

KAKM TV/KSKA FM  
Annual EEO Public File Report  
October 1, 2016 - September 30, 2017

**3. Long-Term Recruitment Initiatives**

No	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	April 17, 2017 - May 11, 2017	Training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions either with AK Public Media or other organizations.	Emotional intelligence (EI) or emotional quotient (EQ) is the capacity of individuals to recognize their own, and other people's emotions, to discriminate between different feelings and label them appropriately, and to use emotional information to guide thinking and behavior. Over the course of four (4) days, all Alaska Public Media staff participated in Emotional Intelligence training conducted by Jeff Lincoln of Lincoln Consulting. This training was the first step in helping the organization grow, collaborate and win together. Many organizations have found that Emotional Intelligence is a main cog in the wheel of their company's success.	All Staff	Lincoln Consulting
2	July 2017- November 2017	In depth managerial training for Station Leadership Team	Through the process of the all staff survey and training, it was felt that some of the Leadership Team would greatly benefit from additional managerial training through the outside consultant. An agreement was then drawn between Alaska Public Media and Lincoln Consulting to conduct this very important training for <b>Lori Townsend</b> , News Director and <b>Barbara Trantina</b> , FM Programming and Promotions Director.	Leadership team members	Lincoln Consulting
3	July, 2017	Leadership Team Retreat	A full day of training for the Leadership Team was provided using Patrick Lencioni's method "The Advantage" To build a healthy organization. Additional training was carried out over the next few months covering "Building a cohesive Leadership Team"; "Create Clarity"; "Over-Communicate Clarity"; and "Reinforce Clarity" for the leadership team	Leadership Team	Ed Ulman
4	April, 2017	Annual Journalism Week - training for station reporters and news department personnel	For the 6th year Alaska Public Media has hosted and conducted in- depth radio training for all aspects of radio news. This all day session covers editing, story formats, how to's for great radio news and story telling. During some sessions, seasoned reporters work either one-on-one or in small groups with new reporters from around the state. Journalists from NPR and other major pub radio networks are brought in to facilitate and lecture on public radio news reporting,	All News Staff	All News Staff
5	April, 2017	Adobe Audition - training for station radio and news staff and for statewide conference attendees	For the 6th year, <b>Dave Waldron</b> conducted a work shop for all Alaska Public Media Network reporters and staff at Alaska Public Media on Adobe Audition.	Network and Staff Reporters	Dave Waldron

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6	April, 2017	PBS TechCon/PBS sIX Project - training for TV personnel	<b>Kristen Doogan</b> , TV Programming & On-Air Promotions Director participated in 3 days of TechCon workshops relating to traffic, digital, and engineering with PBS both as a participant and panel presenter. As Traffic-Sub-Committee Chair for PBS sIX Project, this meeting was to train sub-group chairs on what sIX is and how to begin the process. Further training was held in May to teach what is metadata and how to create it. The sIX Project is the new fiber delivery system being proposed by PBS.	Panel Member	PBS/Kristen Doogan
6	February, 2017	ProTrack Radio - training for radio personnel	<b>Kristen Doogan</b> held ProTrack Radio training sessions for <b>Connie Huff</b> on how to use ProTrack for radio logs and automation.	ProTrack Software	Kristen Doogan
7	January/February , 2017	Program specific and managerial training. Training for staff from all departments, with focused training on areas unfamiliar with new staff.	Nielsen Local Media View TV training on how to maximize our use of local media TV reporting via Nielsen - <b>Kristen Doogan</b> . Audience Measurement Reporting training on best practices for measuring radio and TV audiences - <b>Barbara Trantina, Kristen Doogan</b> . NPR Story Lab - included training on podcast planning and production. <b>Elizabeth Hardball, Rachel Waldholz</b> NPR training on covering energy and the environment . <b>Rachel Waldholz</b> . Poynter Institute training on ACES In-Depth Editing, How to Write Sharper Social Headlines and Get Me Rewrite: The Craft of Revision - <b>Wesley Early</b> . Poynter Institute on Essential Skills for New Managers - <b>Annie Feidt</b> . Alaska Press Club training <b>Annie Feidt</b> , Board Member helped organize training In better radio story telling, social media strategy and ethics in journalism. <b>Lori Townsend</b> moderated two panel discussions during Alaska Press Club on What is Real News and What is Fake News plus a forum on Ethics in Journalism. National Press Foundation's in-depth training on the environment was attended by <b>Liz Ruskin</b> . Public Media Development & Marketing Conference & Development training conducted by PBS was attended by <b>Kristin Hall, Jessica Stugelmayer and Linda Issac</b> . Nielsen Local TV View and TAPSCAN audience analysis training was attended by <b>Cheryl Austin and Christina Young</b> . PBS training on Corporate Support Performance Initiative a two week in-depth training was attended by <b>Cheryl Austin and Christina Young</b> . Additional training for managers was held and attended by <b>Cheryl Austin</b> . <b>Bob Wyatt, Lance Hankins, Ron Zastrow, Paul Spatzek and Shawn Fletcher</b> attended multiple days training on the new TV Automation equipment presented by Broadstream. <b>Eric Bork</b> attend 16 hours training with members of Storycorp and Providence Hospital focusing on microphone usage and live recording techniques. This was in conjunction with a project <b>Eric Bork</b> was working on behalf of Providence Hospital.	Nielsen / Broadstream/TAPSCAN	Nielsen/PBS/Ed Ulman/NPR/Broadstream/TAPSCAN

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8	Ongoing	Participate in internship programs for students desiring to pursue a career in broadcasting and/or journalism.	In our eighth year of partnerships with University of Alaska Anchorage Department of Journalism and Public Communications and the University of California - Berkeley Department of Journalism, we have seen increased interest and applications for these programs. We continue to receive applications from students outside of these schools. Each intern is placed in the area of their interest either news or video production. We have been pleased with the caliber of talent that these programs have brought to us. Many of these students became candidates for open positions and although they weren't successful, we were glad to see they felt this as a place they would like to continue working.	APTI actively promotes the scholarship on our website and through the University of Alaska Anchorage Department of Journalism and Public Communications and the University of California - Berkeley Department of Journalism, King Career Center	Ed Ulman /Lori Townsend
	Ongoing	Upper Level positions	All upper level positions, such as Chief Development & Marketing Officer, are Listing 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 and Current a broadcasting media publication that includes substantial participation of women and minorities. NAB, NABJ, NAHA and the Association of Fundraising Professionals are a few of the job banks utilized for recruiting upper level positions.	Patsy Parker, Director Human Resource Management
	Ongoing	Student Outreach	Studio facility tours for both KSKA and KAKM are conducted through the year for Scout troops, elementary school secondary students, King Career Center, and University of Alaska Anchorage Department of Journalism and Public Communications. They are exposed to the workings of a production studio both radio and TV along with watching themselves on camera in front of our weather set. These are arranged by troop leaders and school personnel with station personnel. A special opportunity to use the students at King Career Center during Running and Debate for the State. During candidate debates the students were able to participate in pre-production set up of sets, lighting and camera angles. This was the first year with a newly designed stage setting an camera work and it was a great opportunity for students to learn what preparations and setup is needed for live production with the importance of a political debates. This was over 6 nights.	Because of Sesame Street, we are well known by the children in our community and visiting the studio where Big Bird originates is a great experience. The older students enjoy seeing the production equipment and cameras in action.	Ed Ulman/ Wesley Early