

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

For the period commencing August 1, 2015 and ending July 31, 2016 (the “Report Term”).

Prepared by KQED Inc. (“KQED”)

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

<b>Call Sign</b>	<b>Facility ID</b>	<b>Type of Station</b>	<b>Community of Service</b>
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.

<b>Job Title</b>	<b>Recruitment Sources Contacted * identifies source that referred hiree</b>
Production Finance Operations Manager, Arts	KQED.org* Craigslist Indeed KQED Employee Referral
Coordinator, Marketing and Communications	KQED.org Craigslist Indeed KQED Employee Referral Internal Candidate*
JavaScript Engineer	KQED.org Craigslist Indeed KQED Employee Referral* Dice Career Fair

<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Accounts Payable Accountant	KQED.org Craigslist Indeed* KQED Employee Referral
Lead Software Engineer	KQED.org* Craigslist Indeed KQED Employee Referral LinkedIn Dice Git Hub
Digital Video Producer	KQED.org Craigslist Indeed* KQED Employee Referral BAVC
Premium Fulfillment Coordinator	KQED.org* Craigslist Indeed KQED Employee Referral Mills UCSC SFSU
Interface Engineer	KQED.org Craigslist Indeed* KQED Employee Referral Smashing Magazine KROP The FWA Stanford Job Board Berkeley Job Board
Digital Health Editor	KQED.org Craigslist Indeed KQED Employee Referral Current.org CPB.org Internal Candidate*

<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Media Research Manager	KQED.org Craigslist Indeed KQED Employee Referral Opportunity Knocks Idealist Internal Promotion*
Digital Marketing Supervisor	KQED.org Craigslist Indeed KQED Employee Referral Opportunity Knocks Idealist Internal Candidate*
Program Host	KQED.org Craigslist Indeed KQED Employee Referral Asian American Journalists Current Journalism Jobs Society of Prof Journalists Natl Association of Hispanic Journalists Natl Association of Black Journalists Radio Television Digital News Association Internal Candidate*
Accounts Receivable Supervisor	KQED.org Craigslist Indeed KQED Employee Referral CalCPA Robert Half*
Interactive Media Producer, Education	KQED.org Craigslist Indeed KQED Employee Referral* EdSurge
Ad Operations Administrator	KQED.org Craigslist Indeed KQED Employee Referral LinkedIn Internal*

<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Fixed Assets Acct	KQED.org Craigslist Indeed KQED Employee Referral LinkedIn Robert Half*
Reporter III, Host II, Science	KQED.org* Craigslist Indeed KQED Employee Referral LinkedIn National Association of Black Journalists National Association of Hispanic Journalists Asian American Journalists Association
Information Designer, Science	KQED.org* Craigslist Indeed KQED Employee Referral JournalismJobs.com LinkedIn Media Bistro Media Jobs
Project Manager	KQED.org Craigslist Indeed KQED Employee Referral* LinkedIn
AM News Anchor	KQED.org* Craigslist Indeed KQED Employee Referral LinkedIn Current.org Asian American Journalists National Association of Black Journalists National Association of Hispanic Journalists Maynard.org
Technical Project Manager	KQED.org* Craigslist Indeed KQED Employee Referral LinkedIn

<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Director of Technology, Online	KQED.org Craigslist Indeed KQED Employee Referral* LinkedIn
Facilities Services Supervisor	KQED.org Craigslist Indeed* KQED Employee Referral LinkedIn
Director of Individual Major Gifts	KQED.org* Craigslist Indeed KQED Employee Referral LinkedIn Idealist.org Opportunity Knocks AFP Golden Gate AFP Silicon Valley
Project Mgr, DevOps- Gift Reporting, Analysis & Metrics	KQED.org* Craigslist Indeed KQED Employee Referral LinkedIn Opportunity Knocks Idealist.org AFP Golden Gate AFP Silicon Valley
Sacramento Politics & Govt Reporter	KQED.org* Craigslist Indeed KQED Employee Referral LinkedIn Radio Television Digital News Association Current Journalismjob.com Society of Professional Journalists National Association of Black Journalists National Association of Hispanic Journalists Asian American Journalists Association

<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Communication and Engagement Mgr., Edu	KQED.org Craigslist Indeed KQED Employee Referral Idealist* UC Berkeley Stanford MBA Santa Clara University LinkedIn
Financial Services Associate	KQED.org* Craigslist Indeed KQED Employee Referral LinkedIn SFSU USF Cal State East Bay SJSU
Designer	KQED.org* Craigslist Indeed KQED Employee Referral LinkedIn California College of Arts
DBA/Complex Query Writer	KQED.org Craigslist Indeed KQED Employee Referral LinkedIn Dice Career Fair Silicon Valley Career Fair*
Product Manager, Events	KQED.org* Craigslist Indeed KQED Employee Referral SimplyHired.com LinkedIn
Salesforce Admin	KQED.org Craigslist Indeed KQED Employee Referral LinkedIn*

<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Social Media & Content Distribution Specialist, Arts	KQED.org Craigslist Indeed KQED Employee Referral LinkedIn Media Bistro Idealist Internal Candidate*
Financial Services Associate	KQED.org Craigslist Indeed KQED Employee Referral* LinkedIn UC Berkeley UC Santa Cruz USF Cal State East Bay SJSU
Director, Foundation Relations & Gov't Support	KQED.org Craigslist Indeed KQED Employee Referral LinkedIn Opportunity Knocks* Chronicle of Philanthropy AFP Golden Gate AFP Silicon Valley
Director, Development Operations	KQED.org Craigslist Indeed LinkedIn* KQED Employee Referral AFP Golden Gate AFP Silicon Valley
Project Manager, Foundation & Gov't Support	KQED.org Craigslist Indeed KQED Employee Referral Idealist* LinkedIn

<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Product Manager	KQED.org* Craigslist Indeed KQED Employee Referral Simply Hired LinkedIn
Learning and Evaluation Manager	KQED.org Craigslist Indeed KQED Employee Referral* LinkedIn UC Berkeley Stanford Aera ISTE
Digital Web Producer, Science	KQED.org Craigslist Indeed KQED Employee Referral* LinkedIn
Director, Facilities Services	KQED.org Indeed KQED Employee Referral Craigslist LinkedIn Internal Promotion*
Evaluation Program Assistant	KQED.org Indeed KQED Employee Referral LinkedIn Craigslist Internal Promotion (intern)*
IT Services and Tech Support	KQED.org Indeed KQED Employee Referral LinkedIn Craigslist*
Engineers (4)	KQED. Org** Indeed KQED Employee Referral** LinkedIn Craigslist



<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Data Analytics Manager	KQED.org Indeed KQED Employee Referral* LinkedIn Craigslist Idealist.org Opportunity Knocks
Production Finance & Operations Manager	KQED.org Indeed KQED Employee Referral LinkedIn* Craigslist Staff Me Up Bay Area Video Coalition
Project Supervisor, TV & Online Content	KQED.org Indeed* KQED Employee Referral LinkedIn Craigslist
Senior Editor, SV News Editor	KQED.org Indeed KQED Employee Referral LinkedIn Craigslist Asian American Journalist Association Journalism Jobs.com Society of Professional Journalists National Association for Black Journalists Online News Associate Internal Candidate*
Human Resources Representative/Recruiter	KQED.org* Indeed KQED Employee Referral LinkedIn Craigslist Northern California Human Resources Association

<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Managing Editor, News	KQED.org Indeed KQED Employee Referral* LinkedIn Craigslist Asian American Journalist Association Journalism Jobs.com Society of Professional Journalists National Association for Black Journalists
Manager, Marketing & Communications	KQED.org Indeed KQED Employee Referral* LinkedIn Craigslist Idealist.org
Coordinator, Major Donor Communications	KQED.org Indeed KQED Employee Referral LinkedIn Craigslist Simply Hired Careerbuilder.com Idealist.org AFP Golden Gate AFP Silicon Valley Internal Promotion*
Revenue and Expense Associate	KQED.org Indeed* KQED Employee Referral LinkedIn Craigslist
Managing Director, Education	KQED.org Indeed KQED Employee Referral* LinkedIn Craigslist Edsurge ISTE Indeed

<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Software Engineer	KQED.org Indeed KQED Employee Referral* LinkedIn Craigslist Dice Career Fair Dice.com
Coordinator, Marketing and Communication	KQED.org* Indeed KQED Employee Referral LinkedIn Craigslist
Manager, Sponsorship & Partnership Development	KQED.org Indeed KQED Employee Referral* LinkedIn Craigslist Opportunity Knocks
News Education Manager	KQED.org Indeed KQED Employee Referral LinkedIn Craigslist Ed Surge Idealist.org*
Chief Labor Relations Counsel	KQED utilized Major, Lindsey and Africa, a legal recruiting firm, to conduct a nationwide search. In addition to MLA's extensive direct outreach efforts the firm utilized the following recruitment sources: <ul style="list-style-type: none"> <li>MLA Global</li> <li>Association of Corporate Counsel</li> <li>Minority Corporate Counsel Association</li> <li>Indeed*</li> </ul>

B. During the Report Term, a total of 230 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.

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
KQED employee referrals	2601 Mariposa Street, San Francisco, CA 94110 Adrienne Cabanatuan – <a href="mailto:hr@kqed.org">hr@kqed.org</a> 415 553-2307 <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a>	41
KQED internal postings	2601 Mariposa Street San Francisco, CA 94110 Adrienne Cabanatuan – <a href="mailto:hr@kqed.org">hr@kqed.org</a> 415 553-2307 <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a>	17
KQED.org <a href="http://www.kqed.org/about/jobs/">http://www.kqed.org/about/jobs/</a> 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– <a href="mailto:hr@kqed.org">hr@kqed.org</a> 415 553-2307 <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a>	74
Asian American Journalists Association	<a href="http://www.aaja.org">http://www.aaja.org</a>	0
Association of Fundraising Professionals – Golden Gate	<a href="http://afpgoldengate.afpnet.org/">http://afpgoldengate.afpnet.org/</a>	0
Bay Area Video Coalition	2727 Mariposa Street, #200 San Francisco, CA 94110 (415) 832-3282 <a href="http://www.bavc.org/">http://www.bavc.org/</a>	0
CalCPA Education Foundation	<a href="http://www.calcpa.org">www.calcpa.org</a> CA	0
Craigslist.org	1381 9 <sup>th</sup> Avenue San Francisco, CA 94122 Annette Ha – <a href="mailto:annette@craigslist.org">annette@craigslist.org</a> or <a href="mailto:questions@craigslist.org">questions@craigslist.org</a> 415 566-6394 <a href="http://www.craigslist.org">http://www.craigslist.org</a>	13

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
Chronicle of Philanthropy	<a href="https://careers.philanthropy.com/?cid=cpw_jobcenter">https://careers.philanthropy.com/?cid=cpw_jobcenter</a>	0
Current	<a href="http://www.current.org">www.current.org</a>	0
EdSurge	<a href="http://www.edsurge.com">http://www.edsurge.com</a>	0
Idealist.org	<a href="http://www.idealists.org">http://www.idealists.org</a>	7
Indeed.com	<a href="http://www.indeed.com/">http://www.indeed.com/</a>	30
Journalismjobs.com	<a href="http://www.journalismjobs.com/">http://www.journalismjobs.com/</a>	0
LinkedIn.com	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 <a href="http://www.linkedin.com">http://www.linkedin.com</a>	21
Major, Lindsey and Africa	555 Montgomery St., Suite 1500 San Francisco, CA 94111 Michelle Morée Beemer, Esq. (415)956-1010 SanFrancisco@mlaglobal.com	7
Media Bistro	<a href="http://www.mediabistro.com">www.mediabistro.com</a>	0
Minority Corporate Counsel Association	1111 Pennsylvania Ave. NW Washington, DC 20004 (202)739-5901 <a href="http://www.mcca.com">www.mcca.com</a>	2
MLA Global	<a href="http://www.mlalocal.com">www.mlalocal.com</a>	7
National Association of Black Journalists	<a href="http://www.nabj.org/">http://www.nabj.org/</a>	0
National Association of Hispanic Journalists	<a href="http://www.nahj.org">http://www.nahj.org</a>	0
Northern California Human Resources Association	<a href="http://www.nchra.org/">http://www.nchra.org/</a>	0
Opportunity Knocks.com	580 California Street, Suite 200 c/o The Management Center San Francisco, CA 94104-1008 <a href="mailto:knocks@tmcenter.org">knocks@tmcenter.org</a> or <a href="mailto:tmc@tmcenter.org">tmc@tmcenter.org</a> 415 399-2635 or 800 344-6627, ext. 2635 <a href="http://www.opportunityknocks.org">http://www.opportunityknocks.org</a>	1
Robert Half and Associates	<a href="http://www.roberthalf.com">http://www.roberthalf.com</a>	9
Simplyhired.com	<a href="http://www.simplyhired.com/">http://www.simplyhired.com/</a>	0
The Society of Professional Journalists	<a href="http://www.spj.org">www.spj.org</a>	0
University of California Berkeley Career Board	<a href="https://career.berkeley.edu/Infolab/JobSites">https://career.berkeley.edu/Infolab/JobSites</a>	0
University of Stanford Career Board	<a href="https://alumni.stanford.edu/get/page/career/post-jobs">https://alumni.stanford.edu/get/page/career/post-jobs</a>	0

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
Dice Career Fair	<a href="http://www.targetedjobfairs.com/">http://www.targetedjobfairs.com/</a>	1
Git Hub	<a href="https://github.com/">https://github.com/</a>	0
Mills	<a href="https://www.mills.edu/student_services/career_center/job_search.php">https://www.mills.edu/student_services/career_center/job_search.php</a>	0
UCSC	<a href="http://careers.ucsc.edu/employer/slugquest.html">http://careers.ucsc.edu/employer/slugquest.html</a>	0
Smashing Magazine	<a href="http://jobs.smashingmagazine.com/post-a-job">http://jobs.smashingmagazine.com/post-a-job</a>	0
KROP	<a href="http://www.krop.com/employer/">http://www.krop.com/employer/</a>	0
The FWA	<a href="https://thefwa.com/jobs">https://thefwa.com/jobs</a>	0
Radio Television Digital News Association	<a href="http://www.rtdna.org/content/post_a_job_form">http://www.rtdna.org/content/post_a_job_form</a>	0
Media Jobs	<a href="http://mediajobs.com/category/media-jobs/">http://mediajobs.com/category/media-jobs/</a>	0
Maynard.org	<a href="http://mije.org/">http://mije.org/</a>	0
AFP Silicon Valley	<a href="https://www.cvent.com/events/2016-job-postings-afp-silicon-valley-chapter/registration-6eb24c9abed74a1ca9afdb7258de8955.aspx">https://www.cvent.com/events/2016-job-postings-afp-silicon-valley-chapter/registration-6eb24c9abed74a1ca9afdb7258de8955.aspx</a>	0
Stanford MBA	<a href="https://www.gsb.stanford.edu/alumni/career-resources/hire-alumni-students/posting-job-board">https://www.gsb.stanford.edu/alumni/career-resources/hire-alumni-students/posting-job-board</a>	0
Santa Clara University	<a href="https://www.scu.edu/careercenter/employers/login/">https://www.scu.edu/careercenter/employers/login/</a>	0
USF	<a href="https://www.usfca.edu/career/employers/post-jobs-and-internships">https://www.usfca.edu/career/employers/post-jobs-and-internships</a>	0
Cal State East Bay	<a href="http://www.csueastbay.edu/af/departments/hr/employment-opportunities/">http://www.csueastbay.edu/af/departments/hr/employment-opportunities/</a>	0
SJSU	<a href="http://www.sjsu.edu/employment/">http://www.sjsu.edu/employment/</a>	0
California College of Arts	<a href="https://www.cca.edu/admissions/financialaid/board">https://www.cca.edu/admissions/financialaid/board</a>	0
Silicon Valley Career Fair	<a href="http://www.careerintro.com/employers.cfm">http://www.careerintro.com/employers.cfm</a>	0
Stanford	<a href="http://stanfordcareers.stanford.edu/job-search">http://stanfordcareers.stanford.edu/job-search</a>	0
Aera	<a href="https://www.careerwebsite.com/employer/login?goto=%2Fr%2Fjobs%2Fpost%2Fpost%2Ecfm%3Fsite_id%3D557&amp;site_id=557&amp;mssid=21tZ1">https://www.careerwebsite.com/employer/login?goto=%2Fr%2Fjobs%2Fpost%2Fpost%2Ecfm%3Fsite_id%3D557&amp;site_id=557&amp;mssid=21tZ1</a>	0
ISTE	<a href="http://iste-jobs.careerwebsite.com/jobseeker/search/results/">http://iste-jobs.careerwebsite.com/jobseeker/search/results/</a>	0
Staff Me up	<a href="http://staffmeup.com/">http://staffmeup.com/</a>	0
Online News Associate	<a href="http://careers.journalists.org/jobs">http://careers.journalists.org/jobs</a>	0
Careerbuilder.com	<a href="https://hiring.careerbuilder.com/recruitment-advertising/post-job-right-now">https://hiring.careerbuilder.com/recruitment-advertising/post-job-right-now</a>	0

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 a fully paid ongoing internship program for students lasting six months or longer\*. This past year KQED had fifteen 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. We have been able to attract a more diverse pool of candidates with our internship program and several of our interns were converted to staff positions this year. The program enables the selected interns to have a deeper learning experience with KQED and an opportunity to learn not only about the department that they worked in during their term but also provide 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, Marketing and Corporate Support.

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

**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:

<b>Date</b>	<b>Event/School</b>
April 20, 2016	San Francisco State University
April 13, 2016	University of California at Santa Cruz
February 26, 2016	University of San Francisco
February 24, 2016	San Jose State University
February 18, 2016	University of California at Berkeley
February 10, 2016	Stanford Career Center
February 10, 2016	Career Connections Social at UC Berkeley
January 28, 2016	California State University East Bay
January 20, 2016	CAL Spring Kickoff for Letters and Science Majors
November 3, 2015	University of California at Santa Cruz
October 29, 2015	California State University East Bay
October 14, 2015	University of California at Berkeley
October 1, 2015	Stanford University
September 29, 2015	San Jose State University
September 22, 2015	University of San Francisco

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

KQED provided biennial training to all managers and supervisors on EEO and Sexual Harassment. The training was provided by Eric Glassman, Esq. This was an in-person 2-hour workshop that met the California State requirements for AB1825 training. Managers who were unable to attend this in-person session took an online training course that 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.

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

KQED actively promoted our online training program for all employees to enable employees to increase their skills in a variety of areas. Monthly topics were announced to all staff for employees to take advantage of the system. Our usage reflects that employees are using the system to increase technical skills as well as management skills.

KQED established a Lab inside KQED focused on innovating and incubating new



products and services to serve the changing media needs of the Bay Area. The KQED Lab produces a series of KQED staff workshops and events to increase KQED's innovation culture, professional learning and immersion in the latest media technologies.

#### **5. Participation in job fairs.**

- October 22, 2015 KQED managers and representatives attended the Dice Technology and Engineering Career Fair to educate members of the community about opportunities in technology in media and public broadcasting.
- January 20, 2016 KQED managers and representatives attended the Dice Technology and Engineering Career Fair to educate members of the community about opportunities in technology in media and public broadcasting.