

Annual Diversity Report 2015

KQED's efforts to achieve its goal of increased diversity in its workforce is guided by its Diversity Vision.

Diversity Vision

KQED knows that a diverse workforce and management team contribute greatly to our knowledge and understanding of the Bay Area's diverse communities, and to our ability to deliver content and services that will help us attract, grow and engage audiences and help them to achieve their full potential. We endeavor to recruit from a broad pool of candidates enabling us to hire and promote qualified candidates with a variety of cultural and ethnic backgrounds, personal experiences and characteristics, and talents that reasonably reflect the diverse needs and interests of the communities served by KQED.

KQED will continue to explore new opportunities for achieving and promoting this diversity and to monitor and evaluate our success. The means KQED adopts will always meet the standards of federal and state law, as well as KQED's Equal Employment Opportunity Policy.

Our most recent EEO Public File Report:

<http://ww2.kqed.org/about/wp-content/uploads/sites/19/2015/02/kqed-eeo2015.pdf>

details the actions KQED has undertaken to realize our Diversity Vision.

As of September 2015, 60% of our 284 member workforce are female and 36% are persons of color. Over the past several years KQED has focused on building diversity in leadership roles within the organization as well as increasing diversity at all levels. We have seen incremental improvement over the past year in individual categories of people of color, for example, our hiring of additional Hispanic staff members last year allowed us to reach a 12% increase from three years ago. We focused on improving our sourcing methods to achieve a diverse slate of candidates for all positions.

We have seen significant gains in our internship program where we believe we are building our future workforce with 43% of participating interns being people of color. This baseline statistic from our first year of paid internships is very gratifying knowing that we are contributing to the next generation of public media employees.

This year we will continue our work in identifying and attracting qualified, diverse new hires and hope to see an increase in our overall numbers. We will also be providing training and education for our management and staff members on valuing diversity within our organization.