

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

For the period commencing August 1, 2016 and ending July 31, 2017 (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. KQET and KQEI-FM employ 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
Social Media and Digital Audiences Associate	KQED. Org* Idealist KQED Employee Referral LinkedIn MediaBistro Mashable Indeed
Audience Services Specialist	KQED. org LinkedIn* Internal Candidate Idealist Indeed

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Media Services Coordinator	KQED. org LinkedIn* Craigslist Damguru.com Indeed
Project Manager, Foundation and Government Support	KQED. Org* Association of Fundraising Professionals KQED Employee Referral LinkedIn Indeed
Labor and Employee Relations Specialist	KQED. Org Indeed KQED Employee Referral LinkedIn* NCHRA
Account Executive	KQED. Org* RadioInk Indeed KQED Employee Referral LinkedIn
Systems Administrator	KQED. Org LinkedIn Indeed* KQED Employee Referral Idealist Work for good
Systems Integration Engineer	KQED. org Indeed* KQED Employee Referral LinkedIn Idealist Work for good Stanford UC Berkeley Twenty Pines Recruiting Agency*
Gift Planning Officer	KQED. Org* Indeed KQED Employee Referral LinkedIn Idealist Assoc for Fundraising Professionals

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
AR/AP Accountant	KQED. org Craigslis Indeed* KQED Employee Referral LinkedIn
Associate Producer (Newsroom)	KQED. Org* Indeed KQED Employee Referral AAJA Society of Professional Journalists NAHJ NABJ Journalism Jobs
Director of Individual Major Gifts- The Peninsula	KQED. Org* Indeed KQED Employee Referral LinkedIn Idealist Work for good AFP Golden Gate AFP Silicon Valley
Media Impacts Fellow	KQED. Org Indeed KQED Employee Referral Idealist*
Revenue Accounting Supervisor	KQED. org Indeed KQED Employee Referral CalCPA Idealist Work for Good Craiglist Parker and Lynch Agency*
Membership Clerk II	KQED. org Indeed* KQED Employee Referral
Email Marketing Specialist	KQED. org Indeed KQED Employee Referral Internal Candidate*

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Revenue Expense Manager	KQED. Org Craigslist Indeed KQED Employee Referral LinkedIn Glassdoor Idealist*
Senior Director, Gift Planning and Endowment	KQED. Org Indeed KQED Employee Referral NCPGC PPPLA Planned giving of OC SD Planned Giving AFP, Golden Gate Chapter Corporation for Public Broadcasting Scion Agency*
HCM & Payroll Director	KQED. org Indeed KQED Employee Referral LinkedIn* NCHRA American Payroll Association Women in Tech
Software Engineer, Full Stack	KQED. Org Craigslist Indeed KQED Employee Referral LinkedIn* Stanford UC Berkeley SF State Hack Reactor Hired Indeed Prime SJ State

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Reporter III, Host II, Silicon Valley Newsdesk	KQED. Org Indeed KQED Employee Referral LinkedIn AAJA Society of Professional Journalists NAHJ NABJ* Current Journalism Jobs
UI/UX Engineer	KQED. Org Craigslist Indeed KQED Employee Referral LinkedIn* Monster Stanford Careers Board Berkeley Careers Board
Reporter III/Host II, KQED News	KQED. org Indeed KQED Employee Referral* LinkedIn Current Journalism Jobs NAHJ NABJ Society of Professional Journalists Asian American Journalism Association
Social Media Specialist	KQED. Org* Indeed KQED Employee Referral LinkedIn
Distribution and Partnership Specialist, Education	KQED. Org Indeed* KQED Employee Referral LinkedIn Edjoin.org Edsurge.com Idealist.com

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Online Learning Specialist	KQED. Org Indeed* KQED Employee Referral LinkedIn Idealist Edsurge.com
Corporate Reporting Accountant	KQED. org Craigslist Indeed KQED Employee Referral CalCPA LinkedIn Accounting Principals Agency*
Health Editor	KQED. Org Indeed KQED Employee Referral RTDNA Society of Prof Journalists Journalism Jobs* UC Berkeley J School PRNDI Center for Health Journalism NAHJ NABJ National Association of Asian American professionals
Associate Producer, KQED Food	KQED. Org Indeed KQED Employee Referral*
Engagement Producer- Limited Term	KQED. org Indeed KQED Employee Referral*
Operating Technician	KQED. Org* Indeed KQED Employee Referral LinkedIn
Digital Media Producer, Arts Education	KQED. Org* Indeed KQED Employee Referral LinkedIn Bay Area Video Coalition Idealist California College of the Arts SF Art Institute

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Social Media & Content Distribution Specialist, Arts	KQED. org Craigslist Indeed KQED Employee Referral LinkedIn Media Bistro Idealist Internal Candidate*
Capital Expense and Admin Manager	KQED. org Indeed KQED Employee Referral LinkedIn* iHire Accounting American Purchasing Society ALPFA
Graduate Student Fellow	KQED. Org* Indeed KQED Employee Referral UC Berkeley Stanford USF Mills College
Legal Affairs Specialist	KQED. org Indeed* LinkedIn KQED Employee Referral
Sustaining Membership Manager	KQED. Org* Indeed KQED Employee Referral LinkedIn Idealist Work for good Chronicle of Philanthropy Assoc. of Fundraising Professionals Current.org AFP
Social Media and Online Video Distribution Specialist	KQED. Org Craigslist Indeed KQED Employee Referral* Media Bistro

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Director of Sales	KQED. org Indeed KQED Employee Referral* LinkedIn Current Corporation for Public Broadcasting Media Bistro
Youth Media Manager	KQED. Org Indeed KQED Employee Referral* LinkedIn EdSurge
TCR AM Host	KQED. Org* Indeed KQED Employee Referral Craigslist LinkedIn NAHJ RTNDA AAJA NABJ Society of Professional Journalists Maynard Institute
Controller	KQED. org Indeed* KQED Employee Referral LinkedIn CalCPA Work for Good Craigslist Rincon Search Parker and Lynch Agency
Product Manager, Education	KQED. org Indeed KQED Employee Referral* LinkedIn EdSurge Poynter
Financial Accounting Manager	KQED. Org Indeed KQED Employee Referral LinkedIn* Craigslist

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Development Associate, Annual Major Gifts	KQED. Org Indeed KQED Employee Referral LinkedIn Careerbuilder Simply Hired Idealist* AFP Golden Gate AFP Silicon Valley Opportunity Knocks Philanthropy News Digest
Revenue and Expense Manager	KQED. Org Indeed KQED Employee Referral LinkedIn* I hire Accountants
The CA Report Central Valley Reporter II	KQED. Org Indeed KQED Employee Referral* LinkedIn Society of Professional Journalists NAHJ Journalism Jobs Current.org

In addition to the above resources KQED seeks and accepts referrals for union positions from the labor unions representing our employees.

- B. During the Report Term, a total of 173 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	32

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	5
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	57
Accounting Principals Agency	https://www.accountingprincipals.com/locations/san-francisco-ca-accounting-staffing-agencies/	4
AFP Silicon Valley	http://afpsiliconvalley.afpnet.org/content.cfm?ContentItemID=70499&navItemNumber=15353	0
ALPFA	http://www.alpfa.org/	0
American Purchasing Society	https://www.american-purchasing.com/	0
Asian American Journalists Association	http://www.aaja.org	0
Association of Fundraising Professionals – Golden Gate	http://afpgoldengate.afpnet.org/	1
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
California College of the Arts	https://www.cca.edu/about/jobs	0
Center for Health Journalism	https://www.centerforhealthjournalism.org/	0

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
Corporation for Public Broadcasting	401 Ninth Street, NW Washington, DC 20004-2129 202 879-9600 or 800 272-2190 http://www.cpb.org/jobline	0
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	1
Creative Financial Staffing	http://www.cfstaffing.com/	1
Chronicle of Philanthropy	https://careers.philanthropy.com/?cid=cpw_jobcenter	0
Current	www.current.org	0
EdSurge	http://www.edsurge.com	0
Edjoin.org	https://www.edjoin.org/	0
GlassDoor.com	http://www.glassdoor.com/index.htm - this was listed by candidate but we did not post there.	0
Idealist.org	http://www.idealists.org	8
Ihire.com	https://www.ihire.com/	1
Indeed.com	http://www.indeed.com/	26
Journalismjobs.com	http://www.journalismjobs.com/	1
JournalismNext.com	https://www.journalismnext.com/	0
Joe's HR and Recruiting Blog (candidate listed, but was never posted)	http://joeshrblog.blogspot.com/2008/11/joes-job-list.html	0
LinkedIn.com	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 http://www.linkedin.com	18
Media Bistro	www.mediabistro.com	1
Mills College	https://inside.mills.edu/administration/administrative_offices/human_resources/index.php	0
National Association of Asian American Professionals	http://www.naaap.org/	0
National Association of Black Journalists (NABJ)	http://www.nabj.org/	1
National Association of Hispanic Journalists (NAHJ)	http://www.nahj.org	1

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
Northern California Human Resources Association (NCHRA)	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	2
Parker and Lynch Agency	http://www.parkerlynch.com	5
PPPLA	http://www.pppla.org/career-center	0
PRNDI	http://prndi.org/term/jobs-0	
Radio Ink	http://radioink.com/category/jobs/	0
Rincon Search	http://rinconsearch.com/	3
RTDNA	https://rtdna.org/channel/find_a_job	0
Simplyhired.com	http://www.simplyhired.com/	0
Scion Staffing Agency	https://www.scionstaffing.com/	2
SD Planned Giving	http://www.sdpdp.org/opportunities.html	0
The Society of Professional Journalists	www.spj.org	0
The Northern California Planned Giving Council (NCPGC)	http://ncpgcouncil.org/	0
Twenty Pines Agency	http://twentypine.com/	3
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	0
USF	https://www.usfca.edu/career/employers/post-jobs-and-internships	0
Work for Good	https://www.workforgood.org/	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 has an internship program that is meant for interns to 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 eleven types of internships each term throughout various departments allowing up to a maximum of four interns per type of internship each term. 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.

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
Arts Communication and Engagement
Corporate Sponsorship
Multimedia (Deep Look)
Forum
KQED News (Radio and Television)
Science Communications
The California Report
Visual Journalism
Arts Editorial
Marketing Communications

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
October 4, 2016	Stanford University Career Fair
October 5, 2016	Saint Mary's College of California Career Fair
October 13, 2016	University of California at Berkley Career Fair
January 11, 2017	Santa Clara University Career Fair

February 15, 2017	University of California at Berkley Career Fair
February 24, 2017	California College of the Arts Career Expo
March 3, 2017	University of San Francisco Career Fair
April 27, 2017	California State University, East Bay Career Fair

KQED additionally participated in the following events sponsored by educational institutions:

- On October 20, 2016 the KQED recruiter participated in the USF Info Session on campus. This was an opportunity for students to come and speak to the recruiter about potential roles and internships at KQED.
- On October 25, 2016 the KQED recruiter and a fellow employee in the Science department presented in a classroom at the San Francisco State University BECA department (Department of Broadcast and Electronic Communication Arts). The presentation including a short PowerPoint with information on current internships and opportunities at KQED. This allowed for the students to get a personal look at what type of work they could work on at KQED.
- On November 2, 2016 KQED presented at SFSU in a classroom to once again show students the opportunities for internships. A KQED employee in the Television department also presented on her work and about Truly CA, a KQED Production.
- On November 2, 2016, both a KQED Recruiter and an HR coordinator attended Stanford University to participate in a BEAM Stanford Event. BEAM: Bridging Education, Ambition & Meaningful work. This presentation detailed what we do here at KQED and opportunities for the summer.
- On November 15, 2016 and April 25, 2017, KQED hosted a group of college students from SFSU to come tour the KQED campus. The students had the opportunity to speak with the KQED recruiter about internships and 2-3 employees about their work here at KQED. They were then taken around the entire building to view all of the departments and studios.

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

A two hour online training course on EEO and Sexual Harassment meeting the California requirements for AB 1825 is available to all managers and supervisors. New managers and supervisors are required to complete such training. Live training sessions for all managers and supervisors will continue to be required on a biennial basis with sessions to be provided next year.

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

KQED offers a catalog of professional development workshops for managers and staff interested in building skills in a variety of different areas. Online training to all employees is also encouraged and offered through BizLibrary.

KQED offered The Lab, an in-house innovation lab again this year. The lab solicits applications from staff in all departments for the opportunity to participate in an immersive experience taking their audience-focused ideas from concept to prototype and pilot. Staff workshops and events support the project.

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 March 21, 2017 KQED attended a Business breakfast hosted by Tech SF at the Twitter Headquarters. This was put on by BAVC and was a meetup to help employers think about diversity in the work place and how to help unemployed professionals get work or skills to get back to work.