

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

For the period commencing August 1, 2017 and ending July 31, 2018 (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
Director Audience Development	KQED.org Indeed Glassdoor Idealist LinkedIn* Media Bistro
Accounts Payable Accountant	KQED.org Indeed Glassdoor Accounting Principles Agency*

Senior News Editor - Weekend	KQED.org Indeed Glassdoor AAJA NABJ NAHJ SPJ Online News Association Internal Candidate*
Silicon Valley Reporter III / Host II	KQED.org Indeed Glassdoor Internal Candidate*
Accounts Payable Supervisor	KQED.org Indeed Glassdoor Craigslist Work For Good Accounting Principles Agency*
Custodial Employee- AM Shift	KQED.org Indeed Glassdoor Internal Candidate*
Newsroom & Radio Administrative Assistant	KQED.org* Indeed Glassdoor
Membership Clerk II - Matching Gift Coordinator	KQED.org Indeed Glassdoor Internal Candidate*
Email Marketing Specialist	KQED.org Indeed Glassdoor*
Anchor / Reporter, KQED News	KQED.org Indeed Glassdoor SPJ Craigslist Internal Candidate*
National Sales Coordinator	KQED.org* Indeed Glassdoor
Sustaining Membership Manager	KQED.org Indeed Glassdoor Internal Candidate*

Development Associate, Operations	KQED.org* Indeed Glassdoor LinkedIn
Reporter III/Host II, KQED News – Education Reporter	KQED.org Craigslist Indeed Educators Writers Association NAHJ NABJ Online News Association SPJ.org CPB.org RTDNA Internal Candidate*
Financial Accounting Manager	KQED.org Indeed Glassdoor Robert Half Agency*
Lead Enterprise Engineer (Salesforce)	KQED.org Craigslist LinkedIn Indeed Glassdoor Dice TwentyPine Agency*
Help Desk Technician	KQED.org Indeed Glassdoor Idealist Craigslist Work For Good KQED Internal Referral*
Editorial Manager, Member Publications	KQED.org Indeed Glassdoor LinkedIn*
Product Manager - Identity	KQED.org Indeed Glassdoor LinkedIn*
Manager, Sponsorship Activation	KQED.org Indeed Glassdoor Internal Candidate*

Associate Director, Individual Major Gifts	KQED.org Indeed Glassdoor AFP Golden Gate Idealist Work For Good KQED Internal Referral*
Events and Community Management Specialist, Education	KQED.org Indeed* Glassdoor
Corporate Sponsorship Senior Coordinator	KQED.org Indeed Glassdoor LinkedIn Internal Candidate*
Facilities Services Supervisor	KQED.org Indeed Glassdoor Internal Candidate*
Network Systems Engineer	KQED.org Indeed Glassdoor Monster*
Central Valley Reporter	KQED.org Indeed Glassdoor NAHJ UC Berkeley Journalism Board Fresno State Job Board AIR KQED Internal Referral*
Interactive Producer	KQED.org Indeed Glassdoor Craigslist Online News Association Internal Candidate*
Forum Producer	KQED.org Indeed Glassdoor AAJA NAHJ NABJ Facebook Group: Journalists of Color in Public Media*

Audience Experience Research Manager	KQED.org Indeed Glassdoor Internal Candidate*
Podcast Manager	KQED.org Indeed Glassdoor AAJA NAHJ NABJ CPB.org*
Development Associate, Leadership Gifts	KQED.org* Indeed Glassdoor Work For Good Idealist AFP Golden Gate
Help Desk Tech/Linux Support	KQED.org* Indeed Glassdoor
Help Desk Technician	KQED.org Indeed Glassdoor LinkedIn*
Security and Data Integrity Engineer	KQED.org Indeed Glassdoor Idealist Dice Craigslist Modis Agency*
Receiving / Supply Clerk / PBX Employee	KQED.org Indeed Glassdoor KQED Internal Referral*
Member Services Representative	KQED.org Indeed Glassdoor Internal Candidate*
Membership Clerk III – Financial Assistant	KQED.org Glassdoor Indeed Internal Candidate*

Enterprise Systems Analyst (Salesforce)	KQED.org Glassdoor Indeed Craigslist Dice TwentyPine Agency*
Enterprise Engineer (Salesforce)	KQED.org* Glassdoor Indeed Craigslist Dice TwentyPine Agency
Talent Specialist/Recruiter	KQED.org Glassdoor Indeed* Northern CA HR Association LinkedIn
Editor	KQED.org Glassdoor Indeed Internal Candidate* LinkedIn Craigslist SF Craigslist LA Bay Are Video Coalition
Director of Individual Major Gifts	KQED.org* Indeed Glassdoor Work For Good Idealist AFP Golden Gate
TV Engineer	KQED.org Indeed Glassdoor LinkedIn Internal Candidate*

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

B. During the Report Term, a total of **212** 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 Julia Sievert – jsievert@kqed.org 415 519-9932 http://www.kqed.org/about/jobs	24
KQED internal postings	2601 Mariposa Street San Francisco, CA 94110 Julia Sievert – jsievert@kqed.org 415 519-9932 http://www.kqed.org/about/jobs	34
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 Julia Sievert – jsievert@kqed.org 415 519-9932 http://www.kqed.org/about/jobs	60
Accounting Principals Agency	https://www.accountingprincipals.com/locations/san-francisco-ca-accounting-staffing-agencies/	3
AFP Golden Gate	https://afpgoldengate.imiscloud.com/	0
AIR	https://airmedia.org/	0
Asian American Journalists Association (AAJA)	http://www.aja.org	0
Bay Area Video Coalition	2727 Mariposa Street, #200 San Francisco, CA 94110 (415) 832-3282 http://www.bavc.org/	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	1

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
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	3
Dice	https://www.dice.com/	0
Educators Writers Association	https://www.ewa.org/	0
Facebook Group: Journalists of Color in Public Media*	http://www.facebook.com	1
Fresno State Job Board	http://www.fresnostate.edu/studentaffairs/careers/student/jobs.html	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	2
Indeed.com	http://www.indeed.com/	39
LinkedIn.com	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 http://www.linkedin.com	30
Media Bistro	www.mediabistro.com	0
Modis Agency	http://www.modis.com	2
Monster	http://www.monster.com	1
National Association of Black Journalists (NABJ)	http://www.nabj.org/	0
National Association of Hispanic Journalists (NAHJ)	http://www.nahj.org	1
Northern California Human Resources Association (NCHRA)	http://www.nchra.org/	0
<u>Online News Association</u>	https://journalists.org/	0
RTDNA	https://rtdna.org/channel/find_a_job	0
Robert Half Agency	http://roberthalf.com	3
The Society of Professional Journalists (SPJ)	www.spj.org	0
TwentyPine Agency	http://twentypine.com/	7
UC Berkeley Journalism Board	https://journalism.berkeley.edu/career/jobs/	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, graduate students and anyone looking to gain experience in the field of public media. 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 is a fully paid internship for periods of six months or longer. We have a diverse pool of candidates who are selected for the program and have the opportunity for a deep dive 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:

News
Forum
Visual Journalism
Forum
KQED Presents/Programming and Distribution
Education
Arts
Corporate Sponsorship
Science
Marketing

KQED participated in the Achieve Global Program by hosting two different high school student interns, one during the summer of 2017 and the other the summer of 2018 - Achieve is a year-round, four-year high school scholarship and academic enrichment program for underserved students from low-income families. By providing quality educational and extensive individual support, Achieve increases the options and opportunities of all its students. Our 2017 student interned with our Education team learning valuable work skills as well as how to reach out and engage the community. Our 2018 student worked in our Arts department alongside our

Music Editor to learn about arts and news journalism.

In addition, KQED also partnered with UCSC to recruit interns in their match for match program. This allowed us to secure one intern from Santa Cruz County by having UCSC match our pay.

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
02/16/2018	CCA Career Expo
02/28/2018	St Mary's Career and Internship Fair
03/02/2018	SFU Job Fest
03/14/2018	SF State University Career Fair
04/17/2018	Santa Clara University Spring Career Fair
04/19/2018	UC Berkeley Just-in-time Job Fair
04/24/2018	Stanford Venture Spring Career Fair
04/26/2018	CSU East Bay Career & Internship Fair

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

- On July 10, 2018 KQED's Talent Specialist/Recruiter facilitated a docent led tour for students of **Women's Audio Mission**, including a speaking panel that consisted of a FM Radio Technician, a TV Master Control Lead Engineer and a TV Master Control and Production Audio Engineer. The panel and the Talent Specialist/Recruiter provided advice on career trajectory, potential opportunities at KQED as well as a Q&A session.
- On 4/5/2018 KQED's Talent Specialist/Recruiter participated in **Meet The Companies That Care** at USF. The purpose of the event was to introduce their students to the opportunities and benefits working at companies that not only make a profit, but also care about the community, diversity, environment, sustainability, social justice, and their own employees.
- In March of 2018 KQED's Talent Specialist/Recruiter and Coordinating Producer collaborated with **The Art Institute of California** on reviewing their Audio and Film graduates' portfolios in class, as well as providing feedback. In addition the Talent Specialist/Recruiter organized a docent led tour of KQED for students at AAI.
- On February 20, 2018 KQED's Senior Newsroom Coordinator attended UC

Berkeley's **Spring Recruiting Kickoff: Launch Your Job Search/Job Search Advice** event. This included an overview over KQED's entry level openings, KQED's hiring process and followed by Q&A casual networking.

- On February 7, 2018 KQED's Senior Newsroom Coordinator participated in **Career Connections: Art & Design** at UC Berkeley. This event consisted of a speaking panel of 14 industry professionals, and a total of 96 students participating. The speaking panel, which included introductions and career opportunity overviews, was followed by a get-to-know/networking event for the speakers/employers and alumni.
- On September 21, 2017 KQED's HR Director, Talent Management participated in a panel for the **UC Berkeley Careers in Entertainment Club**. At this event the Director made a presentation to interested students (approximately 100 students) about careers in media and entertainment. Following the presentation the Director met individually with students who had questions about how to build a career in media and more specifically public broadcasting.

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

- KQED hosted in-person Sexual Harassment Training Sessions for all managers and all employees. These workshops were facilitated by Karen Fleshman, Esq., founder of Racy Conversations, a workplace fair practices expert. Karen is an attorney and facilitated California compliant training. This year we included prevention of harassment/bullying based on gender identity, gender expression, and sexual orientation. Those who could not attend one of the in-person sessions completed the online training offered by Corporation for Public Broadcasting through NAVEX Global.
- Additionally all new managers attend the Manager 101 series of classes in which EEO and discrimination prevention is discussed.

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 in-person professional development workshops for managers and staff interested in building skills in a variety of different areas.
- Self-paced technical training is offered to all employees upon request through Lynda.com
- Professional development opportunities are made available to journalists via industry conference attendance and in-house learning opportunities from outside experts.

- 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.

- Between July 18-21, 2018 KQED's Senior Editor, The California Report attended, represented KQED and recruited at **NAHJ/NAJA** in Miami, a journalism conference that also consisted of a career fair.
- On July 14, 2018, KQED's HR Director, Talent Management participated in the Students Rising Above Mock Career Fair. Students Rising Above (<https://studentsrisingabove.force.com/students/s/>) serves under-resourced, first-generation-college students in high school through college by matching them with mentors and providing learning opportunities. This Mock Career Fair was for students in the Junior and Senior years of college to learn how to participate in a career fair and network with professionals in order to be ready for the job market when they graduate. The HR Director met with students and provided feedback on resumes, courses to consider and an overview of careers in public media.
- Between September 7-9, 2017, KQED's Senior Coordinator for Newsroom participated in the Excellence in Journalism/National Association of Hispanic Journalists Convention and Career Fair. During this career fair, the Senior Coordinator met with candidates from across the country and discussed career opportunities with individuals in all stages of their careers in journalism who were interested in public broadcasting.