

BROADCAST EEO – Public File Report

EEO Public File Report						
KCTS-TV, Seattle, WA and KYVE, Yakima, WA						
October 1, 2024-September 30, 2025						
Positions Filled						
Full-Time Position (+30 hrs)	Position Title	Recruitment Period	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed (phone & in office)	Number Hired
	Accounts Payable Specialist	8.29.2024-10.07.2024	10.07.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Pink Jobs	0	0
				Idealist	0	0
				Craigslist	1	0
				Indeed	6	0
				Ihireaccounting.com	2	1
				LinkedIn	2	0
	Receptionist	9.11.2024-10.23.2024	10.23.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Worksource	0	0
				Employ Diversity	0	0
				Indeed	5	0
				Google	2	0
				Referral	2	1
	Emerging Journalist Fellow	9.17.2024-11.11.2024	11.11.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	2	0
				Journalism Jobs	3	0
				National Association of Black Journalists	0	0
				LinkedIn	3	0
				Referral	2	1
	* See Attached List of Recruitment Sources for Contact Information					

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	Senior Broadcast Operations Engineer	10.04.2024-10.21.2024	10.21.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Corporation for Public Broadcasting	0	0
				Minority Professionals Network	0	0
				Worksource	0	0
				Society of Broadcast Engineers	0	0
				Referral	2	1
	News Editor	11.18.2024-02.02.2025	02.02.2025	Cascade Public Media Internal Announcement	4	1
				Cascade Public Media website, Facebook, Twitter	0	0
				National Association of Black Journalists	0	0
				Journalism Jobs	0	0
				LinkedIn	1	0
				Word of Mouth	4	0
				Indeed	2	0
				Referral	1	0
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	Senior Financial and Budget Analyst	11.21.2024-01.31.2025	01.31.2025	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Idealist	0	0
				Pink Jobs	0	0
				Washington Society of Certified Public Accountants	0	0
				LinkedIn	3	0
				Indeed	7	1
	Media Asset Management Specialist	12.03.2024-12.15.2024	12.15.2024	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Pink Jobs	0	0
				Indeed	2	0
				Referral	2	1
	State Politics Reporter	12.23.2024-02.10.2025	02.10.2025	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	3	0
				Journalism Jobs	1	0
				Asian American Journalists Association	1	0
				National Association of Black Journalists	0	0
				Google	2	0
				Referral	2	1
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	Marketing Campaign Specialist	01.02.2025-03.04.2025	03.04.2025	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Idealist	1	0
				LinkedIn	2	0
				Indeed	5	0
				Glassdoor	2	1
	Broadcast Equipment Technician	02.05.2025-06.02.2025	06.02.2025	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	2	1
				Craigslist	0	0
				Minority Professionals Network	0	0
				Corporation for Public Broadcasting	3	0
				The Nonprofit Network	0	0
				Society of Broadcast Engineers	2	0
				Bates Technical College	2	0
	Manager of Building Operations and Security	02.13.2025-03.31.2025	03.31.2025	Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	2	1
				Idealist	0	0
				Craigslist	0	0
				Worksource	0	0
				Minority Professionals Network	0	0
				Indeed	4	0
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	Senior Executive Assistant and Office Manager	05.13.2025-07.30.2025	07.30.2025	Cascade Public Media Internal Announcement	1	0
				Cascade Public Media website, Facebook, Twitter	4	1
				LinkedIn	3	0
				Indeed	4	0
				Glassdoor	1	0
				Zip Recruiter	1	0
	Major Gift Officer	02.6.2025-09.16.2025	09.16.2025	Cascade Public Media Internal Announcement	2	1
				Cascade Public Media website, Facebook, Twitter	1	0
				Philanthropy Northwest	0	0
				Idealist	5	0
				Black Career Women's Network	0	0
				Indeed	6	0
				Google Search	3	0
				LinkedIn	3	0
				Referral	1	0
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	Accounts Receivable Specialist			Cascade Public Media Internal Announcement	0	0
				Cascade Public Media website, Facebook, Twitter	0	0
				Craigslist	2	0
				Idealist	0	0
				Minority Professional Network	0	0
				Indeed	6	1
				Glassdoor	2	0
* See Attached List of Recruitment Sources for Contact Information						

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Information Regarding Recruitment Sources Contacted for Full-Time Vacancies			
Recruitment Source	Contact Information	Total Interviewed	Entitled to Notification
Cascade Public Media Internal Announcements & Bulletins (Internal website and internal e-newsletter) 316 Broadway, Seattle, WA 98122	206.728.6463 Human Resources Generalist	7	N
Cascade Public Media Website, Facebook & Twitter 316 Broadway, Seattle, WA 98122	https://www.cascadepublicmedia.org/careers 206.728.6463 Human Resources Generalist	14	N
African American Marketing Association Houston, TX	https://www.aa-ma.org/ 713.298.5851	0	N
Asian American Journalists Association 5 Third St. Suite 1108 San Francisco, CA 94103	http://www.aaja.org/job-posting/	1	N
Bates Technical College S Yakima Ave Tacoma, WA 98405	https://www.batestech.edu/	2	N
Black Careers Women's Network	https://bcwnetwork.com/	0	N
Corporation for Public Broadcasting 401 9 th Street, NW, Washington DC, 20004	www.cpb.org	3	N
Craigslist San Francisco, CA	http://seattle.craigslist.org/	3	N
Employ Diversity San Jose, CA 95126	https://www.employdiversity.com/	0	N

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Foundation List Milwaukie, Oregon	https://www.foundationlist.org/	0	N
Glassdoor Mill Valley, CA	https://www.glassdoor.com/index.htm	5	N
Greater Public Austin, TX	https://greaterpublic.org/800.454.2314	0	N
Historically Black Colleges & Universities Columbus, OH	https://hbcuconnect.com/614.864.4446	0	N
Idealist New York, NY	http://www.idealists.org/646.290.7725	7	N
iHireAccounting 41 E. All Saints Street Frederick, MD 21701	Ihireaccounting.com	2	N
Indeed Stamford, CT	http://www.indeed.com	42	N
Indigenous Journalism Association 395 W. Lindsey St., Norman, OK 73069	https://www.naja.com/	0	N
Institute for Nonprofit News Los Angeles, CA	https://inn.org/818.582.3560	0	N
Investigative Reporters & Editors	https://www.ire.org/	0	N
Journalism Jobs Berkeley, California	http://www.journalismjobs.com/index.php/510-508-7386	1	N
LinkedIn Sunnyvale, CA	https://www.linkedin.com/	15	N

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Minority Professionals Network Atlanta, GA	https://www.minorityprofessionalnetwork.com/ (404) 629-9323	0	N
National Association of Black Journalists College Park, Maryland	http://nabjcareers.org/	0	N
National Association of Hispanic Journalists Washington D.C.	http://www.nahjcareercenter.com/	0	N
National Association of Black Accountants	https://www.nababoston.org/	0	N
National Society of Black Engineers	https://nsbe.org/	0	N
The Nonprofit Network Los Angeles, CA	http://thenonprofitnetwork.org/login.php	0	N
Online News Association Washington, DC	http://journalists.org/resources/career-center/	0	N
Philanthropy NW Seattle, WA	https://philanthropynw.org	0	N
Pink Jobs	Pink-jobs.com	0	N
Poynter Institute St. Petersburg, FL	https://jobs.mediajobboard.com/ 727.821.9494	0	N
Public Media Jobs	https://jobs.current.org/	0	N
Radio Television Digital News Association Washington, D.C.	https://rtdna.org/	0	N
Society of Broadcast Engineers 9102 North Meridian Street, Suite 150 Indianapolis, IN 46260	sbe.org	2	N
WA Society of CPAs	https://app.wscpa.org/job-postings	0	N
Women of Color in Fundraising and	https://www.woc-fp.com/	0	N

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Philanthropy			
Worksource	https://www.worksourcewa.com/888-316-5627	0	N
Zip Recruiter	https://www.ziprecruiter.com/(877)252-1062	1	N
Other	Job Search Engines, Career Fair, etc.	7	N/A
Referrals: "word of mouth"	Various Cascade Public Media Employees; Broadcast Community Members	17	N/A
TOTAL INTERVIEWS:		129	

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Longer-Term Recruitment Initiatives Implemented During October 1, 2023 – September 30, 2025

(Note: 1 of 4 Longer-Term Recruitment Initiatives completed during the 2-year period:
October 1, 2023– September 30, 2025)

Initiative: Participate in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities

No.	Date	Initiative/ Description	Initiative/ Description	Personnel Involved
1.	03.03.2025	Hosted Students	A group of students from the Missouri School of Journalism visited Cascade PBS last week to talk to editorial team members about local media models	Director of Digital News
2.	04.01.2025 04.02.2025	Murrow Symposium	Served on a panel at the WSU Murrow College of Journalism's Murrow Symposium April 1-2 in Pullman	Executive Editor
3.	05.31.2025	Ideas Festival	The Cascade PBS Ideas Festival is a full-day event in the heart of downtown Seattle, featuring live podcasts and studio television recordings. Journalists, newsmakers, and thought leaders from around the world take on hot topics making news and the biggest issues of our time.	Various Team Members
4.	8.7.2025	AAJA Conference	Presented at the national Asian American Journalist Association conference.	Investigative Reporter

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Longer-Term Recruitment Initiatives Implemented During October 1, 2023 – September 30, 2025

(Note: 2 of 4 Longer-Term Recruitment Initiatives completed during the 2-year period:
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Initiative: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment

To promote public broadcasting and demonstrate commitment to the community, KCTS 9 collaborates with local schools and a variety of organizations and groups to host interns and provide job shadow opportunities. Internships expose individuals to careers in broadcasting and related professions while furthering KCTS 9's connection to the community and our recruiting efforts and diversity initiatives. Internships are a means for students to gain practical, hands-on, career related experience that complements their formal education. In addition, students learn new skills that can be applied to multiple settings and receive mentorship. Gaining real-world professional experience prepares students to work effectively in the workforce upon graduation and helps them make more informed career choices.

Department	School Attended	Total Interns	Personnel Involved
Arts & Culture Fellowship	University of Georgia	1	Editor-at-Large
Audience Engagement Fellowship	University of Missouri	1	Digital Content Manager
Newsroom Legislative Intern	University of Washington	1	News Editor
Fall Quarter Creative Services Intern	University of Washington	1	Director of Creative Services

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**Note: 3 of 4 Longer-Term Recruitment Initiatives completed during the 2-year period
October 1, 2024 – September 30, 2025**

Initiative: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions

Date	Location	Description	Scope of Involvement	Personnel Involved
10.08.2024	Virtual	Engaging Networks Community Conference	Join leading nonprofits, agencies, partners and Engaging Networks staff in Washington D.C. for two informative days of case studies, workshops, panels and talks on techniques and best practices that will help your organization raise more money and win more campaigns in 2024 and beyond.	Membership Digital Specialist
10.10.2024	Virtual	Revenue Strategy and Analytics Peer Group	Nonprofit professionals convene best practices regarding revenue strategy and analytics to benefit their respective organizations.	Chief Revenue Officer
10.14.2024-10.16.2024	Virtual	Adobe MAX: The Creativity Conference	Ignite your imagination, explore the latest design trends and tools, and learn from each other in a spirit of inspiration and collaboration.	Senior Motion Graphics Designer Visual Designer II
10.16.2024	Virtual	The Current and Future Status of DEI in the Workplace	Learned current legal landscape of DEI, following 2023 Supreme Court overturning affirmative action in higher education. Reviewed court cases at Supreme Court, national, and local levels that are challenging DEI.	Culture & Engagement Program Manager Senior HR Generalist HR Generalist
10.15.2024	Virtual	DAC Open House: Leaning into Planned Giving	Hosted by the Development Advisory Council, an interactive, peer discussion on Planned Giving. We will discuss Planned Giving as a year-long endeavor, why now is a more crucial time than ever to develop more robust philanthropic efforts, and how to best leverage existing assets and resources.	Estate Gift Planning Officer
10.21, 10.25, 10.30, 11.4, 11.13, 11.18, 11.21.2024	Virtual	Nonprofit Financial Stewardship Course	The Harvard Kennedy School offered this online course for nonprofit executives regarding financial stewardship and leadership training. This course resulted in a certificate of completion.	Chief Revenue Officer

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10.23.2024	Virtual	WPGC Planned Giving Day	Washington Planned Giving Council Planned Giving Day of workshops and seminars related to various topics regarding planned giving	Estate Gift Planning Officer Estate Gift Planning Coordinator
10.23.2024	Virtual	Mastering Engagement: The Mexico Made with Love Scavenger Hunt Experience	PBS will be providing stations with a promotional campaign toolkit complete with email and social copy, broadcast spots, digital graphics, and a calendar to make the most of this unique opportunity.	Membership Campaign Project Manager
10.24.2024	Virtual	Integrated Webinar Series: Mid- Level Giving - Session 1	A step-by-step through the many ways you can more actively manage your program for greater revenue and higher retention.	Annual Giving Program Manager
10.28.2024	Virtual	Emotional Intelligence At Work	Through hands-on exercises, you will learn scientifically proven techniques, tools and practices to reduce your stress and improve your performance. This course helps you identify patterns and make choices to help you be more effective both personally and with others.	Social Media Editor
10.29.2024	Virtual	Questica - PowerPlan eTutor Tuesday – Account & Entity Tree Tips & Tricks	Tips & Tricks in setting up, editing, or moving accounts & entities in PowerPlan software.	Staff Accountant
10.30.24	Virtual	HUB International – The AI Blueprint – Developing a Smart AI Policy	HUB Compliance and Cybersecurity experts provide step-by-step guidance for developing an AI policy that aligns with company values, ensures compliance, and mitigates risk. Attendees will learn how to integrate AI into business processes while protecting privacy, security, and fairness across all levels of the organization. This session will cover: • How to create a cross-functional AI committee and engage the right stakeholders • The essential elements of an AI policy, including privacy, security, and ethical use • Strategies to prevent bias in AI tools, particularly in recruitment and decision-making • Best practices for communicating and implementing AI policies throughout the organization	Legal Affairs Manager
11.06.2024	Virtual	Behind the Curtain: How Today's Political Climate is Steering HR and DEI in 2025	How to maintain a DEI focus through uncertainty and manage workplace conflict post-election.	Culture & Engagement Program Manager
11.07.2024	Virtual	Integrated Webinar Series: Mid-Level Giving - Session 2	A step-by-step through the many ways you can more actively manage your program for greater revenue and higher retention.	Annual Giving Program Manager

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11.07.2024	Virtual	Unlocking the Power of SMS: Strategies for Successful Giving Campaigns	Hear from Hannah Scott, Senior Manager, Direct Marketing and Annual Giving at Children's Aid Foundation of Canada, as she shares insights about their journey to launching a successful SMS campaign, with practical advice and lessons learned.	Membership Digital Specialist
11.12.2024	Virtual	Data Driven Strategies to Cultivate The Next Generation of Donors	This session dives into the coming generational wealth transfer. Learn how to leverage wealth, career, and life event data to connect with younger donors in the right channels and prepare for sustainable growth.	Membership Campaign Project Manager
11.20.2024	Virtual	Coalition Insurance Security Support	Discussion for Coalition cyber security policy holders on cyber threats and protections from	Legal Affairs Manager
11.25.2024	Virtual	Strategic Insights for Public Broadcasting's Future	This meeting addressed the future of public broadcasting, particularly with respect to recent election results, and presented strategic options going forward.	Chief Revenue Officer
12.05.2024	Virtual	2024's Top Trends: Your 2025 Strategy	Reflect on the unforgettable social media moments of the year and discover insights to fuel your future strategy. - Hosted by Sprout Social	Social Media Editor
12.05.2024	Virtual	Fundraising Conversation Hour	A special opportunity to connect with colleagues and discuss your midlevel giving program in a Conversation Hour with Gwen Colwell. We'll focus on steps you can take to boost your calendar year-end giving with your midlevel donors... on what we've covered in the webinar series so far... and on any and all questions you may have at this point.	Annual Giving Program Manager
12.09.2024	Virtual	Black Future Co-op Fund: We See You	A conversation on the needs of our Black communities, led by Stephen Robinson, Director of Community Engagement and Learning at the Black Future Co-op Fund.	Estate Gift Planning Officer Estate Gift Planning Coordinator
12.10.2024	Virtual	The National Law Review Federal and State AI Regulation Across the US	A review of current and upcoming AI regulations.	Legal Affairs Manager
12.12.2024	Virtual	December PBS Town Hall	The December Town Hall featured a legislative update from APTS, a demonstration of new flows in Passport 2.0, strategies for discoverability with PBS KIDS, and SVP of Station Services Susi Elkins moderates live Q&A.	Membership Campaign Project Manager Annual Giving Program Manager Legal Affairs Manager

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01.08.2025	Virtual	Local on National Onboarding	Onboarding for Cascade PBS' participation in the Local on National promotional initiative.	Director of Membership
01.09.2025	Virtual	Recognition Conference	Shared innovative models for employee appreciation, including personalized recognition, point-based reward systems, and strategies to engage distributed teams.	Culture & Engagement Program Manager
01.09.2025	Virtual	Cultivating Excellence: The New Approach to Check In Conversations	Introduced a shift from performance management to performance cultivation, highlighting the importance of trust, transparency, and meaningful manager-employee conversations.	Culture & Engagement Program Manager
01.13.2025	Virtual	Integrated Webinar Series: Mid-Level Giving - Session 3	A step-by-step through the many ways you can more actively manage your program for greater revenue and higher retention.	Annual Giving Program Manager
01.13.2025	Virtual	Automation in HR: Transforming Processes, Key Concepts & Business Impacts	In this session, topics to be covered include key terms and capabilities in HR tech automation, what tasks look like before and after automation, the business impact of automation and technology, and understanding and calculating return on investment in automation technology	HR Generalist
01.15.2025	Virtual	Harvard Authentic Leadership webinar	This intensive program unpacks the myths and realities of authentic leadership and provides research-based tools, activities, and strategies to become a more authentic, mindful leader. Attendees explored the paradox of authenticity in the workplace, learned to lead from your most authentic self, and identified practical ways in which they can lead authentically today.	Chief Revenue Officer
01.22.2025	Virtual	Organizational Culture: The What, why, and How to Improve It	In this webinar, we dive into what defines organizational culture, why being proactive about culture is so important for your employees, what it means to align your company values and culture within teams, departments, and managers.	HR Generalist
01.22.2025	Virtual	2025 HR Roadmap: 3 Priorities CEOs and HR Leaders Can Agree On	At the end of the day, we're all after the same thing: building stronger, more adaptable companies that can thrive in 2025 and beyond. Whether it's talent density, efficiency, or ruthless focus, the magic happens when we work in sync.	VP of HR
01.28.2025	Virtual	A deep dive on five practical AI uses for nonprofit fundraising	A webinar on the latest AI developments that nonprofit fundraisers can leverage in their work! We'll share our most effective tools for AI fundraising, practical ways to	Estate Gift Planning Officer

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			automate your daily tasks, and answer your most pressing AI questions.	
01.31.2025	Virtual	Executive Order on DEI: What Nonprofits and Philanthropies Need to Know	Discussed how the new executive order, "Ending Illegal Discrimination and Restoring Merit-Based Opportunity," impacts nonprofit organizations.	Culture & Engagement Program Manager
02.04.2025	Virtual	WEDU - TPS Long Lead Presentation	PBS long lead media projections seminar	Estate Gift Planning Officer
02.05.2025	Virtual	February PBS Town Hall	February PBS Town Hall	Estate Gift Planning Officer
02.13.2025	Seattle, WA	Generations on the Same Page	Explore how you can find common ground across generations in the workplace while acknowledging and embracing difference.	All Staff
02.18.2025	Virtual	FCC Underwriting Compliance & PBS FCC Standards	Training on FCC Sponsorship & Underwriting regulations.	President & CEO Legal Affairs Manager Corporate Sponsorship and Underwriting Director and Team
02.18.2025	Virtual	F*ck the Algorithm Live Workshop	F* The Algorithm! Workshop will show you why social media marketing industry "best practices" are keeping your brand stuck, how "content pillars" are slowing your growth, and the strategy that's used by the world's best brands to maximize ROI from content and social media marketing.	Social Media Editor
02.18.2025	Virtual	PBS Accelerate Cohort	Two-day leadership training with a concentration on the multi-platform business of a PBS station. This is my kickoff of being a part of the PBS Cohort, an eight-month program with regular meetings and check ins.	Marketing Manager
02.24.2025	Washington D.C	America's Public Television Stations	APTS Conference & Advocacy	President & CEO Chief Revenue Officer
02.25.2025	Virtual	Retaining Critical Talent in 2025	Take a closer look on the trends that will help you retain talent.	VP of HR
02.25.2025	Virtual	Beyond Employee Appreciation Day: Create a Year-Round Culture of Engagement	This webinar provides strategies to move from a single-day event to continuous appreciation and engagement. It offers actionable ideas and programs to integrate consistent recognition into the workplace rhythm, fostering long-term employee motivation, retention, and a thriving culture by making employees feel valued daily.	HR Generalist

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03.06.2025	Virtual	Social Listening: Transforming Insights into Action (Part 1)	Part 1 of 2-part training on social listening hosted by Sprout Social	Social Media Editor
03.06.2025	Seattle, WA	DEIB Council Leadership Training	Internal, annual training for DEIB Council members. Purpose was to build on previously learned leadership and change management skills and create actionable strategy for DEIB work within the organization.	Culture & Engagement Program Manager Associate News Editor Director of Creative Services Programming Coordinator Content Acquisition and Distribution Manager Director of Digital News Digital Sponsorship Project Specialist Membership Campaign Project Manager VP of Human Resources
03.07.2025	Virtual	Conflict To Collaboration	Conflict to Collaboration explores the definition of workplace conflict and presents tools for managing conflict effectively. While examining such ideas as behavior and word choice, participants will learn the difference between a mindset of conflict (win/lose) and a mindset of collaboration (win/win). The course also outlines the steps for collaboration and allows participants time to apply new insights to solving a workplace related conflict.	Social Media Editor
03.10.2025-04.28.2025	Virtual	SHRM-CP Certification Preparation	7-week online live course to help prepare to take the SHRM-CP exam. Reviewed all SHRM BASK materials that the exam would cover.	Culture & Engagement Program Manager
03.12.2025	Virtual	PRX Engagement + Podcasts	Virtual taped session of podcast marketing/engagement panel from PRX	Marketing Manager
03.13.2025	Virtual	How to Build a Culture of Collaboration	Provided strategies for elevating internal communication, including leadership buy-in, inclusive messaging, and tools to measure engagement and effectiveness.	Culture & Engagement Program Manager
03.13.2025	Virtual	Fundraising in these Unprecedented Times: Thriving, Not Just Surviving, in 2025	Join Anna Cronin, a seasoned development director with Solid Ground, Alissa Haslam, a leading advocate for State Voices, and Michelle Johnson an experienced professional from Ultimate Rainbow Consulting shared their experiences from the first 52 days of this new administration. Offered concrete strategies for diversifying your funding streams, crafting compelling messaging to donors in a climate of uncertainty, to prepare your organization for stronger advocacy for your cause.	Director of Major Gifts

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03.19.2025	Virtual	What Is the Role of Nonprofits in Strengthening Democracy: Exploring Transformational Advocacy	Chronicle of Philanthropy senior editor Drew Lindsay joined nonprofit leaders to talk about advocacy during this critical moment and how to turn citizens into true advocates and strengthen democracy. Ideas of Commons contributor Sam Daley-Harris, author of Reclaiming Our Democracy: Every Citizen's Guide to Transformational Advocacy and the founder of RESULTS and Civic Courage were presented.	Director of Major Gifts
03.20.2025	Virtual	PBS Station Services – Key FCC Rules for Public Television	PBS Station Services reviews FCC rules for public television stations	Legal Affairs Manager
03.31.2025	Virtual	Integrated Fundraising Series - Mid-Level Giving	PBS & LKA Fundraising for Part 5 of the Integrated Fundraising Series - Mid-Level Giving. Discussed the state of individual giving, along with strategies for cultivation planning and the mid to major donor transition.	Director of Major Gifts
03.31.2025	Virtual	Addressing Workforce Burnout: Proven Strategies for Mental Well-Being	In our webinar, you'll explore practical strategies to prioritize mental well-being, set healthy boundaries, and foster a supportive workplace culture. Discover actionable steps to create a balanced, healthy environment for yourself and others while boosting overall performance.	HR Generalist
04.07.2025	Virtual	Navigating Workplace Interactions	This webinar intends to help you with tips to improve communication, comprehension, and social skills in professional arenas. We will discuss strategies to help you improve your communication and develop better interpersonal skills which we hope will lead to success at work.	HR Generalist
04.08.2025	Virtual	PBS Common Carriage 101 webinar	An overview and discussion by PBS workers of the nationwide commitment to adhere to a primetime schedule for certain programs.	Estate Gift Planning Coordinator
04.10.2025	Virtual	Internal Comms Reimagined: AI-powered, People-first, Consumer grade	Discussed how AI can personalize internal communications, reduce content overload, and improve employee engagement through targeted messaging.	Culture & Engagement Program Manager
04.14.2025	Virtual	WPGC RIFT Project Update webinar	What was once a simple practice of providing a death certificate and receiving your share of the IRA within 30-60 days has now turned into an onerous and laborious procedure--so much so, that some charities are completely giving up on applying for their share. Join us to find out to get your money faster.	Estate Gift Planning Coordinator

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04.15.2025	Virtual	Fundraising in Uncertain Times	Join us for this webinar with special guests Karen Fowler, President and CEO, St. Boniface Hospital Foundation, and Autumn Woish, Executive Director of Membership Fundraising & Donor Relations at KQED. They'll share real-world examples of how fundraisers are adapting, making strategic shifts, and building strong donor relationships—even in today's difficult climate.	Director of Major Gifts
04.15.2025	Virtual	An HR Masterclass on Compensation, Benefits & Pay Transparency	A session for HR professionals to gain practical insights and strategies for managing compensation, designing benefits packages, and implementing transparent pay practices to ensure compliance, equity, and employee engagement.	HR Generalist
04.17.2025	Virtual	AI for Journalists and Content Creators	A session focused on how journalists and content creators can strategically embrace AI. They'll share KQED's approach to AI experimentation, along with real-world tools and workflows that are already making an impact.	Social Media Editor
04.22.2025	Seattle, WA	Optimizing Leadership Effectiveness	Facilitator Effenus Henderson led the management team in trainings on leadership effectiveness.	All Managers
04.28.2025	Virtual	WPGC lunch session on cognitive impairment in donors	This session with Cognitive Empowerment Consulting Group's Anthony Pomonis and Tara Adams will teach you actionable best practices for managing situations of cognitive impairment in elderly donors.	Estate Gift Planning Officer Estate Gift Planning Coordinator Director of Major Gifts
04.28.2025	Virtual	Rethinking Your HR Tech Strategy: Where to Invest, Upgrade, or Cut Back	A webinar focused on key areas of HR Tech investment that companies should be thinking about.	HR Generalist
05.13.2025	Virtual	Three Steps to Create a Transformational Mid-Level Program	In this webinar, we will share three steps to help your mid-level program thrive, unclog your donor pipeline, and turn transactional relationships into transformational ones.	Annual Giving Program Manager
05.13.2025	Virtual	Applied AI for Public Media: Marketing, Social, and Digital Strategy	Looking to make your workflows faster, your content sharper and your social media posts more impactful? This hands-on session is designed for public media professionals working in marketing, communications, and digital strategy — from social media managers and digital content curators to marketing leads on any-sized teams.	Social Media Editor

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05.13.2025	Seattle, WA	Lunch & Learn: Generations Beyond the Page: It's Practice Time!	Internal lunch & learn as a follow up to the February all-staff training. Walked through real-world scenarios that illustrated generation-involved conflict, tested out different ways to respond in small groups, and shared out to the large group.	Culture & Engagement Program Manager Director of Estate Gift Planning Director of Major Gifts Engineering Manager Director of IT Senior Executive Assistant and Office Manager Controller Senior Director of Analytics Donor Relations Assistant Donor Stewardship Officer Estate Gift Planning Coordinator Major Gift Officer Programming Coordinator Production Technician III Network Support Specialist Media Specialist
05.15.2025, 05.29.2025	Seattle, WA	Executive Presentation Skills Academy	Executive coaching on presentation skills and helpful ways to practice a professional presentation.	President & CEO SVP & COO VP of HR VP & CFO VP & Chief Revenue Officer VP & CTO VP of Media and Innovation
05.28.2025	Virtual	From Gen Z to Boomers: Evolving Donor Strategies to Stay Ahead of the Great Wealth Transfer	Adriana Lopez (Senior Consultant, Fundraising) and Allison Weber (Senior Consultant, Communications) hosts an engaging, insight-driven webinar that builds on our Donor Engagement in the Digital Age white paper with practical, real-world applications and fresh generational insights from the latest Giving USA Special Report: Giving by Generation (2024), available for purchase at the Giving Institute's website.	Director of Major Giving
05.28.2025	Virtual	Personalizing Internal Communications at Scale in an Age of Information Overload	Focused on tailoring communication to individual employee needs using segmentation, automation, and behavioral data to boost relevance and reduce burnout.	Culture & Engagement Program Manager
06.13.2025	Seattle, WA	Association of Fundraising Professionals NW 2025 Conference	As philanthropy experiences unprecedented transformation through generational wealth transfer, evolving donor demographics, potential challenges to nonprofits, and technological innovation, how can fundraising professionals adapt their strategies to drive sustainable growth?	Annual Giving Program Manager

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06.13.2025	Bellevue, WA	AFP Advancement Northwest's 2025 Annual Conference	A transformative day of learning and connection. As philanthropy experiences unprecedented transformation through generational wealth transfer, evolving donor demographics, potential challenges to nonprofits, and technological innovation, how can fundraising professionals adapt their strategies to drive sustainable growth? This conference will examine approaches to fearless fundraising in a rapidly changing environment, providing practical tools and frameworks for success in 2025 and beyond.	Director of Major Giving
06.14.2025	Seattle, WA	Craft & Collaboration	Craft & Collaboration is SeaDoc's annual gather of local documentary filmmakers to learn and connect. I moderated a panel on AI in Documentary Filmmaking, and we discussed the use, ethics and implications of using AI.	Multimedia Journalist
06.16.2025	Virtual	DAF Day 2025 Kickoff	DAF Day is back on October 9, 2025 — and now's the time to start planning! In this kickoff webinar, we'll explore what we learned from last year's launch of the first ever DAF Day, what's new for 2025, and the best opportunities for nonprofits and DAF providers to engage their audience on the topic of donor-advised funds.	Annual Giving Program Manager
06.18.2025	Virtual	PBS Town Hall	This meeting will feature remarks from Paula Kerger, a legislative update, Viewers Like Me and Brand Champion Program updates, a Digital Studios Digital Production Guidebook overview, and Q&A.	Annual Giving Program Manager
06.24.2024	Virtual	Major Market Group	A collective of executives at the top 40 PBS stations in the country meet virtually to discuss various issues and news points.	VP and Chief Revenue Officer
06.24.2025	Virtual	Double your DAF Day Impact with #HalfMyDAF Matching Gifts	Over the last five years, #HalfMyDAF partners and hundreds of DAF donors have made thousands of grants and moved over \$70 million from DAFs to nonprofits. Donors are excited about the possibility of getting matches and have told us, "This is the nudge I needed" and "I love how easy it is to make my money go further." Discover how to use this initiative to encourage DAF donors to bolster their gift on DAF Day.	Annual Giving Program Manager

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06.29.2025-07.02.2025	San Diego, CA	2025 SHRM Conference	Connect with peers and industry experts in areas that will most benefit your organization – and your career goals. SHRM conferences offer the ability to develop or enhance the skills needed to better guide your employees and organization.	VP of HR
06.10.2025	Virtual	Station Online Shop Roundtable	Fundraisers across PBS stations discussing their own shops after the PBS Shop closure, and strategies other stations could use.	Membership Campaign Project Manager
07.14.2025-07.18.2025	Chicago, Illinois	Executive Leadership Training	Gain techniques for building an authentic, agile culture that embraces innovation, addresses ethical challenges posed by new technologies, and adapts to change—and ultimately drives a superior level of performance.	VP of HR
07.15.2025	Virtual	Double the Donation Initial Implementation	Review of Double the Donation's features and capabilities and how we should set up the tool on our end.	Membership Campaign Project Manager
07.16.2025	Virtual	How Make-a-Will-Month became a can't miss fundraising event	Watch Patrick Schmitt, co-CEO of FreeWill, walk through the history of Make-A-Will Month, how it has grown into a powerful moment for planned to give, and why now is the best time to prioritize legacy giving at your nonprofit.	Estate Gift Planning Coordinator
07.17.2025	Virtual	Getting DAF Ready: A Guide to Nonprofit Activation for DAF Day	DAF Day calls for educating donors about the value of DAFs and creating a buzz around giving together. In this must-attend session for fundraisers, we're addressing both sides so you can develop a successful DAF Day campaign strategy with minimal effort.	Annual Giving Program Manager
07.17.2025	Virtual	Steps every nonprofit should take now for a standout end-of-year in 2025	This session covered: 1) fundraising trends from past election years, 2) how the election results may affect nonprofit work, and 3) tips for what nonprofits can do after the election.	Estate Gift Planning Coordinator
07.18.2025	Virtual	Summer PMWL Cohort #1 Catch Up	Meeting with members of the Public Media Women in Leadership mentorship program get together to share ideas and advice on navigating the world of public media.	VP and Chief Revenue Officer
07.22.2025	Virtual	PG Calc webinar: What the "One Big Beautiful Bill" Could Mean for Gift Planning	PG Calc Consultants Jeff Lydenberg and Craig Wruck explain the provisions of the new tax law that might affect charitable giving. In addition to presenting the details of these changes, they will provide context for understanding how these changes are likely to influence donor behavior.	Estate Gift Planning Coordinator

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07.23.2025	Virtual	Link in Bio x Instagram: All About Reels	Going all in on Reels—how ranking works, tips for increasing reach, and new features to know about.	Social Media Editor
07.29.2025	Virtual	FY26 Integrated Fundraising Series: What Happens Now	The immediate response to the funding crisis sparked powerful action—now it's time to build on that energy. As stations move from emergency response to strategic campaign mode, this session will guide you through that transition. We'll cover how to localize national fundraising content and use preview fall materials like a three-part email series and direct mail and share strategies to sustain momentum beyond the crisis. Guidance will include how to engage mid-level and major donors, activate boards, build match pools, and plan next steps.	Annual Giving Program Manager Membership Campaign Project Manager
07.30.2025	Virtual	The Future of HR: Merging Technology and Human Touch for Better Results	Learn: Why training and upskilling are critical for future workforce readiness, how AI is transforming hiring and improving employee engagement, best practices to integrate AI responsibly and effectively, and practical steps HR leaders can take to close skill gaps and improve retention.	Senior HR Generalist
08.21.2025	Virtual	ACD Direct Best Practices Round Table	Focus on how clients are using tools like SimpleDonate, PODS, SimpleScript, and more to drive performance and efficiency. We'll also open the floor to new ideas and enhancements—so bring your feedback, your challenges, and your innovations!	Membership Campaign Project Manager
08.26.2025	Virtual	Major Market Group	A collective of executives at the top 40 PBS stations in the country meet virtually to discuss various issues and news points. This meeting centered on AI in media.	VP and Chief Revenue Officer
08.27.2025	Virtual	Integrated Fundraising Series: Crafting a New Case for Support	In this new moment, traditional messaging may no longer resonate. This session will guide stations in rethinking and rebuilding case language for membership, mid-level, and major donors.	Director of Major Giving Annual Giving Program Manager Membership Campaign Project Manager
08.28.2025	Virtual	PBS Accelerate Cohort	Completed the PBS Accelerate Cohort. Conclusion of monthly meetings with a final capstone project presentation.	Marketing Manager
09.09.2025	Virtual	Practical Advice for Leading HR Through Uncertain and Unpredictable Times	This session emphasized the importance of maintaining high employee engagement during times of disruption by leveraging robust feedback systems, clear	Culture & Engagement Program Manager

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			communication, and strategic planning. It focused on five key areas to help HR leaders foster resilience and productivity in uncertain environments.	
09.10.2025	Virtual	Business Accretive Diversity: Building an Inclusion Strategy that Drives Value	Campfire-style panel that emphasized designing DEI strategies that are business-accretive, linking inclusion to measurable outcomes like innovation, retention, and market relevance.	Culture & Engagement Program Manager
09.11.2025	Virtual	PBS Town Hall	The Town Hall will feature opening remarks from Paula Kerger, Andrea Downing will cover PBS, Ira Rubenstein and Amy Wigler will share marketing strategy, Sylvia Bugg will highlight upcoming content and related initiatives, and Susi Elkins will close and moderate the Q&A.	Annual Giving Program Manager; Legal Affairs Manager
09.16.2025	Virtual	The 2025–2026 Giving Outlook, Concentrated Generosity: Are We Headed to a Two-Tiered Giving Future?	Philanthropy is rebounding, but not evenly. Giving is growing more concentrated among high-dollar donors while everyday donor participation declines. Generational shifts, digital engagement, and evolving donor expectations are reshaping the landscape, leaving leaders to ask: Will philanthropy remain broad-based or drift toward a two-tiered future?	Annual Giving Program Manager
09.18.2025	Virtual	CDP + Greater Public Webinar: Turning Crisis Giving into Lasting Support	You’ve seen it happen — breaking headlines trigger a wave of support. Donations pour in, driven by urgency, outrage, or hope. These moments are powerful. But what comes next, We’ll dive into how nonprofits can move beyond reactive giving and build lasting relationships with donors who step up during times of crisis.	Annual Giving Program Manager Membership Campaign Project Manager
09.24.2025	Virtual	The Future of Philanthropy: How Matching Gifts and DAFs are Shaping Giving Trends	In this session, we’ll discuss how matching gifts and DAFs are transforming the fundraising landscape, providing nonprofits with a way to grow revenue without relying on constant donor acquisition. Think of them as a form of "passive income" or an opportunity to increase funding with minimal additional effort.	Annual Giving Program Manager

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**Longer-Term Recruitment Initiatives
Implemented During October 1, 2023 – September 30, 2025**

(Note: 4 of 4 Longer-Term Recruitment Initiatives completed during the 2-year period:
October 1, 2023– September 30, 2025)

Initiative: Providing training to management level personnel on EEO and anti-discrimination.

No.	Date	Location	Description	Scope of Involvement	Personnel Involved
1.	02.13.2025	Seattle, WA	Generations on the Same Page	A workshop that explored ways to better understand ourselves and each other with the purpose of better communication and collaboration across generations	All Managers
2.	03.06.2025	Seattle, WA	DEIB Council Members Leadership Training	Internal, annual training for DEIB Council members. Purpose was to build on previously learned leadership and change management skills and create actionable strategy for DEIB work within the organization.	VP of HR Director of Digital News Creative Services Director
3.	04.22.2025	Seattle	Effective Leadership Training	A training that will help managers develop emotional intelligence, strategic thinking and adaptability needed to lead diverse teams effectively.	All Managers
4.	05.13.2025	Seattle, WA	Lunch & Learn: Generations Beyond the Page: It's Practice Time!	Internal lunch & learn as a follow up to the February all-staff training. Walked through real-world scenarios that illustrated generation-involved conflict, tested out different ways to respond in small groups, and shared out to the large group.	Director of Estate Gift Planning Director of Major Gifts Engineering Manager Director of IT Senior Executive Assistant and Office Manager Controller Senior Director of Analytics