

## 2018 ANNUAL EEO PUBLIC FILE REPORT

### KGY, Inc.

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

Reporting Period: September 21, 2017-September 20, 2018

No. of Full-time Employees: Less than 10

Small Market Exemption: Yes

During the Reporting Period, a total of zero (0) 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 2 job fairs by station personnel who have substantial responsibility in making hiring decisions.*

In this reporting period, three job fairs were hosted in the area. KYYO's General Manager and/or Business Manager attended two jobs fairs held at the local University and Community College.

April 18<sup>th</sup>, 2018 – Saint Martin's University and The Evergreen State College co-sponsored a Career & Internship Fair held at SMU Marcus Pavilion, in Lacey, WA. KYYO joined over 75 other participating employers at SMU, for the annual Career & Internship Fair, drawing about 300 students / community members seeking employment. This career fair was attended by KYYO's Business Manager.

May 10<sup>th</sup>, 2018 – South Puget Sound Community College held its 30<sup>th</sup> Annual Career Day in the college gymnasium building 31 on campus in Olympia, WA. KYYO joined over 100 other

participating employers at SPSCC, drawing an estimated 500 students / community members seeking employment. This career fair was attended by KYYO's General Manager.

*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 recruits 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) individuals meeting and exceeding requirements of the internship program. KYYO accepted one (1) individual into the internship program, during the reporting period.

KYYO hired this internship candidate for work during the summer season, between their graduating High School/Running Start (Associates of Arts) and beginning 4-year University in the fall. The intern was in the studio/office five or more days per/week, and assisted with various aspects of the broadcast operation, from on-air board-op of remote broadcasts, to attending onsite events, website/digital work, and video production.

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 knowledge-base, 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.

Additionally, the Operations Manager held several teaching and training sessions with the Sales & Management staff to provide training and boost confidence for technical set-up at the stations' remote events. The Operations Manager produced printed instructions/checklist for setting-up remote equipment as well as the necessary steps for trouble shooting equipment in the field. This training session was appreciated by staff members who don't spend the majority of their day engaging with broadcast or other technical equipment and the station sees the

benefit of this type of on-going cross-department training and work sessions.

*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 time-line 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 knowledge-base, 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.

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**LIST OF POSITIONS FILLED**

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
None		

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**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Total Number of Persons Interviewed during the Reporting Period: 14

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
South Puget Sound Community College	1
St. Martin's University / Evergreen State College Career & Internship Fair	1
AdAbilities (Lucy Rice)	4
96.9 KYYO Employee	0
95.3 KGY / 96.9 KYYO South Sound Country (on-air/walk-ins)	2
WSAB.org	0
Craigslist.com	6

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	724 Columbia St NW, Ste 310 Olympia, WA 98501	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.etc.edu">studentemployment@spscc.etc.edu</a>
Allaccess.com	N	www.allaccess.com	Website	Website
St. Martin's University	N	5300 Pacific Ave 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	Jackson Weaver / GM Tom Newman / DOS	360-943-1240 <a href="mailto:jackson.weaver@kgyradio.com">jackson.weaver@kgyradio.com</a> <a href="mailto:heidi.persson@kgyradio.com">heidi.persson@kgyradio.com</a>
Lacey Chamber of Commerce Business Networking	N	8300 Quinault Dr NE, Suite A Lacey, WA 98516	Sierra Burton Executive Director	(360) 491-4141
South Sound Help Wanted	N	www.regionalhelpwanted.com	Website	Website
Craigslist.com	N	www.seattle.craigslist.org	Website	Website

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