

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

For the period commencing August 1, 2022 and ending July 31, 2023 (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.

Please note, all jobs listed below were posted through our Applicant Tracking System, JazzHR, and were automatically posted to KQED.org and the following free job boards:

- LinkedIn
- Glassdoor
- ZipRecruiter
- Google
- Facebook
- Adzuna
- Neuvoo
- Jobcase
- Flexjobs

- Job.com
- Zoek
- Indeed
- Sercanto
- Careerjet
- Jooble
- The Muse
- Oodle
- Myjobhelper.com
- CBC Jobs

Job Title	Recruitment Sources Contacted *identifies source that referred hiree
Arts Editorial Intern	*KQED.org
Audience Intelligence Research Intern	*KQED.org
Chief Diversity, Equity and Inclusion Officer	*KQED.org
Chief Financial Officer	*KQED.org Spencer Stuart
Constituent Care Associate, Data Processing Specialist	*KQED.org
CRM Business Systems Analyst	*LinkedIn SHPE Mind the Product NSBE
Culture Reporting Intern	*KQED.org
Custodial (Janitorial) Supervisor - Evening	*LinkedIn
Development Associate, Development Operations	*LinkedIn

Digital Fundraising Coordinator	*KQED.org
Digital Video Operations and Production Internship	*KQED.org
Digital Video Production Operations Intern	*KQED.org
Director of Donor Relations	*Idealist AFP
Donor Relations Associate, Sustaining Member Stewardship	*KQED.org
Editor, Podcasts	*KQED.org
Email Marketing Strategist	*KQED.org Media Bistro The Muse
Events Specialist, Full Time Temporary	*KQED.org
Fellow Position 3: Digital Video Producer	*KQED.org
Finance Intern	*KQED.org
Finance Manager, Content	*LinkedIn
Financial Associate	*KQED.org *LinkedIn
Forum Intern	*KQED.org
Full Time Integrated Digital Campaign Manager, Corporate Sponsorship	*KQED.org
Full Time Limited Term General Assignment Reporter, Web	*KQED.org DirectEmployers Journalism Jobs PMJA

	NAJA NABJ NAJA
Full Time Marketing and Sales Coordinator, Corporate Sponsorship	*KQED.org
Full Time Media Systems Architect/IT Network Administrator	*LinkedIn SHPE—Post Jobs now sites
Full Time Video Content Development Manager	*LinkedIn
Full Time: Engagement Producer, Latinx Initiative	*KQED.org
Full Time: Internal Communications Strategist	*KQED.org
Full Time: Marketing Director	*KQED.org
Full Time: Mid-Level Giving Manager	*KQED.org
Full Time: Senior Designer / Designer 2	*LinkedIn
Full Time: Senior Editor, Talent and Development	*KQED.org
Full Time: UX/UI Developer	*KQED.org
Full Time: Venue Technical Operations Supervisor	*KQED.org
Full- Time Limited Term: Digital Community Producer, Forum	*KQED.org
Full- Time: Finance Associate, Content	*LinkedIn
Full-Time Digital Editor	*Indeed AAJA SAJA NABJ

	NAHJ NAJA.
Full-Time General Counsel and Corporate Secretary	* LinkedIn Bar Association of San Francisco – Association of Corporate Counsel” Current CPB Jobline GoinHouse.com San Francisco International Property Law Association
Full-Time Product Manager Mobile Apps	* LinkedIn
Full-Time: Audience Engagement Reporter	* KQED.org
Full-Time: Creative Editor and Video Producer	* LinkedIn
Full-Time: Development Associate, Leadership Gifts	* KQED.org Idealist Work for Good Curent
Full-Time: Media Services Coordinator	* Indeed
Full-Time: Newsletter and Platforms Engagement Producer	* KQED.org
Full-Time: Performance Marketing Manager	* KQED.org
Full-Time: Photo Editor/Photo Journalist	* KQED.org
Full-Time: Producer, Perspectives	* KQED.org
Full-Time: Senior Development Officer	* KQED.org
Full-Time: Senior Editor, Weekends	* KQED.org

Full-Time: Sr. Director, Gift Planning & Endowment	*Indeed AFP Golden Gate AFP Silicon Valley. Current BASF
Intern, The Bay Podcast	*KQED.org
Internship: Audience Development	*KQED.org
Internship: Creative Design	*KQED.org
Internship: Deep Look Intern	*KQED.org
Internship: Development Intern	*KQED.org
Internship: Forum Intern	*KQED.org
Internship: KQED Newsroom Intern	*KQED.org
Internship: Radio Newscast Intern	*KQED.org
Internship: SF State Raul Ramirez Funded Intern (Jan-Jun 2023)	*KQED.org
Internship: Software Engineering	*KQED.org *Indeed
Internship: Visual Journalism Intern	*KQED.org
Investigative Data Journalist -Limited Term Full Time	*KQED.org
Marketing & Communications, Live Events Intern	*LinkedIn
Media Technology Engineer	*KQED.org Society of Engineers

Society of Motion Picture Engineering"	*KQED.org
Medill Audience Development Intern	*KQED.org
Medill Audience Intelligence Research Intern	*KQED.org
Membership Operations Intern	*KQED.org
Newscast Intern	*KQED.org *LinkedIn Limited
On-Call Custodian	*KQED.org
On-Call Digital News Editor/Producer	*KQED.org
On-Call Early Morning News Editor/Producer	*KQED.org
On-Call FM Announcer Operator	*KQED.org
On-Call FM Operating Technician	*KQED.org
On-Call Member Services Clerk	*KQED.org
On-Call Producer, Forum	*KQED.org
Part Time Limited Term General Assignment Reporter	*KQED.org
Part Time Social Media Video Producer	*KQED.org The Muse
Part Time, Limited Term, General Assignment Reporter	*KQED.org
Part- Time: Editorial Manager, Communications	*Indeed

Part-Time Radio Operating Technician	*KQED.org
Part-Time: Digital Producer, Weekends	*KQED.org
Part-Time: FM Announcer Operator	*KQED.org
Part-Time: Production Assistant, Television Promos	*KQED.org
Payroll Manager	*LinkedIn LinkedIn -SF Bay Area chapter of the American Payroll Association https://www.sfpayroll.org/ and Idealist
Podcast Editor-Producer (2)	*KQED.org
Podcast Operations Intern	*KQED.org
Podcast Operations Manager	*KQED.org
Producer, Forum	*KQED.org
Reporter, California Politics & Government Desk	*KQED.org
Rightnowish Podcast Intern	*KQED.org
Social Media Manager	*LinkedIn
TCR Magazine Intern	*KQED.org
Visual Journalism Intern	*KQED.org
Visuals Producer, Social	*KQED.org

Volunteer Manager	*KQED.org
Weekend Editor/Anchor - PT	*KQED.org AAJA NAHJ NABJ PMJA
Full Time Media Systems Architect	*KQED.org Society of Motion Picture and Television Engineer
Director of Audience Lab and Audience Intelligence	*KQED.org

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 **449** 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 Contact Info/Website	Number of Interviewees Referred
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 Gabriel-John Ching, HR Generalist - Talent gching@kqed.org/(415) 553-2210 https://www.kqed.org/careers	310
KQED Employee Referrals	2601 Mariposa Street	0

	San Francisco CA 94110 Gabriel-John Ching, HR Generalist - Talent (415) 553-2210 https://www.kqed.org/careers	
KQED Internal Postings	2601 Mariposa Street San Francisco CA 94110 Gabriel-John Ching, HR Generalist - Talent (415) 553-2210 https://www.kqed.org/careers	0
Diversity Job Board	https://www.diversityjobboard.com	0
Google Jobs	https://www.google.com	4
Idealist	https://www.idealists.org/en	2
Indeed	https://www.indeed.com/	27
LinkedIn	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 http://www.linkedin.com	96
News Product Alliance Slack	https://newsproduct.org/slack	0
Zip Recruiter	https://www.ziprecruiter.com/	4
AFP Golden Gate	https://www.afpgoldengate.org/	1
Art Jobs	https://artjobs.artsearch.us/	0
Benefits Link	https://benefitslink.com/	0
Career jet	https://www.careerjet.com/	0
City College of San Francisco	https://www.collegecentral.com/ccsf	0
Current Public Media Jobs	https://jobs.current.org/	0
DirectEmployers	https://directemployers.org/	2
EdSurge	https://www.edsurge.com/	0
Meta Jobs	https://www.facebook.com/	0
JobCase	https://www.jobcase.com/	0

Jooble	https://jooble.org/	0
Journalism Jobs	https://www.journalismjobs.com/	1
MyJobHelper	https://www.myjobhelper.com/	0
Society of Motion Picture and Television Engineers	https://www.smpte.org/	1
Post Jobs Now	https://post.postjobsnow.com/	1
Talent.com	https://www.talent.com/	0
Work for Good	https://www.workforgood.org/	0
YM Career Network	https://network.ymcareers.com/	0
Association for Women in Communications (AWC)	https://awc.careerwebsite.com/	0
Hispanic Latino Professionals Association (HLPAA)	https://www.hlpaa.com/individual/jobs.html	0
Society for Human Resources Management (SHRM)	https://www.shrm.org/	0
Black Jobs	https://www.blackjobs.com/	0
Hire Latinos	https://www.hirelatinos.org/	0
Black Career Women's Network (BCW)	https://bcwnetwork.com/	0
AFP Silicon Valley	https://community.afpnet.org/afpcasiliconvalleychapter/home	0
Media Bistro	https://www.mediabistro.com/	0
Corporation for Public Broadcasting	https://www.cpb.org/	0
Diversity Jobs	https://www.diversityjobs.com/	0
Asian American Journalists Association (AAJA)	https://www.aaja.org/career_center	0
South Asian Journalist Association (SAJA)	https://saja.org/	0

The National Association of Black Journalists (NABJ)	http://www.nabj.org/	0
National Association of Hispanic Journalists (NAHJ)	http://www.nahj.org	0
International Foundation - Employee Benefits Education (IFEBP)	https://www.ifebp.org/Resources/Jobsl nBenefits/Pages/default.aspx?gclid=Cj0KCQjwidSWBhDdARIsAloTVb2BQ3l C5_CYS6CvtyqFOWz6APFQsgGbn_DQl2zPIbhXAj-6sz0NmAUaAumXEALw_wcB	0
Women in Technology	https://www.womenintechnology.org/job-board	0
Leading Hispanics in STEM	https://careercenter.shpe.org/employer/login/?goto=%2Fr%2Fjobs%2Fpost%2Fpost%2Ecfm%3Fsite%5Fid%3D21953&mem=1	0
People of Color in Tech	https://www.pocitjobs.com/company/how-it-works	0
Leading Hispanics in STEM	https://careercenter.shpe.org/employer/login/?goto=%2Fr%2Fjobs%2Fpost%2Fpost%2Ecfm%3Fsite%5Fid%3D21953&mem=1	0
Corporation for Public Broadcasting (CPB)	401 Ninth Street, NW Washington, DC 20004-2129 202 879-9600 or 800 272-2190 http://www.cpb.org/jobline	0
Public Media Business Association (PMBA)	https://www.pmbaonline.org/IndustryJobs	0

Mind the Product	https://jobs.mindtheproduct.com/post-a-job/	0
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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 <https://www.kqed.org/careers/internships>. The departments that host interns at KQED are listed below and cover Radio, Television, Online, Education and Marketing:

News
Forum
Visual Journalism
TV Series and Promotions
Food
Education
Marketing & Communication
Arts
Audience Development
Corporate Sponsorship
Science
Podcasts
Digital News
Creative Services
Live Events

- 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.
- KQED also participated in a Science News Photojournalism internship through San Francisco State University intended specifically to offer this opportunity to underserved students.
- KQED also hosted an Achieve Global Intern. Achieve Global is an organization that focuses on underserved high school students from low-income families. The internship is meant to open up career exploration opportunities for students in the bay area. The intern actively participated in work being done in Internal Communications by working on a Email Distribution Clean Up and providing support for the team.

2. Participation in the following events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Participated in the following events:

Date	Event/School
9/15/2022	2022 Business & Public Service Career & Internship Fair – UC Berkeley
9/20/2022 & 9/21/2022	USF Job Fest
9/28/2022	Ohlone College Career Fair
10/06/2022	San Jose State Diversity Virtual Fair
10/12/2022	Stanford University – Fall Career Fair
10/12/2022	JUHSD Annual College and Career Fair
10/20/2022	CCA Fall Internship & Career Fair
10/27/2022	DVC Journalism Career Expo Fair
4/14/2023	2023 Media Mayhem Career Fair and Networking Event – UC Berkeley

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

- Each of our divisions/departments at KQED developed short-term DEI action plans; we chose this approach because one size does not fit all. These plans are currently being implemented.
- KQED has continued ongoing initiatives and trainings focusing on diversity, equity and inclusion in the workplace such as one-on-one coaching for Senior Leaders and department heads. In addition, we've begun a series of monthly workshops for managers from racially minoritized groups, "Leading Through Diversity".
- KQED provided training to all employees for the recognition and prevention of harassment. Managers received 2 hours of training and staff received 1 hour of training. Our Preventing Discrimination and Harassment training program meets California's new SB 1343 regulations, along with the existing training regulations from AB 1825, AB 2053, SB 396, and SB 400. The course features interactive videos, viewer engagement scoring, and an episode-based format that keeps viewers interested and engaged.
- KQED continued our 4 Employee Resource Groups: Parents and Caregivers, Women's Network, LGBT@Q, Racial and Ethnic Diversity Group. These groups created networking opportunities for group members. In addition, we continued our Affinity Spaces, which are private spaces for groups to build community in a psychologically safe space. These include BlaQ, AAPI, and Aqui Estamos.

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 virtual professional development workshops for managers and staff interested in building skills in a variety of different areas, including but not limited to:
 - Core Strengths Leadership Training
 - Active Listening for Leaders

- Creating Department/Individual Goals
 - Goals for Managers and Individuals
 - Self-Reflections Workshop
 - Performance Review Support for managers
 - Writing and Developing Performance Reviews
 - Challenging Performance Reviews
 - Giving Effective Feedback
 - Creating an Individual Development Plan
 - Demystifying Compensation at KQED
- Self-paced technical training is offered to all employees upon request through LinkedIn Learning and our new learning management system, such as Adobe Premiere, Design Thinking, Data Science, Leadership, Project Management, Change Management, Excel, PowerPoint, Improving Presentation Skills, etc.
 - Professional development opportunities are available to journalists via industry conference attendance and in-house learning opportunities from outside experts.
 - For 2023, we've launched a New Manager training program to give new leaders the skills necessary to lead their teams in our rapidly changing work environments. This program complements the existing Experienced Leaders, Emerging Leaders, and Developing Leaders programs which focus on building leadership skills at all levels and preparing individuals who have shown an interest in leadership for future opportunities. The program we have developed includes classroom training, independent work, and on-the-job learning. Our goal is to provide opportunities for leaders and future leaders of our organization to practice skills, receive feedback and grow. In our second year of the program, we put an additional 42 people through the 6-month program and plan to build upon the program in FY24.

5. Participation in other activities designed by the station employment unit that are reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Led by the Youth Media Program Manager, KQED hosted Youth Takeover, a media production program for San Francisco Bay Area high school students in which one goal is to provide career exposure. KQED staff engaged in conversation about their roles and past professional and academic experiences with the students. We hosted 16 classrooms of approximately 30 students each to deliver 55 career panel conversations. Over 400 youth participated in these career panel experiences during the 2022-23 school year.