

2016 ANNUAL EEO PUBLIC FILE REPORT

KGY, Inc.

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

Reporting Period: September 21, 2015-September 20, 2016

No. of Full-time Employees: Less than 10

Small Market Exemption: Yes

During the Reporting Period, a total of three (3) 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 Business Manager and Director of Sales attended two jobs fairs held at the local University and Community College.

April 5, 2016 – St. Martin's University and Evergreen State College co-sponsored a Career & Internship Fair held at the SMU Marcus Pavilion in Lacey, WA. This career fair was attended by KYYO's Director of Sales.

May 12, 2016 – 28th Annual Career Day at South Puget Sound Community College, Gymnasium Building 31, located in Olympia, WA. KYYO joined about 75 other participating Employers at SPSCC, for the annual Career Day, which was attended by KYYO's Business Manager and Director of Sales.

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

KYYO is pleased to report one individual participated in our internship program during this reporting period. One of the program participants found out about the internship through a posting on the Evergreen State College website. He was enrolled in a course that required an internship, and joined the station on-air and behind the scenes. The stations air staff coached and mentored the intern, helping him improve his performance on-air. He also engaged with the sales department and assisted in station promotions and events.

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. We retain a listing under Sales & Marketing for Sales Executives. The W.S.A.B. continues to be one of the most significant 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 our 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, programming staff (Announcers) may receive training in the sales department, by partnering with Sales Manager and/or Account Executives, to obtain marketing expertise. Similarly, Account Executives may take an active role in learning to voice and/or produce commercial spots, improving their knowledge of the programming department as well as their copy-writing skills.

Cross-training, in this way, provides station staff with a more holistic understanding of our station(s) operation; how department roles interact with one another, leading to more proficient professional growth, of our employees.

Furthermore, on-going training of staff members enables employees in all departments to provide quality service and support to our clients and listeners. For example, Announcers' monthly one-on-one meetings with the Program Director focus on improving on-air and/or technical skills, necessary for the quality of our broadcast, and service to the community and our advertisers.

This program has made it possible for staff, who may not have many years of experience in the broadcasting industry, to be considered strong candidates for promotion and/or high level of responsibility, in our organization and/or in their future endeavors at other broadcast operations.

*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.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
9/12/16	Account Executive	AdAbilities (Lucy Rice)

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 27

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
St. Martin's University / Evergreen State College Job Fair	4
South Puget Sound Community College	3
AdAbilities (Lucy Rice)	12
96.9 KYYO Employee	1
95.3 KGY / 96.9 KYYO South Sound Country (on-air/walk-ins)	2
WSAB.org	3
Craigslist.com	2

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 studentemployment@spscc.ctc.edu
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 jackson.weaver@kgyradio.com heidi.persson@kgyradio.com
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.