

Annual Diversity Report 2017

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: <https://ww2.kqed.org/about/wp-content/uploads/sites/19/2017/08/kqed-eeo-2017.pdf> details the actions KQED has undertaken to realize our Diversity Vision.

Our efforts to reach out to different groups of workers to present opportunities in public broadcasting have seen success. As of September 2017, 60% of our 325 member workforce are female and 30% are persons of color. Over the past several years, in addition to working to increase diversity at all levels, KQED has focused on building diversity in leadership roles within the organization as openings arose. We have improved the number of persons of color in both manager and professional level roles year over year, and in 2017 those numbers increased from 46 in 2016 to 60 this year. KQED's Administrative personnel are 63% diverse, an increase over last year, and 100% of our Service workers are people of color. We have also seen another year of incremental gains in our internship program, where we believe we are building our future workforce. This year, 54% of participating interns are people of color.

This coming year, we will continue our work in identifying and attracting qualified, diverse new hires, as well as retaining those currently on staff. We will also be providing training and education for our management and staff members on valuing diversity within our organization.