

**Annual EEO Public File Report for KAKM(TV) and KSKA(FM), Anchorage, AK, Alaska Public Media, Inc.,
For the period October 1, 2021 to September 30, 2022.**

Vacancies

Postion Number	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Applied	Number Interviewed	Number Hired
1	TV Program Associate	8/26/2021	10/4/2021	AKPM Web Page	3	1	1
				AKPM Facebook page	5		
				The Foraker Group			
				Alaska Broadcasters Association			
				Ziprecruiter	3		
				Employee Referral			
				11	1	1	
2	South Central Reporter & Producer position	8/26/2021	10/15/2021	AKPM Web Page	9	3	
				AKPM Facebook page	4	1	
				The Foraker Group			
				Ziprecruiter			
				NAJA			
				Journalismjobs	1		
				Employee Referral	2	1	1
16	5	1					
3	Managing Editor, Digital	3/18/2022	5/13/2022	AKPM Web Page	2	2	1
				AKPM Facebook page	1		
				Employee Referral			
3	2	1					

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4	General Assignment Reporter	3/18/2022	7/7/2022				
				AKPM Web Page	6	1	
				CPB			
				JournalismJobs.com			
				Indeed.com	28	1	
				Employee Referral	1	1	1
					<hr/> 35	<hr/> 3	<hr/> 1
5	Statewide Morning News Host/ Reporter	4/4/2022	5/13/2022				
				AKPM Web Page	4	2	1
				AKPM Facebook page	1		
				AKPM LinkedIn			
				CPB	1		
				NAJA			
				Indeed.com	13		
				Employee Referral			
					<hr/> 19	<hr/> 2	<hr/> 1
6	Multimedia Journalist	5/9/2022	7/11/2022				
				AKPM Web Page	6	2	1
				AKPM Facebook page			
				AKPM LinkedIn	3		
				JournalismJobs.com	1		
				CPB			
				Anchorage Chamber of Commerce			
				Employee Referral	3	1	
					<hr/> 13	<hr/> 3	<hr/> 1

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7	Web Producer/ Breaking News Reporter	5/16/2022	8/1/2022				
				AKPM Web Page	8	3	1
				AKPM Facebook page			
				AKPM Linkedin			
				CPB			
				Current			
				JournalismJobs.com	1		
				NAJA			
				Indeed.com	8	1	
				Employee Referral	1	1	
					<hr/>	<hr/>	<hr/>
					18	5	1
					<hr/>	<hr/>	<hr/>
8	Multimedia Production Associate	5/23/2022	7/26/2022				
				AKPM Web Page	2	2	1
				AKPM Facebook page			
				AKPM Linkedin			
				CPB			
				Indeed.com			
				Anchorage Chamber of Commerce			
				Total Number of Interviewees	<hr/>	<hr/>	<hr/>
					2	2	1
					<hr/>	<hr/>	<hr/>
9	FM Operations Manager	7/11/2022	8/17/2022				
				AKPM Web Page	2	2	1
				AKPM Linkedin			
				CPB	1		
				Indeed. Com	7		
				Anchorage Chamber of Commerce			
				Employee Referral	3	2	
				Total Number of Interviewees	<hr/>	<hr/>	<hr/>
					13	4	1
					<hr/>	<hr/>	<hr/>

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10	Anchorage Community Reporter	7/20/2022	9/7/2022				
				AKPM Web Page	6	2	1
				AKPM Facebook page			
				AKPM Linkedin	1		
				CPB	1		
				JournalismJobs.com	5	1	
				NAJA			
				Current			
				Employee Referral			
					<hr/> 13	<hr/> 3	<hr/> 0 <hr/>

11	Program Producer	8/19/2022	9/14/2022				
				AKPM Web Page	1	1	1
				AKPM Facebook page	2	1	
				AKPM Linkedin			
				CPB			
				JournalismJobs.com			
				Anchorage Chamber of Commerce			
				Employee Referral			
					<hr/> 3	<hr/> 2	<hr/> 1 <hr/>

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Recruitment Sources			
No	Recruitment Source	Contact	Source Entitled to Vacancy Notifications?
1	Alaska Public Media Website 3788 University Drive Anchorage, AK 99508	www.alaskapublic.org Tel: 907-550-8415	Yes
2	CPB Job Hotline Corporation for Public Broadcasting 401 9th Street, NW, Washington DC	www.cpb.org/jobline Tel: 202-879-9600	No
3	Alaska Broadcasters Assoc 700 W 41st Ave, Ste 102 Anchorage, AK 99503	www.alaskabroadcasters.org Cathy Heibert Akbagold@gci.net Tel: 907-258-2424	No
4	Foraker Group 161 Kelvin Street Suite 101 Anchorage AK 99501	www.forakergroup.org Tel: 907-743-1200	No
5	National Assoc of Black Journalist 1100 Knight Hall, Suite 3101 College Park, Maryland 20742	https://nabjonline.org/ Tel: 301-405-0248	No
6	Poytner Institue 801 Third St. South St. Petersburg, Florida 33701	https://jobs.mediajobboard.com jobs@Editorandpublisher.com Tel: 727-821-9494	No
7	Native American Journalist Assoc	www.naja.com Justine Medina jmedina@naja.com	No
8	National Assoc of Hispanic Journalists	http://nahj.hispano.com	No
9	Public Media Career Center (Current) 4400 Massachusetts Avenue, NW, Suite LL05 Washington, DC 20016-8122	www.jobs.current.org news@current.org	No

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10	Employee Referral/Facebook/ LinkedIn		No
11	Journalism Jobs	www.journalismjobs.com info@journalismjobs.com Tel: 510-508-7386	No
12	Assoc of Fundraising Professionals 4200 Wilson Blvd, Suite 480 Arlington, VA 22203	www.jobs@afpnet.org Ken Miller ken@denalifsp.com	No
13	Indeed.com	www.indeed.com/employers	No
14	Public Relations Society of America 120 Wall Street, 21 st Fl New York, NY 10005-4024	https://jobs.prsa.org/ Tel: 212-460-1400	No
15	Alaska Executive Search dba People AK 1600 A Street, Suite 105 Anchorage, AK 99501	https://peopleak.com Kristmas Matos kristmas@peopleak.com Tel: 907-276-5707	No
16	NETA Consulting 939 South Stadium Road, Columbia, SC 29201	http://www.netaonline.org Tel: 803-799-5517	No
17	Anchorage Chamber of Commerce 1016 W 6th Avenue, Suite 303 Anchorage, AK 99501	https://business.anchoragechamber.org/jobs Tel: 907-272-2401	No

3. Long-Term Recruitment Initiatives

No	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	October 2021-August 2022	Professional development training	11 team members in Development completed 285 professional development training sessions.	Development & Marketing Team	Various
2	October 18-28, 2022	PBS TechCon (Virtual)	The 2021 PBS Technology Conference for all PBS member stations, PBS staff, producing partners, and Public Media colleagues with the opportunity to connect, collaborate, and participate.	Video Production, TV Traffic and MCR	Various
3	November 2021-December 2021	WideOrbit Training Session	New traffic system implementation. Introduction into Wideorbit mentor courses.	Development, Engineering, Traffic & Finance	Various
4	December 2021	Poynter Institute's Table Stakes training program	The training is designed to help us focus on digital transformation. To move our organization toward being a digital priority newsroom to reach our audience where they are, and move them from being occasional users into supporters of AKPM.	Development & Marketing, News.	Various
5	January 24-26, 2022	NETA Conference	The NETA Conference is dedicated to providing public media professionals with meaningful and relevant connections to the people and ideas that are at the heart of our mission to educate, engage and entertain.	Video Production, TV Traffic and MCR	Various
6	February 2022	Allegiance Webinars	Traffic & Corporate Support Webinars	Development & Marketing Team	Melissa Walker, Laura Olson, Susan Metcalf.
7	March 21-25, 2022	Poynter: Essential Skills for Rising Newsroom Leaders	Veteran journalists taught a small group of upcoming newsroom leaders about editing, hiring, diversity and more during an intensive, weeklong workshop. There was one-on-one coaching, including establishing a short- and long-term leadership plan informed, in part, by surveys filled out by Tegan's colleagues. Tegan has implemented an array of practices learned with her team including scheduled one-on-ones, user guides and a "hiring hotline."	News	Tegan Hanlon
8	April 5-6, 2022	PBS Multiplatform Marketing Summit	The summit includes presentations from PBS staff, producers and industry experts. Sessions include paid search, SEO best practices, social media, PBS's brand voice, YouTube best practices, and audience insights.	Marketing & Video Production	Various
9	April 4-29, 2022	Alaska Press Club	Online sessions hosted by Alaska Press Club for Journalism Month	Video & Audio Production	Valerie Kern, Matt Faubion, Adam Nicely, Jeff Chen, Shiri Segal, Eric Bork, Ammon Swenson, Toben Shelby
10	April 10-12, 2022	PRRO Super Regional	The Public Radio Super-Regional Meeting is your opportunity to get together with your peers, roll up your sleeves, sharpen your pencils and draw up the future blueprint of Public Media.	Audio Programming & Management	Linda Wei
11	May 2022	Training for management level personal on EEO and anti-discrimination	Strengthening Internal DEI Communications: Expert Advice. Breakthrough tech workshop Public Media Women in Leadership. (Greater Public)	Development & Marketing Team	Various

12	May 2022	ABA 2021 Remix 2022 Convention; Goldie Awards; Job Board and Board Service	Alaska Broadcasters Association 2021 Virtual Convention. Participation in events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops.	Programming, Engineering, Video & Audio Production Teams, News, Education	Various
13	June 2022	Participate in internship programs that designed to assist members of the community to acquire skills needed for broadcasting employment	Brought FM/ Production Internship; Educator & Community Engagement Internship & Summer 2022 News Internship	FM & Production , News & Education	Various
14	July 2022	PMDMC	The Public Media Development and Marketing Conference (PMDMC) is public media's largest conference devoted to issues surrounding revenue generation, marketing, and management. The PMDMC is the one time each year when public media leaders and revenue-generating professionals from organizations of all sizes join together to dream big, stay energized, and build a more sustainable future for public media.	Development	Courtney Brooks, Susan Metcalf, Tracy LeBlanc, Holly Schneider.
15	August 2022	NPR	"Transference of Trust: Driving Purchase Intent & Brand Equity," is a new study exploring how memory contributes to purchase intent. The webinar is hosted by NPR VP of Marketing Lamar Johnson and Neuro-Insight Head of Client Solutions Samrat Saran. Topics covered include: The main factors contributing to purchase intent, the effectiveness of CSR messaging delivered via audio vs. video, and how trust positively impacts brand consideration.	Development	Christina Young
16	Ongoing	Partnership with an early education centers, public libraries, Anchorage school district, Boys & Girls clubs, Public Media stations, museums, housing authorities, youth groups and other Non-Profits to promote STEM, Functional Literacy, Critical Thinking and World of Work Skills and knowledge. PBS Kids camps, PBS school programming	During this reporting period we held three weeklong PBS kids camps, six weeks of PBS summer school programming, 7 Family Workshops. Additionally, PBS holds other educational programming through the Anchorage School district and rural partners. The the power of AKPM to do that and serve un-served and underserved children and parents, especially minorities. The five-year grant Ready to Learn grant and local foundation support has offered us the opportunity to equip young learners with key skills for success, with content and community programs that are developmentally appropriate in urban and rural communities.	Education Department	Stephanie McFadden
17	Ongoing	Posting of Upper Level positions in Job banks	All upper positions, such as Chief Operations Officer, are listed in of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.	Corporation of Public Broadcasting, Current and newsletter of media trade groups that includes substantial participation of women and minorities. NAB, NAHJ, NAJA, Association of fundraising professionals, Foraker Group and NETA are a few of the job banks utilized for recruiting upper level positions.	Faina Kronos