

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

For the period commencing August 1, 2018 and ending July 31, 2019 (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. 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.

Please note, all job titles marked with two asterisks (\*\*) were posted through our new Applicant tracking system JazzHR and were automatically posted to the following free job boards:

- Indeed
- Glassdoor
- LinkedIn Limited
- ZipRecruiter
- Facebook Jobs
- Google
- Careerjet
- CBCJobs
- JobInventory
- Neuvoo
- The Muse
- Trovit
- Jobcase.com

- MyJobHelper
- Job.net
- Sercanto
- Jooble

Job Title	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Accounts Payable Supervisor **	KQED.org Accounting Principles LinkedIn *
Administrative Assistant, Corporate Sponsorship **	KQED.org*
Associate Director, Annual Giving **	KQED.org* Work For Good AFP Golden Gate Idealist
Audience Intelligence Analyst **	KQED.org*
Chief Product Officer **	KQED.org Egon Zehnder*
Deputy Managing Editor, Digital News **	KQED.org* SPJ NAHJ NABJ ONA
Development Associate, Campaign 21 **	KQED.org LinkedIn* Work For Good AFP Golden Gate Idealist
Digital Producer, News **	KQED.org Internal Candidate* SPJ NAHJ NABJ
Digital Producer, Science **	KQED.org*
Director, Campaign 21 **	KQED.org Internal Candidate* Work For Good AFP Golden Gate Idealist

Director, Membership Operations **	KQED.org*
Finance and Operations Associate **	KQED.org Glassdoor*
Human Resources Coordinator **	KQED.org ZipRecruiter*
IT Support Admin & Analyst **	KQED.org Robert Half Technology*
IT Support Admin & Analyst **	KQED.org YearUp*
Local Sales Director **	KQED.org LinkedIn*
Manager, Learning and Diversity, Equity and Inclusion **	KQED.org*
Managing Editor, News **	KQED.org Internal Candidate* SPJ NAHJ NABJ ONA
Marketing Specialist, Education **	KQED.org EdSurge*
Online Learning Manager **	KQED.org Twitter* EdSurge
Post-Production Technical Lead, Digital Video **	KQED.org*
Revenue & Expense Analyst **	KQED.org LinkedIn*
Scheduling Coordinator **	KQED.org LinkedIn*
Senior Designer **	KQED.org*
Senior Designer **	KQED.org*
Senior Producer, Voice & AI **	KQED.org*
Social Media Associate **	KQED.org*
Specialist, Marketing and Communications **	KQED.org Internal Candidate*
Program Manager, Student Media and Classroom Learning **	KQED.org* EdSurge

Direct Marketing Associate **	KQED.org*
Product Manager, Education **	KQED.org LinkedIn*
Head of Change Management	KQED.org ZipRecruiter LinkedIn Indeed Modis*
Audience Services Specialist	KQED.org LinkedIn*
Director, TV Engineering and Operations	KQED.org LinkedIn PJM CPB Referral*
Sr. Financial Analyst	KQED.org LinkedIn* Glassdoor
Lead UI/UX Designer	KQED.org WorkingNotWorking Internal Candidate*
Stewardship Program Specialist	KQED.org Internal Candidate* Craigslist LinkedIn
PMO Director	KQED.org Modis* LinkedIn
Membership Clerk - Email	KQED.org Indeed Craigslist Internal Candidate*
Director Events	KQED.org Indeed LinkedIn*
Membership Clerk – Pledge Project Coordinator	KQED.org Craigslist Indeed* Referral

Marketing Director, Education	KQED.org Referral* EdSurge AdWeek Indeed LinkedIn Modis Creative Group Agency
Audience Development Associate	KQED.org* MediaBistro LinkedIn Indeed
Membership Clerk – Donor Relations	KQED.org Internal Candidate*
Associate Producer, Arts	KQED.org Internal Candidate*
Sr. Salesforce Administrator	KQED.org LinkedIn Modis* Twenty Pine

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 **260** 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 Julia Sievert, Manager Talent Strategy and Acquisition – jsievert@kqed.org 415 519-9932 <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a>	4
KQED internal postings	2601 Mariposa Street San Francisco, CA 94110 Julia Sievert, Manager Talent Strategy and Acquisition – jsievert@kqed.org 415 519-9932 <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a>	16

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
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 Julia Sievert, Manager Talent Strategy and Acquisition – <a href="mailto:jsievert@kqed.org">jsievert@kqed.org</a> 415 519-9932 <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a>	98
AdWeek	<a href="https://www.adweek.com/">https://www.adweek.com/</a>	0
Accounting Principals Agency	<a href="https://www.accountingprincipals.com/locations/san-francisco-ca-accounting-staffing-agencies/">https://www.accountingprincipals.com/locations/san-francisco-ca-accounting-staffing-agencies/</a>	3
AFP Golden Gate	<a href="https://afpgoldengate.imiscloud.com/">https://afpgoldengate.imiscloud.com/</a>	0
Careerjet	<a href="http://www.careerjet.com">http://www.careerjet.com</a>	0
CBCJobs	<a href="http://www.cbcjobs.com/">http://www.cbcjobs.com/</a>	0
Corporation for Public Broadcasting (CPB)	401 Ninth Street, NW Washington, DC 20004-2129 202 879-9600 or 800 272-2190 <a href="http://www.cpb.org/jobline">http://www.cpb.org/jobline</a>	0
Craigslist.org	<a href="http://www.craigslist.org">http://www.craigslist.org</a>	2
Creative Group Agency by Robert Half	<a href="http://www.creativegroup.com">http://www.creativegroup.com</a>	1
EdSurge	<a href="https://www.edsurge.com/">https://www.edsurge.com/</a>	3
Egon Zehnder	<a href="https://www.egonzehnder.com">https://www.egonzehnder.com</a>	3
Facebook Jobs	<a href="http://www.facebook.com">http://www.facebook.com</a>	1
Glassdoor.com	<a href="http://www.glassdoor.com">http://www.glassdoor.com</a>	15
Google	<a href="http://www.google.com">http://www.google.com</a>	0
Idealist.org	<a href="http://www.idealist.org">http://www.idealist.org</a>	0
Indeed.com	<a href="http://www.indeed.com/">http://www.indeed.com/</a>	16
Job.net	<a href="https://job.net/">https://job.net/</a>	0
Jobcase	<a href="https://www.jobcase.com/">https://www.jobcase.com/</a>	0
JobInventory	<a href="http://www.jobinventory.com/">http://www.jobinventory.com/</a>	0
Jooble	<a href="https://us.jooble.org/">https://us.jooble.org/</a>	0
Jobwell	<a href="https://www.jobwell.com/">https://www.jobwell.com/</a>	0

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
LinkedIn.com	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 <a href="http://www.linkedin.com">http://www.linkedin.com</a>	73
Media Bistro	<a href="http://www.mediabistro.com">www.mediabistro.com</a>	1
Modis Agency	<a href="http://www.modis.com">http://www.modis.com</a>	10
MyJobHelper	<a href="https://www.myjobhelper.com">https://www.myjobhelper.com</a>	0
National Association of Black Journalists (NABJ)	<a href="http://www.nabj.org/">http://www.nabj.org/</a>	0
National Association of Hispanic Journalists (NAHJ)	<a href="http://www.nahj.org">http://www.nahj.org</a>	0
neuvoo	<a href="https://neuvoo.com/">https://neuvoo.com/</a>	0
<u>Online News Association (ONA)</u>	<a href="https://journalists.org/">https://journalists.org/</a>	3
<u>PJM</u>	<a href="https://www.pjm.com">https://www.pjm.com</a>	0
Robert Half Agency	<a href="http://roberthalf.com">http://roberthalf.com</a>	4
Sercanto	<a href="https://us.sercanto.com/">https://us.sercanto.com/</a>	
The Muse	<a href="https://www.themuse.com/jobs">https://www.themuse.com/jobs</a>	0
Trovit	<a href="https://job.trovit.com/">https://job.trovit.com/</a>	0
Twitter via JazzHR	<a href="http://twitter.com">http://twitter.com</a>	1
The Society of Professional Journalists (SPJ)	<a href="http://www.spj.org">http://www.spj.org</a>	0
TwentyPine Agency	<a href="http://twentypine.com/">http://twentypine.com/</a>	0
Working Not Working	<a href="https://workingnotworking.com/">https://workingnotworking.com/</a>	0
Work for Good	<a href="https://www.workforgood.org/">https://www.workforgood.org/</a>	0
YearUp	<a href="https://www.yearup.org/">https://www.yearup.org/</a>	1
ZipRecruiter	<a href="https://www.ziprecruiter.com/">https://www.ziprecruiter.com/</a>	5

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:

<b>News</b>
<b>Forum</b>
<b>The Bay</b>
<b>Visual Journalism</b>
<b>Forum</b>
<b>KQED Presents/Programming and Distribution</b>
<b>Education</b>
<b>Food</b>
<b>Human Resources</b>
<b>Marketing &amp; Communication</b>
<b>Arts</b>
<b>Audience Development</b>
<b>Audience Intelligence</b>
<b>Corporate Sponsorship</b>
<b>Science</b>
<b>Marketing</b>
<b>IT</b>

- KQED participated in the Achieve Global Program by hosting one high school student intern, during the summer of 2019. 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 2019 student interned with our HR team learning valuable work skills as well as how to handle confidential information and learn the ins and outs about recruitment, benefits, and employee onboarding.
- 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.
- KQED also participated in the Raul Ramirez Diversity in Journalism Fund Internship program which focuses on furthering the cause of diversity in journalism and promoting diverse voices in journalism over the course of the internship.



- In addition, KQED’s digital department hosted a Northwestern University Medill Journalism School Fellow who gained valuable experience with KQED’s Bay Curious podcast and newsletter.
- KQED also hosted an intern with Enterprise for Youth, who focused on KQED’s The Bay podcast. Enterprise for Youth empowers young people to prepare for and discover career opportunities, cultivate their individual interests and potential through training, guidance, and employment experiences in supportive and diverse environments.
- KQED collaborated with YearUp, an organization that enables young adults to move from minimum wage to meaningful careers.

**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>
02/20/2019	Santa Clara University Works Expo
02/21/2019	USF Media Trek
02/26/2019	Saint Mary’s Career Fair
03/01/2019	SFU Job Fair
03/19/2019	USF Entertainment Career Fair
03/21/2019	Cal State East Bay Career & Internship Fair
04/11/2019	SFSU Career Fair
04/16/2019	Stanford University Career Fair
04/17/2019	UC Berkeley Spring & Internship Career Fair

- On February 28, 2019 KQED’s Manager, Talent Strategy and Acquisition attended Resumania at USF, to help students prepare for their Job Fest and Career and Internship Festival.
- On February 20, 2019 KQED’s Manager, Talent Strategy and Acquisition hosted 18 USF students through USF’s Media Trek program. Students participated in a tour, Q&A, and panel discussion with our Senior Editor, Podcasts, Director of Content Media Production and Senior Audience Engagement Specialist.

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

- KQED launched multiple initiatives and trainings focusing on increasing diversity and inclusion in the workplace, such as Creating Belonging in the Workplace-Overcoming Biases, Exploring Macroaggressions and Behaviors that Increase

Inclusiveness, and four Employee Resource Groups: Parents and Caregivers, Women's Network, LGBT@Q, Racial and Ethnic Diversity Group. These groups hosted awareness events and celebrations of diversity for all staff and created networking opportunities for group members. In addition KQED launched Breakfast Meetups with senior leaders to help staff identify career paths and network, as well as Toastmasters to improve presentation skills, which was co-sponsored by the Womens' Network.

**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 LinkedIn Learning such as Adobe Premiere, Design Thinking, Data Science, Leadership, Project Management, Change Management, Excel, PowerPoint, Improving Presentation Skills, etc.
- Professional development opportunities are made available to journalists via industry conference attendance and in-house learning opportunities from outside experts.