

**Southern Oregon Public Television, Inc.**  
**EEO Public File Report**  
**October 1, 2023 - September 30, 2024**

The purpose of this EEO Public File Report is to comply with Section 73.2080 of the FCC's 2002 EEO Rule. Southern Oregon Public Television, Inc. (SOPBS) operates two digital television transmitters KSYS-DT and KFTS-DT serving, Curry, Douglas, Jackson, Josephine and Klamath Counties in Oregon and Modoc and Siskiyou Counties in California. This report is placed in the public inspection files and available on SOPBS's website.

The information in this report covers the time period beginning October 1, 2023, to September 30, 2024 (the "Applicable Period"). The FCC's EEO Rule requires that this report contain the following information:

1. A list of all full-time vacancies filled by the station during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy identified by company, web address and physical address if used.
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period:
4. Data reflecting the total number of persons interviewed for full-time vacancies
5. A list and brief description of the outreach initiatives undertaken.
6. Staff training designed to enable station personnel to acquire additional skills.

Appendices which follow have been designed, in the aggregate, to provide the required information. For purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the hire accepted the job offer. A person is considered "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1  
**VACANCIES FILLED DURING REPORTING PERIOD**

Date Hired	Job Title	Total Interviewed for the Position	Recruitment Source Referring the Hiree
11/14/2023	Media Asset Coordinator	2	Internal Notification
1/8/5024	Director of Relationship Management	4	Current Newspaper
8/5/2024	Director of Marketing and Communications	4	Indeed

**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Current Newspaper	1
Indeed	4
Internal Notification	1
LinkedIn	2
SOPBS Website	2
Total Number of Persons Interviewed During the Reporting Period	10

**Resource Agencies**

None of these organizations are entitled to vacancy notification.

1	Rogue Valley Times	800-781-3214	2 E Main St STE 200, Medford, OR 97501
2	Ashland Daily Tidings	541-776-4382	PO Box 1108 Medford, OR 97501
3	Oregon Employment Department	541-776-6060 iMatch Skills	119 N Oakdale Ave Medford, OR 97501
4	SOPBS Website	In House	<a href="http://www.sopbs.org">www.sopbs.org</a>
5	The Oregonian	<a href="http://www.oregonian.com">www.oregonian.com</a>	1320 SW Broadway Portland, OR 97201
6	Craigslist	<a href="http://www.craigslist.com">www.craigslist.com</a>	Online
7	Rogue Valley Jobs	<a href="http://www.roguevalleyjobs.net">www.roguevalleyjobs.net</a>	Online
8	Public Broadcasting Service	<a href="http://www.connectpbs.org">www.connectpbs.org</a> 703-739-5000	2100 Crystal City Dr. Arlington VA 22202-3785
9	The Job Council Work Source Oregon	541-776-5100	673 Market St Medford, OR 97504

10	MajorGiving	<a href="http://www.majorgiving.com">www.majorgiving.com</a>	Search Firm
11	Adult & Family Services		800 Cardley Ave Medford, OR 97504
12	Society of Broadcast Engineers	<a href="http://www.sbe.org">www.sbe.org</a>	Online
13	Jackson County RCC Diversity Office		1600 N Riverside 1001 Medford, OR 97501
14	Opus Radio	<a href="mailto:oscar@opusradio.com">oscar@opusradio.com</a>	Online
15	Corporation for Public Broadcasting	<a href="http://CPB.org">CPB.org</a>	Online
16	Linkedin	<a href="http://www.linkedin.com">www.linkedin.com</a>	Online
17	Current Newspaper	<a href="mailto:jobs@current.org">jobs@current.org</a>	Online
18	Indeed	<a href="http://Indeed.com">Indeed.com</a>	Online
19	Internal Notification		
20	Word of Mouth		
21	Livingston and Associates	<a href="http://livingstonassociates.net">livingstonassociates.net</a> 410-243-1974	7345 S Pierce St. Suite 101 Littleton, CO 80128

**SOPBS Annual EEO Public File Report  
October 1, 2023 – September 30, 2024**

**Narrative Report**

**RECRUITMENT INITIATIVES**

**SOPTV operates in the 140th television market in the United States which is classified as a small market. SOPBS is required to engage in at least two Recruitment Initiatives during each two-year period.**

**Outreach Initiative #1**

**Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.**

**Interns**

Shahar Miles 9/23 – 12/23

Isabella Hansson 6/24 – 9/24

**Outreach Initiative #2**

**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.**

See recruitment sheet.

### **Outreach Initiative #3**

**Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.**

Everfi CPB Preventing Harassment and Discrimination: Gateway – All Staff

PBS Education – Anna Ford

### **Outreach Initiative #4**

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

### **October 2023**

MSB Iterable Training Office hour (10/13) – Phil Meyer

MSB Iterable Training Office hour (10/20) – Phil Meyer

MSB Iterable Training Office hour (10/27) – Phil Meyer

PBS Annual Meeting Building Psychological Safety with Restorative Circles (10/25) – Christine Andrada-Henley, Mindy Gomes

Group Six (10/10) – Floyd Aragon, Gretchen Isaacs, Tyler Posey

Group Six (10/24) – Floyd Aragon, Gretchen Isaacs, Tyler Posey

ROI Solutions RevCRM Training – Christine Andrada-Henley, Aubrey Crocker, Mindy Gomes

### **November 2023**

NETA Webinar | Creating Promos That Stick followed by discussion (11/1) – Jeff LeBeau

MSB Iterable Training Office hour (11/3) – Phil Meyer

MSB Iterable Training Office hour (11/10) – Phil Meyer

MSB Iterable Training Office hour (11/17) – Phil Meyer

PBS Dues Webinar (11/29) – Mindy Gomes, Phil Meyer

Group Six (11/14) – Floyd Aragon, Gretchen Isaacs, Tyler Posey

Group Six (11/23) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

ROI Solutions RevCRM Training – Christine Andrada-Henley, Aubrey Crocker, Mindy Gomes

### **December 2023**

CDP State of Fundraising (12/6) – Mindy Gomes

Completing the Station Activities Benchmarking Study (SABS) Survey (12/12) – Mindy Gomes, Phil Meyer

Let's Talk Pledge (12/14) – Jeff LeBeau

Group Six (12/12) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Group Six (12/26) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

ROI Solutions RevCRM Training – Christine Andrada-Henley, Aubrey Crocker, Mindy Gomes

### **January 2024**

CPB: Completing SAS (1/10) – Mindy Gomes

PMGD 2024 Kickoff Webinar (1/11) – Jeff LeBeau

Innovate with Current: A Live User's Guide to Generative AI Tools (1/13) – Jeff LeBeau

CPB: Completing SAS (1/16) – Phil Meyer

CPB: How to Complete Harassment and Bias Prevention Training (1/17) – Mindy Gomes

Arts & Economic Prosperity 6 Oregon Overview (1/19) – Phil Meyer

CDP Investing in Your Major Giving Program (1/23) – Mindy Gomes

Anti-Harassment for Supervisors (1/22) – Phil Meyer

Anti-Harassment Training, Part 2 (1/22) – Phil Meyer

CPB: Intro to Financial Reporting (1/23) – Phil Meyer

CPB Training: What is NFFS? (1/30) – Mindy Gomes

Anti-Harassment for Supervisors (1/30) – Mindy Gomes

Anti-Harassment Training, Part 2 (1/30) – Mindy Gomes

Group Six (1/9) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Group Six (1/23) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Everfi CPB Preventing Harassment and Discrimination: Gateway – Christine Andrada-Henley, Jeff LeBeau, Mindy Gomes, Colleen Pyke

## **February 2024**

NGWS/FEMA Leadership Webinar on Transitioning to NextGen TV (2/1) – Phil Meyer

SOPBS Mission Performance Assessment (2/12) – Jeff LeBeau

CDP Data Modeling Webinar (2/13) – Phil Meyer

Station Services Town Hall (2/21) – Jeff LeBeau

SOPBS + Bright by Text // new partner intro meeting (2/22) – Anna Ford, Mindy Gomes, Jeff LeBeau, Robert Mead, Phil Meyer

Group Six (2/13) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Group Six (2/27) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Bright by Text Partner Webinar (2/28) – Anna Ford, Mindy Gomes, Jeff LeBeau

ROI Solutions RevCRM Training – Christine Andrada-Henley, Aubrey Crocker, Mindy Gomes

Everfi CPB Preventing Harassment and Discrimination: Gateway – Aubrey Crocker, Aidan Hunt, Robert Mead, Phil Meyer

## **March 2024**

Southern Oregon Arts & Economic Prosperity 6 Findings (3/14) – Phil Meyer

CDP State of Fundraising (3/20) – Phil Meyer

Group Six (3/12) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Group Six (3/26) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Passport Station User Group (3/28) – Jeff LeBeau

## **April 2024**

Unlocking Insights: National-to-Local All Creatures Great and Small Test Results & Key Takeaways for Your Station (4/3) – Phil Meyer

Flash Sharing with the MarCom PLC (4/3) – Jeff LeBeau

Next-Gen Video Creation: Filmora, Adobe Firefly, Premiere and Beyond (4/8) – Floyd Aragon, Tripp White

CDP Insights Training Series 3: Sherlock (4/23) – Mindy Gomes, Phil Meyer

Avoid Penalties and Protect Your Federal Funding: CPB Community Service Grant Compliance Webinar (4/23) – Mindy Gomes, Phil Meyer

CDP National Virtual Events Pilot Wrap Up (4/29) – Phil Meyer

Group Six (4/9) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Group Six (4/23) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Everfi CPB Preventing Harassment and Discrimination: Gateway – Anna Ford, Gretchen Isaacs

## **May 2024**

Digital Fundraising for Beginners: An Overview (5/2) – Jeff LeBeau

PBS Annual Meeting: The Art of the Break: Data-Informed Strategy (5/14) – Phil Meyer

PBS Annual Meeting: PBS Digital Products – Upcoming Redesigns and Key New Features (5/14) – Phil Meyer

PBS Annual Meeting: Beyond the Screen: Strategies for Growth, Sustainability, & Effective Utilization of Education Depts (5/15) – Phil Meyer

PBS Annual Meeting: Audience Insights 2024 (5/15) – Phil Meyer

Group Six (5/14) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Group Six (5/28) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Everfi CPB Preventing Harassment and Discrimination: Gateway – Floyd Aragon, Brad Fay, Tyler Posey, Keegan Van Hook, Barb Weaver, Tripp White

## **June 2024**

PBS Getting Started with Impact Measurement (6/5) – Phil Meyer

PBS BIG Presents: Local Nielsen TV Dashboard (6/6) – Phil Meyer

Station Town Hall (6/12) – Jeff LeBeau

RFP! Elections & Civics – Webinar (6/13) – Jeff LeBeau

PBS Single Sign-On Update Webinar (6/26) – Phil Meyer

PBS YouTube Consolidation Project (06/28) – Tripp White

Group Six (6/11) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

Group Six (6/25) – Floyd Aragon, Aidan Hunt, Gretchen Isaacs, Tyler Posey

## **July 2024**

NETA The New Digital Transformation Program (7/25) – Phil Meyer

CPB Round 2 NGWS Grant Program: Application Webinar (7/30) – Phil Meyer

## **August 2024**

Join us in celebrating Cartober (8/8) – Jeff LeBeau

PMDMC Transforming Major Donor engagement (8/12) – Colleen Pyke

PMDMC Expanding Philanthropic Opportunities (8/13) – Colleen Pyke

PMDMC Starting and growing a planned giving program (8/13) – Colleen Pyke

PMDMC Building a Major Gift Plan (8/13) – Colleen Pyke



PMDMC Mastering the Art of Securing Major Gifts (8/14) – Colleen Pyke

PMDMC Prospecting for planning and mid-level giving (8/14) – Colleen Pyke

PMDMC Crafting a Compelling Offer (8/14) – Colleen Pyke

PBS KIDS "Carl the Collector" Series Launch and Schedule Change Overview (8/21) – Phil Meyer

## **September 2024**

MJ Murdock Charitable Trust: Lifting the Fog: Civic Engagement for Children and Families (9/5) – Phil Meyer

TRAC Media Data-Driven Programming (9/10) – Phil Meyer

Let's Talk Pledge & Passport (9/12) – Jeff LeBeau

Phase F2 Global & Local GUI Training – General Group (9/13) – Jeff LeBeau

Magnubox E disen GUI training (9/18) – Floyd Aragon

Everfi CPB Preventing Harassment and Discrimination: Gateway – Marguerite Celeste

## **Outreach Initiative #5**

### **Career Fairs**

**Participation in local career fairs by station personnel who have substantial responsibility in making hiring decisions to recruit for internships and open positions.**

SOU Career Fairs – Southern Oregon University provides career-focused and comprehensive educational experiences to over 6,200 students on both its Ashland and Medford campuses. SOU primarily serves the state of Oregon with a focus on southern Oregon and the northernmost counties of California.

October 26, 2023 – Anna Ford, Mindy Gomes, Phil Meyer

April 10, 2024 – Anna Ford, Mindy Gomes, Phil Meyer