

2021 ANNUAL EEO PUBLIC FILE REPORT

KGY, Inc.

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

Reporting Period: September 21, 2020-September 20, 2021

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.

The on-going COVID-19 Pandemic, related government mandated shutdowns, and economic uncertainty has limited our recruitment efforts and delayed submission of this report.

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 April 21st as an online event. Local business owners/leaders along with job seekers attended this two-hour virtual event. The station is proud to co-sponsor, promote and co-host the South Sound Business and Career Expo. While attendance was less than expected, many good business and recruitment connections were forged.

Western Washington University hosted their Virtual Spring Career Fair on April 29th, 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, which made sense for our recruitment efforts. The event was well attended, and the station was able to connect with perspective sales candidates.

South Puget Sound Community College hosted their Virtual Job/Career Fair on May 25th, and the station attended the online event. SPSCC has been an especially good recruitment source for students interested in internship opportunities, as well as our promotions team position.

KYYO's General Manager attended these three virtual 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 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 one (1) individual meeting and exceeding requirements of the internship program. KYYO accepted one (1) individual into the internship program, during the reporting period.

Additionally, during this reporting period, the Station accepted a former (KGY, INC) employee who was laid-off from their position at another

local business due to the COVID-19 Pandemic, to participate in our internship program. This individual was able to assist the station with programming and sales department related tasks, while utilizing station resources to find full-time employment opportunities. This individual completed their internship at the station and found a new full-time job with a company that connects individuals with housing resources, helping this vulnerable population maximize their government assistance become housed.

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

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

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 21

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
South Sound Business & Career Expo	1
South Puget Sound Community College	1
St. Martin's University	0
Western Washington University	0
96.9 KYYO Employee	1
95.3 KGY / 96.9 KYYO South Sound Country (on-air/walk-ins)	5
WSAB.org	2
LinkedIn.com	3
Express Employment Professionals	5
Facebook.com recruitment	3

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 studentemployment@spscc.ctc.edu
Allaccess.com	N	www.allaccess.com	Website	Website
St. 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	www.linkedin.com	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.