

## 2024 ANNUAL EEO PUBLIC FILE REPORT

### KGY, Inc.

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

Reporting Period: September 21, 2023-September 20, 2024

No. of Full-time Employees: Less than 10

Small Market Exemption: Yes

During the Reporting Period, a total of one (1) full-time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

### 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 3 job fairs by station personnel who have substantial responsibility in making hiring decisions.*

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

Saint Martin's University held their annual fall semester Job and Internship Fair on October 12<sup>th</sup>, 2023, held on campus in the Charneski Recreation Center. Several dozen local businesses, graduate schools/programs/colleges and/or government organizations were present, and Saint Martin's University students were able to explore the Career and Internship Fair from 11am – 2pm. The Station's General Manager attended the event and believed it was beneficial for making new connections with prospective candidates, as well as students that are interested in internship opportunities.

The South Sound Business and Career Expo was

held on May 9<sup>th</sup>, 2024, as an in-person event at the Capital ESD 113 facility in Tumwater, WA. Many local business owners/leaders along with several job seekers were in attendance throughout the afternoon event. The station is a proud co-sponsor and co-host of the South Sound Business and Career Expo in 2024 and provided ample airtime promoting the event to our listeners. Overall, attendance was stronger than 2023, local business owners were engaged with patrons during the afternoon Expo and Career Fair. Many good business and recruitment connections were forged.

South Puget Sound Community College held their annual Spring Career and Transfer Fair on May 15<sup>th</sup>, 2024, as a traditional in-person event located in the Gymnasium Health & Wellness Center on campus. Approximately 75 recruiters comprised of local businesses, colleges/universities and/or government organizations were present, and SPSCC students were able to explore the Career and Transfer Fair from 11am – 3pm. The Station’s General Manager attended the event, and believed it was beneficial for making new connections with prospective candidates, as well as students who are interested in internship opportunities. One of the SPSCC running start students later participated in the Stations Internship program.

KYYO’s General Manager attended a total of three (3) job fairs within this reporting period and Co-Hosted/Co-Sponsored one (1) of them.

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 in-person events proved beneficial.

*Maintains an **internship** program designed to assist members of the*

KYYO maintains an on-going internship

*community to acquire skills needed for broadcast employment.*

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 two (2) individual(s) meeting and exceeding requirements of the internship program. KYYO accepted two (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.

The two (2) internship participants spent a total of approximately thirty (30) hours each at the station between June 2024-July 2024 learning about the broadcasting systems, workflow, administration and on-site community events. One intern was a college student at Seattle Pacific University studying audio production. Another intern was a recent high school & running start graduate who did not intend to pursue further education but wanted to develop some useful professional skills in the workplace. The station was please to engage with these two internship participants.

*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*

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

*specific job vacancies).*

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 zero (0) 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
July 9 <sup>th</sup> , 2024	Account Executive	Station Website Submission

One (1) Position(s) were filled during this reporting period.  
1 Full-Time

**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Total Number of Persons Interviewed during the Reporting Period: 1

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
Saint Martin’s University	0
Western Washington University	0
University of Washington Seattle	0
University of Washington Tacoma	0
Olympia High School	0
96.9 KYYO Employee	0
95.3 KGY / 96.9 KYYO South Sound Country (on-air/walk-ins)	1

WSAB.org	0
LinkedIn.com	0
Express Employment Professionals	0
Facebook.com recruitment	0
AllAccess.com	0

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 Tacoma, WA 98411	Keith Shipman	360-705-0774 wsaboffice@earthlink.net
South Puget Sound Community College	N	2011 Mottman Rd SW Olympia, WA 98512	Career Services Job Fair	360-754-7711 <a href="mailto:studentemployment@spscc.ctc.edu">studentemployment@spscc.ctc.edu</a>
Allaccess.com	N	<a href="http://www.allaccess.com">www.allaccess.com</a>	Website	Website
Saint Martin's University	N	5000 Abbey Way SE, Lacey, WA 98503	Ann Adams Career Services Job Fair	360-438-4382 Stmartin.edu/careercenter
Worksource Business Services	N	1570 Irving Street Tumwater, WA 98502	Jeannie House	360-704-3585
AdBilities, Inc.	N	6290 Ronald Reagan Drive Suite 121 Lake St. Louis, MO 63367	Lucy Rice	206-954-9472
KGy, Inc.	N	1700 Marine Drive NE Olympia, WA 98501	Nick Kerry – GM/DOS	360-943-1240 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 Olympia, WA 98502	Ashley Stone	(360) 539-7905
Western Washington University	N	516 High Street Old Main 280 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.