

**EEO PUBLIC FILE REPORT FOR LICENSEE
KQED INC.**

For the period commencing August 1, 2014 and ending July 31, 2015 (the “Report Term”).

Prepared by KQED Inc. (“KQED”)

The station employment unit covered by this report is comprised of the following stations:

Call Sign	Facility ID	Type of Station	Community of Service
KQED	35500	TV	San Francisco, CA
KQEH*	35663	TV	San Jose, CA
KQET*	8214	TV	Watsonville, CA
KQED-FM	35501	FM	San Francisco, CA
KQEI-FM*	20791	FM	North Highlands, CA

*KQED considers KQEH, KQET and KQEI-FM to be a part of KQED’s Northern California broadcasting community and has thus included these stations within this report. Each of these stations employs fewer than five full-time employees.

A. The following is a list of the job titles of all positions filled during the Report Term, followed by the recruitment sources contacted for each position. The source that referred the hiree as identified by the hiree is indicated by an asterisk. The contact information for each recruitment source appears in Section B.

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Coordinator, Campaign	KQED. org Craigslist Indeed KQED Employee Referral Idealist Association of Fundraising Professionals Golden Gate Internal Candidate *
Financial Accounting Manager	KQED. org Craigslist Indeed KQED Employee Referral Robert Half*

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Media Services Coordinator	KQED. org Craigslist Indeed* KQED Employee Referral
HR Coordinator	KQED. org Craigslist Indeed* KQED Employee Referral Jobster.com
Interactive Producer, The Do List	KQED. org Craigslist Indeed KQED Employee Referral* LinkedIn
Manager, Marketing and Communications	KQED. Org* Craigslist Indeed KQED Employee Referral Media Bistro Public Relations Society of America (PRSA)
Project Manager, Annual Major Gifts-Reporting and Analysis and Metrics	KQED. org Craigslist Indeed KQED Employee Referral Opportunity Knocks Idealist Association of Fundraising Professionals – Golden Gate Internal Candidate*
Utility Maintenance Employee	KQED. org Craigslist Indeed KQED Employee Referral Internal Candidate*
Senior Editor, Arts	KQED. org Craigslist Indeed KQED Employee Referral* LinkedIn JournalismJobs.com

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Development Associate, Database/Gift Processing	KQED. org Craigslist Indeed KQED Employee Referral Opportunity Knocks Idealist*
Production and Operations Manager	KQED. Org* Craigslist Indeed KQED Employee Referral
Interactive Media Producer, Science Education	KQED. org Craigslist Indeed KQED Employee Referral* EdSurge
Interactive Media Producer, Arts Education	KQED. Org* Craigslist Indeed KQED Employee Referral EdSurge
Interactive Media Producer, Education	KQED. org Craigslist Indeed KQED Employee Referral* EdSurge
Project Supervisor, Video Production and Distribution	KQED. org Craigslist Indeed KQED Employee Referral LinkedIn* Bay Area Video Coalition (BAVC)
Assistant Program Manager	KQED. org Craigslist Indeed KQED Employee Referral* Current MyPBS
Facilities Manager	KQED. org Craigslist Indeed KQED Employee Referral LinkedIn*

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Interactive Editor and Producer, Visual Arts	KQED. org Craigslist Indeed KQED Employee Referral* JournalismJobs.com LinkedIn
Utility Maintenance	KQED. org Craigslist Indeed* KQED Employee Referral
Gift Planning Associate	KQED. Org* Craigslist Indeed KQED Employee Referral Opportunity Knocks Idealist Jewish Vocational Services (JVS) The Northern California Planned Giving Council
Production Assistant	KQED. Org* Craigslist Indeed KQED Employee Referral
Digital Health Editor	KQED. Org* Craigslist Indeed KQED Employee Referral Society of Professional Journalist
Corporate Reporting Assistant	KQED. org Craigslist* Indeed KQED Employee Referral
Senior Marketing and Research Associate	KQED. org Craigslist* Indeed KQED Employee Referral LinkedIn

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Sales Associate	KQED. Org* Craigslist Indeed KQED Employee Referral
Local Marketing Director	KQED. org Craigslist Indeed* KQED Employee Referral
Associate, Foundation and Government Support	KQED. org Craigslist Indeed KQED Employee Referral* Idealist
Project Manager, Foundation and Government Support	KQED. Org* Craigslist Indeed KQED Employee Referral Opportunity Knocks Idealist Chronicle of Philanthropy
Salesforce Administrator	KQED. org Craigslist Indeed* KQED Employee Referral LinkedIn
Newsroom Coordinator	KQED. org Craigslist* Indeed KQED Employee Referral
Product Manager	KQED. org Craigslist Indeed KQED Employee Referral* SimplyHired.com LinkedIn
Sr. Administrator, Traffic Operations	KQED. Org* Craigslist Indeed KQED Employee Referral

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Director of Individual Gifts	KQED. org Craigslist Indeed KQED Employee Referral* Opportunity Knocks
Reporter, Politics and Government Desk	KQED. org Craigslist Indeed KQED Employee Referral* JournalismNext.com Media Bistro JournalismJobs.com Asian American Journalists Association
Newsroom Support Coordinator	KQED. Org* Craigslist Indeed KQED Employee Referral
Human Resources Specialist	KQED. org Craigslist Indeed* LinkedIn KQED Employee Referral Northern California Human Resources Association (NCHRA)
Development Associate, Annual Major Gifts	KQED. org Craigslist Indeed KQED Employee Referral Idealist*

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Friday Forum Host	KQED. org Craigslist Indeed KQED Employee Referral Internal Candidate* Asian American Journalists Association Media Bistro JournalismJobs.com
Executive Editor News	KQED. org Craigslist Indeed KQED Employee Referral* LinkedIn Current Asian American Journalists Association National Association of Hispanic Journalists National Association of Black Journalists The Society of Professional Journalists Media Bistro
Accounts Receivable Accountant	KQED. Org* Craigslist Indeed KQED Employee Referral Opportunity Knocks
Editor/Mindshift	KQED. org Indeed KQED Employee Referral* JournalismJobs.com Media Bistro UC Berkeley

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Senior Editor, Silicon Valley News Desk	KQED. org Indeed KQED Employee Referral* Asian American Journalists Association LinkedIn JournalismJobs.com The Society of Professional Journalists National Association of Hispanic Journalists National Association of Black Journalists
Technical Project Manager	KQED. Org Craigslist Indeed KQED Employee Referral* LinkedIn
Financial Services Manager	KQED. Org Craigslist Indeed KQED Employee Referral LinkedIn Robert Half*
Project Manager, Annual Major Gifts	KQED. Org Craigslist Indeed* KQED Employee Referral
The Coordinator, Marketing and Communications	KQED. Org Craigslist Indeed KQED Employee Referral* Media Bistro Opportunity Knocks
Operation Technician	KQED. Org Craigslist Indeed KQED Employee Referral*

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Reporter-Enterprise (2)	KQED. Org Indeed KQED Employee Referral* The Society of Professional Journalists Corporation for Public Broadcasting*
Financial Accounting Manager	KQED. Org Craigslist Indeed KQED Employee Referral Robert Half* LinkedIn University of Stanford University of California Berkeley CalCPA Education Foundation
Forum, Producer	KQED. Org Craigslist Indeed KQED Employee Referral* JournalismJobs.com Asian American Journalists Association The Society of Professional Journalists JournalismNext.com
Lead User Experience Designer	KQED. Org Craigslist Indeed KQED Employee Referral* Media Bistro
Executive Producer	KQED. Org Indeed KQED Employee Referral* LinkedIn Asian American Journalists Association The Society of Professional Journalists

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
AM Reporter/Host, The California Report	KQED. Org Indeed KQED Employee Referral* LinkedIn JournalismNext Asian American Journalists Association
Arts Multimedia Producer(2)	KQED. Org* Craigslist Indeed KQED Employee Referral LinkedIn JournalismNext.com Asian American Journalists Association JournlismJobs.com National Association of Black Journalists University of California Berkeley-Journalism Stanford Career Fair* (was not posted but candidate identified as resource)
Youth Participation Manager	KQED. Org* Craigslist Indeed KQED Employee Referral Opportunity Knocks Idealist
Program Manager, Education	KQED. Org Craigslist Indeed* KQED Employee Referral
Online Learning Manager	KQED. Org* Craigslist Indeed KQED Employee Referral EdSurge

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Manager, IT Projects and Services	KQED. Org Craigslist Indeed KQED Employee Referral LinkedIn*
Interactive Editor and Producer, Music	KQED. Org Craigslist Indeed KQED Employee Referral* LinkedIn JournalismJobs.com University of California Berkeley-Journalism Stanford Career Fair
Senior Associate National Marketing	KQED. Org* Craigslist Indeed KQED Employee Referral

- B. During the Report Term, a total of 235 people were interviewed for all regular vacancies. The following table lists each recruitment source that KQED contacted with respect to such vacancies, each resource's contact information and the total number of interviewees the resource referred to KQED for such vacancies. Any recruitment sources that requested notification of job openings are marked with an asterisk.

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
KQED employee referrals	2601 Mariposa Street, San Francisco, CA 94110 Adrienne Cabanatuan – hr@kqed.org 415 553-2307 http://www.kqed.org/about/jobs	52
Referrals – This represents a source that the interviewees identified that was not an employee referral.	Information not available	0

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
KQED internal postings	2601 Mariposa Street San Francisco, CA 94110 Adrienne Cabanatuan – hr@kqed.org 415 553-2307 http://www.kqed.org/about/jobs	18
KQED.org http://www.kqed.org/about/jobs/ Note: Prior to consulting the web site, some of these interviewees may have first learned of the position from informal, secondary sources such as friends of KQED employees or KQED vendors or associates who became aware of openings in the course of their dealings with KQED.	2601 Mariposa Street, San Francisco, CA 94110 Adrienne Cabanatuan– hr@kqed.org 415 553-2307 http://www.kqed.org/about/jobs	67
Asian American Journalists Association	http://www.aaja.org	0
Association of Fundraising Professionals – Golden Gate	http://afpgoldengate.afpnet.org/	0
Bay Area Video Coalition	2727 Mariposa Street, #200 San Francisco, CA 94110 (415) 832-3282 http://www.bavc.org/	0
CalCPA Education Foundation	www.calcpa.org CA	0
Corporation for Public Broadcasting	401 Ninth Street, NW Washington, DC 20004-2129 202 879-9600 or 800 272-2190 http://www.cpb.org/jobline	3
Craigslist.org	1381 9 th Avenue San Francisco, CA 94122 Annette Ha – annette@craigslist.org or questions@craigslist.org 415 566-6394 http://www.craigslist.org	15
Chronicle of Philanthropy	https://careers.philanthropy.com/?cid=cpw_jobcenter	0
Current	www.current.org	0
EdSurge	http://www.edsurge.com	0
GlassDoor.com	http://www.glassdoor.com/index.htm - this was listed by candidate but we did not post there.	1
Idealist.org	http://www.idealist.org	7
Indeed.com	http://www.indeed.com/	37

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
Jewish Vocational Service (JVS)	http://www.jvs.org/employers/	0
Journalismjobs.com	http://www.journalismjobs.com/	1
JournalismNext.com	https://www.journalismnext.com/	0
Jobster.com	https://http://jobster.com	0
Joe's HR and Recruiting Blog (candidate listed, but was never posted)	http://joeshrblog.blogspot.com/2008/11/joes-job-list.html	1
LinkedIn.com	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 http://www.linkedin.com	19
Media Bistro	www.mediabistro.com	0
myPBS.org	https://mypbs.org/secure/Home.aspx	0
National Association of Black Journalists	http://www.nabj.org/	0
National Association of Hispanic Journalists	http://www.nahj.org	0
Northern California Human Resources Association	http://www.nchra.org/	0
Opportunity Knocks.com	580 California Street, Suite 200 c/o The Management Center San Francisco, CA 94104-1008 knocks@tmcenter.org or tmc@tmcenter.org 415 399-2635 or 800 344-6627, ext. 2635 http://www.opportunityknocks.org	1
Public Relations Society of America – San Francisco Chapter	http://www.prsasf.org	0
Robert Half and Associates	http://www.roberthalf.com	12
Simplyhired.com	http://www.simplyhired.com/	1
The Society of Professional Journalists	www.spj.org	0
The Northern California Planned Giving Council	http://ncpgcouncil.org/	0
University of California Berkeley Career Board	https://career.berkeley.edu/Infolab/JobSites	0
University of Stanford Career Board	https://alumni.stanford.edu/get/page/career/post-jobs	1

C. During the Report Term, KQED engaged in the following recruitment initiatives:

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

KQED continued and improved its internship program to help interns gain experience within the broadcast environment while enhancing their skills and/or education inside the classrooms. Pre-selected staff members serve as mentors for the interns.

KQED conducts an ongoing internship program for students. This past year KQED had fourteen types of internships each term throughout various departments including television production, allowing up to a maximum of two interns per type of internship each term. The goal is to help the interns gain experience within the broadcast environment while enhancing their education inside the classrooms. The program changed October 1, 2014 from an unpaid internship to a fully paid internship for periods of six months or longer*. This allowed a more diverse pool of students to apply for the program and enabled selected interns to have a deeper learning experience with KQED. In January of 2015 we launched the Internship Wrap Around Program which provided opportunities for interns to learn not only about the department that they worked in during their term but also provided the interns with information about public broadcasting and the public media landscape. Internship eligibility requirements, schedules, descriptions, and application procedures can be found at <http://www.kqed.org/about/internships>. The departments that host interns at KQED are listed below and cover Radio, Television, Online, Education and Marketing.

Education Services
Education Production
Education
The California Report
Forum
KQED News (Radio and Television)
KQED Arts (Online)
KQED Science (Online)
KQED Presents
KQED Film School Shorts
KQED Distribution
Marketing Communications
*On-Air Creative Services – 3 months only

2. Participation in the following events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Participated in the following career/internship fairs:

Date	Event/School
September 4, 2014	University of San Francisco
September 18, 2014	San Francisco State University
October 8, 2014	University of California at Berkley
October 23, 2014	California State University East Bay
October 29, 2014	University of California at Santa Cruz
January 29, 2015	California State University East Bay
February, 27, 2015	University of San Francisco
April 3, 2015	San Francisco State University
April 15, 2015	University of California at Santa Cruz

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

- KQED provided training to all newly hired managers and supervisors on EEO and Sexual Harassment using our online training system from Lawroom.com. The online training was two hours long and met the California State requirements for AB1825 training. We continue to require all new managers and supervisors to complete this training. In 2016 we will conduct our biennial training for all managers and supervisors at KQED.
- This year KQED provided online training opportunities to all employees with a course called Sexual Harassment – It Can Happen Here. This course is designed to make all employees aware of the need to maintain proper workplace behavior and to understand how their actions might affect another employee.

4. Establishment of a training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.

KQED provided in-depth training to all managers and supervisors at KQED. Each manager from CEO to Line Supervisor completed four training sessions. The sessions were led by an external facilitator and focused on the following areas: Fundamentals of Communication, Constructive Coaching, Situational Leadership and Unleashing Innovation. The workshops provided a valuable learning opportunity for the management team to develop leadership and management skills and build a strong and effective workplace culture.

5. Participation in events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.

- On July 18, 2015 the HR Manager participated in Students Rising Above Career Day. During that event the HR Manager met with first generation college students to discuss careers in public broadcasting as well as conduct mock interviews and informational interviews to help prepare students for future opportunities.
- On July 31, 2015 KQED participated in the Breakthrough Oakland Career Day by hosting a group of eight 7th and 8th grade students who learned about careers in public broadcasting, toured the KQED facilities and worked with the Youth Participation Manager on a hands on-learning activity designed to show the students what it would be like to have a career in producing media. Breakthrough Oakland serves underserved middle and high school students by initiating a learning cycle that begins in middle school and extends through adulthood.