

## 2022 ANNUAL EEO PUBLIC FILE REPORT

### KGY, Inc.

Station(s): KYYO-FM, McCleary, WA  
KYYO-HD2, McCleary, WA  
K237FR, Tumwater, WA

Reporting Period: September 21, 2021-September 20, 2022

No. of Full-time Employees: Less than 10

Small Market Exemption: Yes

During the Reporting Period, a total of two (2) full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

The on-going COVID-19 Pandemic, related government mandated shutdowns, and economic challenges have limited our recruitment efforts, however the station was still able to successfully recruit and fill two full-time positions.

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 2 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

In this reporting period, the station attended several Virtual Career and Internship fairs hosted by local Universities and Colleges, as well as by community organizations.

The South Sound Business and Career Expo was held on October 27<sup>th</sup>, 2021, as an in-person event. Local business owners/leaders along with job seekers were in attendance throughout the days-long event. The station is proud to co-sponsor, promote and co-host the South Sound Business and Career Expo. Overall, attendance was strong, local business owners were present for the morning seminar(s), and for the afternoons Expo and Career Fair. Many good business and recruitment connections were forged.

The University of Washington (Seattle campus) hosted a virtual career fair on February 7<sup>th</sup>, 2022. This event was on Handshake, and the station General Manager hosted several open presentations during the 3-hour window, along with several 1-on-1s that were scheduled at specific times with students. While this career fair did not yield any candidates, it was worth participating in. The station does not often recruit at UW Seattle, but it represents a beneficial institution to continue to engage with in the future.

Western Washington University hosted their Virtual Winter Career Fair on February 16<sup>th</sup>, 2022, and station General Manager attended this online event. The General Manager is an Alumni of WWU, and WWU also has a robust college radio station KUGS-FM, which made sense for our recruitment efforts. The General Manager presented several times throughout the 4-hour event and met with several students for 1-on-1 meetings, discussing employment opportunities in the media industry. Radio and Digital advertising platforms were also discussed, and the students had many interesting questions specifically regarding Digital advertising. The event was well attended, and the station was able to connect with perspective internship candidates.

University of Washington Tacoma campus hosted their Spring Career Fair as an in-person event on April 19<sup>th</sup>, 2022. The station General Manager attended the day-long event and found it beneficial to be in-person and on-campus in Tacoma, WA. This college campus is a bit different than other institutions because it's a commuter college. The student population was diverse, and the GM met and discussed the Broadcasting and Media business and employment opportunities with several interested students and/or community members. This event is worth attending again.

Locally, Saint Martin's University and South Puget Sound Community College did not host in-

person Career fairs in the Spring of 2022, but I hope they will begin hosting their annual Career Day events again soon. Both schools are typically the most local opportunities for our station, based in Olympia, WA.

KYYO's General Manager attended these four job fairs within this reporting period.

The station recognizes the value of attending local area career fairs in-person, and virtually. The virtual events, in general, yield fewer perspective candidates, however, at a time when the station is actively recruiting for a variety of positions within our organization and/or internship candidates to join us, the events proved beneficial.

*Maintains an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

KYYO maintains an on-going internship program. The station recruit applicants from area high schools, technical schools, colleges/universities, and job fairs, who are interested in acquiring skills necessary for occupations in the broadcast industry.

This year, the response from the local job fair(s), area schools, and on-going recruitment efforts, resulted in one (2) individual(s) meeting and exceeding requirements of the internship program. KYYO accepted one (2) individual(s) into the internship program, during the reporting period.

KYYO continues the necessary outreach to increase interest of individuals to participate in the internship program.

KYYO continues to recognize the importance of this outreach to the community, and is pleased play a role in mentoring, program participants, by providing interns with the opportunity for studio facilities and broadcast professionals, who help participants gain the skills and experience necessary for the broadcasting industry.

*Participated in **job banks, internet programs**, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

KYYO participates in the Washington State Association of Broadcasters, Job Bank. The station retains a listing under Sales & Marketing for Account Executives. The W.S.A.B. continues to be one of the most important resources for recruitment of broadcast and/or marketing/advertising professionals.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

At KYYO, and KGY, Inc., we recognize the strength of the organization is in our employees. In order to foster continual development of the station(s), we have established a training program designed to give employees the opportunity to grow their individual knowledgebase, by experiencing, first-hand, the various station(s) departments, (i.e. programming, sales, promotions, engineering, and administrative) necessary for broadcast operation. For example, Sales and Management staff received training in the Programming Department. As an example, the Operations Manager worked with the Business Manager, instructing them on the process for producing remote audio, and placing it on the program log to air at the appropriate time. There are several steps in the process (Remote Broadcasts), as well as technical trouble shooting, for the air staff in the field, to anticipate and to assist with in real time from the studio.

*Established a **mentoring** program for station personnel.*

At KYYO, our mentoring program is open to all station personnel. Individual mentoring plans are developed for the participating employee, with goals and a timeline for evaluating progress.

In the reporting period, KYYO has one (1) staff member(s) participating in a mentoring/improvement program.

For example, the mentoring program makes it possible for programming staff (Announcers) to; transition into a journalist/news department role, improve their ability for voice-tracking, increase

technical know-how for remote broadcasts, conquer public speaking engagements and live event-announcing, and/or becoming proficient for both station(s).

Account Executives may take advantage of the mentoring program, which provides them with marketing/advertising industry knowledge base, as well as direct selling skills necessary for success in the often, high pressure, world of outside commission sales.

Managers may also take part in the program to increase both the breadth and depth of their knowledgebase, by working with Executive level management, to foster continuing broadcast industry education, beneficial professional connections with clients and community leaders, and first-hand experience necessary to operate successfully in our industry.

#### LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE                           | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|-------------------------------------|------------------------------------|
| 12/31/2021   | Account Executive                   | Direct Hire                        |
| 08/22/2022   | On-Air Talent / Production Director | Online / AllAccess.com             |
|              |                                     |                                    |
|              |                                     |                                    |

No Positions were filled during this reporting period.  
2 Full-Time

#### INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 52

| Recruitment Sources Used in Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| South Sound Business & Career Expo           | 0  |
| South Puget Sound Community College          | 0  |

|  |    |
|--|----|
| St. Martin's University                                    | 1  |
| Western Washington University                              | 5  |
| University of Washington Seattle                           | 3  |
| University of Washington Tacoma                            | 7  |
| Olympia High School  | 1  |
| 96.9 KYYO Employee   | 2  |
| 95.3 KGY / 96.9 KYYO South Sound Country (on-air/walk-ins) | 3  |
| WSAB.org   | 0  |
| LinkedIn.com   | 0  |
| Express Employment Professionals                           | 2  |
| Facebook.com recruitment                                   | 0  |
| AllAccess.com  | 28 |

The Station is currently recruiting for full-time and part-time position(s).

#### RECRUITING SOURCES USED

| REFERRAL SOURCE                              | * | ADDRESS OF SOURCE   | CONTACT PERSON AT SOURCE                 | TEL. NO. AND E-MAIL ADDRESS OF SOURCE  |
|--|---|---|--|--|
| Washington State Association of Broadcasters | N | PO Box 11341<br>Tacoma, WA 98411                                  | Keith Shipman                            | 360-705-0774<br>wsaboffice@earthlink.net   |
| South Puget Sound Community College          | N | 2011 Mottman Rd SW<br>Olympia, WA 98512                           | Career Services<br>Job Fair              | 360-754-7711<br><a href="mailto:studentemployment@spscc.ctc.edu">studentemployment@spscc.ctc.edu</a> |
| Allaccess.com                                | N | www.allaccess.com   | Website                                  | Website  |
| St. Martin's University                      | N | 5000 Abbey Way SE, Lacey,<br>WA 98503                             | Ann Adams<br>Career Services<br>Job Fair | 360-438-4382<br>Stmartin.edu/careercenter  |
| Worksource Business Services                 | N | 1570 Irving Street<br>Tumwater, WA 98502                          | Jeannie House                            | 360-704-3585   |
| AdBilities, Inc.                             | N | 6290 Ronald Reagan Drive<br>Suite 121<br>Lake St. Louis, MO 63367 | Lucy Rice                                | 206-954-9472   |
| KGY, Inc.                                    | N | 1700 Marine Drive NE<br>Olympia, WA 98501                         | Nick Kerry –<br>GM/DOS                   | 360-943-1240<br>nick.kerry@kgyradio.com  |
| LinkedIn.com                                 | N | <a href="http://www.linkedin.com">www.linkedin.com</a>            | Website                                  | Website  |
| Express Employment Professionals             | N | 1120 Harrison Ave NW<br>Olympia, WA 98502                         | Ashley Stone                             | (360) 539-7905   |
| Western Washington University                | N | 516 High Street<br>Old Main 280<br>Bellingham, WA 98225           | Career Services Center                   | (360) 650-3240   |

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.