation to increase funding to the County's arts, heritage, science, and historic preservation non-profit organizations through a 0.1 percent sales tax. Join us for an information session with to learn more about the legislation, what funding programs may look like, and how it may impact your organization in 2024 and	VP of Philanthropy

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			beyond.	
3.1.2024	Virtual	Crescendo webinar: Connecting With Donors	Join Dr. Jennifer Lehman as she presents information and trends about planned giving, and how it creates an opportunity for giving when large lifetime gifts are not possible or practical.	Estate Gift Planning Coordinator
3.6.2024-3.7.2024	Virtual	Better Fundraising Company Winter Workshop	An annual workshop where Philanthropy team leaders come up with fundraising strategies with the team from Better Fundraising.	VP of Philanthropy Director of Members Estate Gift Planning Director Director of Major Gifts Administrative Assistant
3.11.2024	Virtual	WPGC webinar: Benefits of Blended Gifts	The presenters discuss how breaking down the barriers between Major Gifts and Planned Giving can increase a nonprofit's fundraising.	Estate Gift Planning Coordinator
3.27.2024	Seattle, WA	A Workshop on Fostering Psychological Safety, Inclusion, and Equity in Workplace Dynamics	Psychological Safety is an essential part of creating a culture of belonging. What it is not: Feeling safe and within your comfort zone. What it is: Feeling empowered and safe to take risks and make mistakes without fear of harm or retaliation.	All Staff
4.3.2024	Virtual	Flash Sharing with MarCom PLC	Rapid-fire sharing of projects from stations across the country. From education and engagement to marketing, content, and fundraising, there's something for everyone! The goal is to spark ideas, connect colleagues across the system, and celebrate station successes.	Social Media Editor
4.3.2024	Virtual	Unlocking Insights: National-to-Local ACGAS Test Results & Key Takeaways for Your Station	Insights into the effectiveness of converting national interest into local engagement, i.e. using popular national shows (i.e. All Creatures) to generate fundraising on the local level. Lots of things that we are already doing, but there was an interesting tidbit that fundraising tends to go up on Mother's Day, which I didn't know and shared with the Team!	Annual Giving Program Manager
4.4.2024	Virtual	Q4 2023 Philanthropic Pulse Roundtable	A virtual, exclusive roundtable discussion where industry insights meet peer perspectives. Uncover industry benchmarks and peer sentiments that will empower your fundraising strategies.	Membership Campaign Project Manager
4.4.2024	Virtual	Engaging Networks Academy: Email Deliverability Essentials	Deliverability is the foundation for success with email campaigns. In this course we walk through some of the things you can do	Email and Digital Marketing Specialist

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			to help maintain a healthy email sender reputation.	
4.8.2024	Seattle, WA	Connecting The Why On Purpose	Helping Diversity councils move from tactics to action	DEIB Program Manager Creative Services Director Director of Original Productions Director of Digital News Senior Major Gift Officer Membership Campaign Project Manager Videographer Associate News Editor Programming Coordinator Content Acquisition and Distribution Manager VP of Human Resources
4.9.2024 4.10.2024	Seattle, WA	Inclusive Leadership Development Training	Through this transformative program, leaders undergo a journey of self-discovery and skill development that rekindles their passion and commitment to the organization’s purpose. By honing in on respect for others and embracing the five roles of an inclusive leader – Advocate, Ally, Listener, Learner, and Collaborator – leaders emerge as empowered agents of change, equipped with the tools and mindset needed to drive positive impact within the organization and beyond	All Managers
4.9.2024	Virtual	Crescendo webinar: Bequest Campaign Strategies	Join us to look at in-depth examples of strategic ways to market for bequests and review case studies of how charities have had success in their efforts.	Estate Gift Planning Coordinator
4.19.2024	Virtual	Integrated Marketing for Planned Gifts	This marketing seminar covers best practices for planned giving websites, emails, print literature, social media, video and more.	Estate Gift Planning Coordinator
4.22.2024	Virtual	LSI training and onboarding	An introduction to the new LSI admin, which will control station apps.	Membership Campaign Project Manager Marketing Specialist
4.23.2024	Virtual	Corporation for Public Broadcasting for Community Service Grant Compliance Review	A webinar for CPB CSG recipients on compliance issues and requirements for 2024	Legal Affairs Manager
4.23.2024	Virtual	PBS Mentor Program Spotlight - Data Analysis & Fundraising	Presentation on a mentorship between Cory Allen of PBS station GBH and Alyssa Brouillet of PBS station WNED and their work on data analysis and how it relates to fundraising. They are looking at viewership and interactions to determine how best to craft their appeals to donors, etc. They are also working to create a cohort of stations	Annual Giving Program Manager

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			to compile data across stations, which sounds really interesting.	
4.24.2024	Virtual	Game On: Benchmarks 2024	The annual M+R Benchmarks Study will once again explore the labyrinth of nonprofit digital fundraising, advocacy, and marketing metrics.	Membership Campaign Project Manager Membership Communications Specialist Social Media Editor
5.2.2024	Virtual	Digital Fundraising for Beginners: An Overview	You'll learn about different types of digital campaigns, the tools and tactics needed to execute them, and the teams needed to support them. We'll cover basic models to acquire, cultivate and convert online audiences, as well as reviewing strategic planning calendars and metrics to evaluate performance. This overview is based on the content in the self-guided course, Digital Fundraising for Public Media.	Membership Communications Specialist
5.13.2024-5.15.2024	Las Vegas, NV	2024 PBS Annual Meeting	The PBS Annual Meeting is the premier gathering of public television colleagues and decision-makers representing PBS' 158 member licensees. This national event brings together general managers, programmers, producers, development leaders, and promotion, communication, education, and digital professionals to spotlight PBS content while sharing new and innovative ideas to meet the changing funding and media environment.	Director of Marketing & Communications Marketing Manager Social Media Editor VP of Media and Innovation President & CEO
5.14.2024	Virtual	News Philanthropy Network Election Fundraising Workshop	News Philanthropy Network went through their elections-centric fundraising toolkit, used Texas Tribune as an example of fundraising practices, and opened the session up for discussion and questions from attendees.	Annual Giving Program Manager
5.14.2024	Virtual	Navigating the 2024 Elections: Fundraising Campaign Guide	With pivotal national, state, and local elections coming up in November, it's the perfect time to engage your audience and let them know how your journalism serves and informs them, your community, and our democracy. The News Revenue Hub has created a toolkit to help newsrooms prepare and launch a strong elections-centric fundraising campaign.	Membership Communications Specialist Membership Campaign Project Manager
5.21.2024	Virtual	Online Fundraising for Non-Profits	A review of online fundraising requirements for non-profit charitable organizations	Legal Affairs Manager
5.28.2024	Virtual	How to more efficiently raise money from older donors in 2024	Webinar on the trends and motivations shaping older donors from the Baby Boomer and Silent Generations. Discuss the forces that inform older donors in 2024,	Estate Gift Planning Officer

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			and what practical steps nonprofits can take today to secure more gifts from this demographic.	
5.29.2024	Virtual	M+R Benchmarks for Public Media	The annual M+R Benchmarks Study is the must-read report for non-profit professionals whose work includes digital revenue. The 2024 study is now available and contains findings from 215 nonprofit partners about their email and SMS message results, website visits, social media posts, and much more. Join us for a special webinar that discusses the study results with a specific focus on public media organizations. We'll get details about digital fundraising trends in our industry right now, and share ideas for advocacy, engagement, and marketing. Don't miss this deep dive into digital ads, social media, email, mobile messaging, web traffic, and more with the M+R experts.	Membership Campaign Project Manager
6.10.2024	Virtual	Integrated Membership Series: How to Maximize Giving NOW	Join PBS and the team at LKA to help your station get prepared to make the most of your current donor file in the coming season and year. Covering Additional Gift, Sustainer and High-Level Member tactics, learn how to build stronger relationships and a stronger, more urgent and timely case for support. We will also begin to think more deeply about mid-level giving which will be focus of next year's series. In addition, break-out groups will occur after the presentation to offer peer-to-peer discussion.	Director of Major Gifts Membership Campaign Project Manager
6.13.2024	Virtual	Mastering Threads: Insights and Strategies with Meta	Join us for an insightful webinar as we team up with Meta to delve into the dynamic world of Threads. Together, we'll provide valuable insights and actionable steps to enhance your Threads strategy. Gain expert perspectives, discover best practices, and learn about Threads' market position and upcoming features. Explore real-world success stories and learn how to seamlessly activate your Threads profile in Sprout.	Social Media Editor
6.13.2024	Virtual	AFP Conference	This year's Annual Conference: The Road to Resilience, focused on equipping those working in the fundraising field with tangible strategies and tools for creating and sustaining individual and organizational	Director of Major Giving Donor Stewardship Officer

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			resilience. We learned about the top trends in fundraising, developing fundraising strategies, using AI to manage workload, and building strong teams.	
6.18.2024	Virtual	DAC Open House: Continuing the Straight Talk about On-Air Fundraising	Connecting with other stations across the system to discuss on-air fundraising strategies and trends.	Membership Campaign Project Manager
6.18.2024	Virtual	How to improve your fundraising writing in 5 simple steps	Strategies and best practices for writing fundraising content that drives major and planned gifts to your organization.	Estate Gift Planning Officer
6.25.2024	Virtual	Elections & Civics: What Does the Research Say?	Join us for an in-depth look at qualitative and quantitative findings of research on U.S. audiences' perceptions and media habits related to Elections & Civics, from the PBS Business Intelligence Group, BBMG, and PBS Digital Studios.	Membership Campaign Project Manager
6.28.2024	Virtual	YouTube Consolidation Project Webinar	Webinar hosted by PBS to learn more about the YouTube Consolidation Project from PBS staff and pilot stations.	Social Media Editor
7.1.2024	Virtual	Planning Certified Media Planning Professional Exam Courses	The Media Planning path provides advertisers needed guidance for communicating with clients and planning campaigns on Meta's platforms. These courses give a high-level view at how Meta can fit into your media mix and direction on planning campaigns to meet your client's marketing goals.	Marketing Specialist
7.6.2024	Virtual	How to Use Online Estate Planning Tools to Amplify Planned Giving and Engage More Donors!	Webinar providing strategies for using online estate planning tools.	Estate Gift Planning Officer
7.17.2024	Virtual	Election 2024: Digital Strategies for Nonprofits with M+R	M+R's expertise and reputation in the nonprofit space make this a must-attend event for any organization looking to optimize their digital strategies during the election season. Whether you're directly involved in election work or simply want to stay relevant and effective during this busy period, this webinar will provide you with the tools and insights you need.	Membership Campaign Project Manager
7.23.2024	Virtual	Broadcast TV Translators – FCC rules and operations update	Presentation on updated FCC rules and operations requirements for broadcast TV translator equipment	Legal Affairs Manager, VP and Chief Technology Officer, Engineering Manager
7.24.2024	Virtual	Selling to the CFO: How to Get Your Leadership to Support Planned Gift Fundraising	Dr. Russell James, Professor of Charitable Financial Planning at Texas Tech University, offered expert insights on securing support for planned giving within an organization.	Estate Gift Planning Coordinator

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7.30.2024	Virtual	#TokCon	#TokCon is an informal, grassroots, virtual conference for social media professionals in public media. The goal of #TokCon is to create a space to share how you and your station are using social media to support your larger goals.	Social Media Editor
7.31.2024	Virtual	Introducing DAF Day: Get Set for October 10th	While donor-advised funds increase a donor's giving by 96%, 42% of nonprofits don't mention DAFs in their marketing. Our mission is to boost these numbers so your mission can thrive.	Membership Campaign Project Manager
8.7.2024-8.11.2024	Austin, TX	National Asian American Journalists Association conference	In addition to our signature programming and initiatives, the Asian American Journalists Association holds webinars and workshops for AAPI journalists' professional development. These include member-only events and trainings, as opportunities arise.	Associate News Editor Emerging Journalist Fellow
8.12.2024-8.15.2024	San Diego, CA	Public Media Development and Marketing Conference	PMDMC is your catalyst for transformation. It's the must-attend conference for public media leaders and revenue-generating professionals from organizations of all sizes. This is where we make plans that drive industry innovation and secure a sustainable future for our vital public service.	Vice President of Media and Innovation Director of Corporate Sponsorship & Business Development
8.15.2024	Virtual	Mid-Year Philanthropic Pulse Roundtable	A webinar hosted by Allegiance and Pursuant on trends seen so far this year in philanthropy, and possible trends to expect for the rest of the year.	Membership Campaign Project Manager
8.21.2024	Virtual	"Hey, Google": SEM & SEO Best Practices for Discoverability	Understanding how the search engine algorithm works and what factors you can control will help you increase the discoverability of your content and reach your target audiences. This session will also detail how to leverage \$10,000 of free ad spend a month with the Google Ad Grant to ensure your station appears first in paid results and funnel new users to your content with relevant ad copy and keywords.	Marketing Specialist
8.22.2024	Virtual	Year End Planning for Your Key Segments: Finding the Right Ask, Right People, and Right Time	As summer turns to fall, nonprofit fundraisers are well aware that our busy season is lurking right around the corner. Nonprofit organizations earn the majority of their annual gifts between November and December. Planning now can help alleviate the anxiety and fears (and agony!) of a stressful end of year season and ensure	Membership Campaign Project Manager

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			that your digital program meets your goals and projections. Hear end-of-year best practices from digital fundraising experts to better plan, segment, and optimize your program and best utilize your digital tools to make it all happen.	
8.28.2024	Virtual	The fundraising jobs of the future – and what steps to take now to build an outstanding career	Explore the future of nonprofit fundraising jobs, and how they'll likely shift in the next 10-15 years, and what to start doing to prepare.	Estate Gift Planning Coordinator
8.29.2024	Virtual	Meta Ads Fundamentals: A Guide For Effective Campaigns at Any Budget Level	In this webinar, paid social experts from PBS and PBS SoCal will draw on their experience running ads for PBS to show how to nail the fundamentals of Meta ads campaigns and help get results, no matter your budget.	Marketing Specialist
9.6.2024	Virtual	Engaging Networks Academy: Segments course	Discover the power of Segments, the latest, unified, intuitive and intelligent tool for segmenting your supporter data.	Email and Digital Marketing Specialist
9.6.2024	Virtual	Hue's Who at Work: Find Your Work Style with True Colors	Attendees will be guided through the True Colors Assessment in both large-group and breakout sessions. By the end of the webinar, participants will leave with a better defined work-style and knowledge of how to best leverage their learnings to successfully collaborate within their own organizations.	Social Media Editor
9.9.2024	Virtual	From Pipeline to Prospects: How Planned Giving Webinars Can Boost and Deepen Donor Engagement	Learn how to reach thousands of legacy prospects and deepened donor engagement.	Estate Gift Planning Coordinator Estate Gift Planning Officer
9.9.2024	Virtual	Understanding the New Engaging Networks Segments Tool	'Segments' is an evolution in nonprofit marketing! For years, our User Query and Profiles framework has been a trusted tool, helping organizations connect with supporters. But as technology advances, so must we. Enter Segments—a dynamic, AI-powered visual builder that redefines how you engage with your audience. Seamlessly integrated with our Marketing Tools, Segments not only enhances your ability to query and message through Marketing Tools but also opens up new possibilities for expanding AI functionality through Accessible Intelligence. But that's just the beginning. Segments will also expand into key roadmap areas, including a reporting	Marketing Specialist

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			overall and a report builder, marketing automation, and more.	
9.12.2024	Virtual	Let's Talk About December Pledge & Passport	Review recent Membership data and discuss multiplatform strategies for the upcoming content. In addition, we will show highlights of the recently updated Passport Messaging & Style Guide. Also, come prepared with some thoughts on metrics. Recently, stations noticed that Disco had driven up Passport donations. This was weeks after the broadcast, which had lower response from linear viewers. What factors should we be evaluating and in what time frame to re-create a rating system in a multi-platform landscape?	Membership Campaign Project Manager
9.18.2024	Virtual	2024-2025 Giving Outlook	This session will be packed with expert analysis, trend forecasts, and actionable strategies designed to help you steer your organization through the complexities of the current fundraising environment.	Membership Campaign Project Manager
9.24.2024	Virtual	Nationwide Charitable Registration – Fact vs. Fiction	Presentation on the requirements for registration of charitable organization in state jurisdictions.	Legal Affairs Manager

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2023 – September 30, 2025**

(Note: 4 of 4 Longer-Term Recruitment Initiatives completed during the 2 year period:
October 1, 2023– September 30, 2025)

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

No.	Date	Location	Description	Scope of Involvement	Personnel Involved
1.	10.17.2023	Virtual	Understanding Legal Issues	Identifying situations in which statutory or contractual legal mandates or restrictions will affect their course of action and to determine whether additional assistance is required. Topics covered include discrimination and harassment and pre-employment inquiries/interviewing.	All Managers
2.	3.27.2024	Seattle, WA	A Workshop on Fostering Psychological Safety, Inclusion, and Equity in Workplace Dynamics	Psychological Safety is an essential part of creating a culture of belonging. What it is not: Feeling safe and within your comfort zone. What it is: Feeling empowered and safe to take risks and make mistakes without fear of harm or retaliation.	All Managers
3.	9.5.2024	Seattle, WA	Psychological Safety Lunch & Learn	In restorative or healing circles, stories are a mechanism for providing a safe space to cultivate trust, vulnerability, and psychological safety. This session will provide resources to lead circles in the workplace, as well as an understanding of psychological safety and key tools necessary for its cultivation. This is a follow up from our all staff psychological safety workshop.	VP and CFO VP of HR Estate Gift Planning Director Direct of Major Giving Membership Director Digital Technology Manager Senior Executive Assistant and Office Manager
4.	9.30.2024	Virtual	Harassment and Bias Prevention	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