EEO PUBLIC FILE REPORT FOR LICENSEE KQED INC.

For the period commencing August 1, 2023 and ending July 31, 2024 (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
Accounts Payable & Procurement Manager	*KQED.org
Arts Editorial Intern	*KQED.org
Arts Engagement Producer/Reporter	*KQED.org
Associate Director of Stewardship and Development Operation	*KQED.org AFP Golden Gate and Silicon Valley Chapters Work for Good Current Idealist
Associate Director, Leadership Gifts	*KQED.org
Audience Development Intern	*KQED.org
Audience Intelligence Analytics Intern	*KQED.org
Audience Intelligence Intern	*LinkedIn
Audience Intelligence Research Intern	*LinkedIn

	*KQED.org
Bay Curious Intern	
	*KQED.org
Communications Intern	
Communications Intern	*KQED.org
Content and News Coordinator	*KQED.org
Creative Collaborator	*KQED.org
CRM Business Systems Analyst	*LinkedIn
Culture Reporting Intern	*KQED.org
Custodial / Event Employee	*Google Jobs
Custodial / Event Employee	*KQED.org
Custodial/Event Employee	*KQED.org
Deep Look Intern	*LinkedIn
	*LinkedIn Work For Good AFP - Golden Gate
Development Associate, Leadership Gifts	Idealist
DevOps Engineer	*KQED.org Built In
Digital Editor, South Bay	*KQED.org
Director, Individual Major Gifts for North Bay	*KQED.org

Editor, Express Desk	*KQED.org
Engagement Producer, Podcasts	*KQED.org
Financial Associate	*KQED.org
Financial Associate	*Built In San Francisco
FM Engineer	*KQED.org
Forum Intern	*KQED.org
Forum Intern	*KQED.org
Full-Time Frontend Software Engineer	*LinkedIn
Full-Time: Copy Editor	*LinkedIn
HR Generalist and Compensation and Benefits Lead	*KQED.org
Human Resources Coordinator	*KQED.org
Intern, The Bay Podcast	*KQED.org
Junior Software Developer	*KQED.org
KQED Creative Intern	*KQED.org
KQED Creative Intern	*LinkedIn
KQED Food & Check, Please! Bay Area Audience Engagement Intern	*KQED.org

Marketing & Communications, Live Events Intern	*LinkedIn
Marketing Intern	*KQED.org
Marketing Intern	*LinkedIn
Marketing Manager, Education - Temporary, Full Time	* KQED.org EdSurge
Membership Operations Intern	*KQED.org
Mid-Level Giving Coordinator	*KQED.org
Mid-Level Giving Officer	*LinkedIn Foundation List AFP Golden Gate Idealist
Mid-Level Giving Officer	*KQED.org Foundation List AFP Golden Gate Idealist
Mid-Level Giving Officer	*KQED.org Foundation List AFP Golden Gate Idealist
Newscast Intern	*LinkedIn
Newscast Intern	*KQED.org
On-Call Camera Operator	*KQED.org
On-Call Live Events Producer	*KQED.org

	*KQED.org
On-call Radio Operating Technician	
	*KQED.org
On-Call Senior Designer / Designer 2	
	*KQED.org
	AAJA
	SAJA
	NABJ
	NAHJ PMJA
Part-Time GA Reporter Newscasts	NAJA.
Tare time of reporter newscasts	
Dhilamhan is Camman is all a Camilli i	*LinkedIn
Philanthropic Communication Specialist	
	*KQED.org
Podcast Editor-Producer (2)	
	*KQED.org
Principal Software Engineer	
	*LinkedIn
Producer, Forum	
	*Google Jobs
Producer, Live Events & Digital Content	
	*LinkedIn
Product Designer	
	*Linkodlo
Program Manager, Diversity, Equity, and Inclusion	*LinkedIn
	*KQED.org
Revenue Accountant II	_
	*LinkedIn
Software Engineer	Limodiii
	*KQED.org
	AAJA
	NAJA
	NABJA
Spooked Producer	Podjobs

The California Report Magazine Intern	*KQED.org
The oddforma Report Magazine meeri	
	*KQED.org
	Chronicle of Philanthropy
	AFP Golden Gate
	Idealist
	Diversity Jobs
	CalNon Profits
	National California Grantmakers
	ExecThreads
Vice President, Philanthropy	
	*KQED.org
Visual Journalism Intern	
	*KQED.org
Visual Journalism Intern	-

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 **513** 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	2601 Mariposa Street San Francisco CA 94110 Gabriel-John Ching, HR Generalist - Talent gching@kqed.org/(415) 553-2210 https://www.kqed.org/careers	353

KQED.		
KQED Employee Referrals	2601 Mariposa Street San Francisco CA 94110 Gabriel-John Ching, HR Business Partner & Talent Acquisition Manager (415) 553-2210 https://www.kqed.org/careers	10
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	7
Idealist	https://www.idealist.org/en	5
Indeed	https://www.indeed.com/	0
LinkedIn	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 http://www.linkedin.com	125
News Product Alliance Slack	https://newsproduct.org/slack	0
Zip Recruiter	https://www.ziprecruiter.com/	4
AFP Golden Gate	https://www.afpgoldengate.org/	0
Art Jobs	https://artjobs.artsearch.us/	0
Benefits Link	https://benefitslink.com/	0
Career jet	https://www.careerjet.com/	0
Chronicle of Philanthropy	https://www.philanthropy.com/	2
City College of San Francisco	https://www.collegecentral.com/ccsf	0
Current Public Media Jobs	https://jobs.current.org/	0
DirectEmployers	https://directemployers.org/	1
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/	0
MyJobHelper	https://www.myjobhelper.com/	0
Society of Motion Picture and Television Engineers	https://www.smpte.org/	0
Post Jobs Now	https://post.postjobsnow.com/	0
Talent.com	https://www.talent.com/	0
Work for Good	https://www.workforgood.org/	1
YM Career Network	https://network.ymcareers.com/	0
Association for Women in Communications (AWC)	https://awc.careerwebsite.com/	0
Hispanic Latino Professionals Association (HLPA)	https://www.hlpa.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/afpcasilic onvalleychapter/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=Cj 0KCQjwidSWBhDdARIsAIoTVb2BQ3I C5_CYS6CvtyqFOWz6APFQsgGbn_ DQI2zPlbhXAj- 6sz0NmAUaAumXEALw_wcB	0
Women in Technology	https://www.womenintechnolog y.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/ln dustryJobs	0
Mind the Product	https://jobs.mindtheproduct.co m/post-a-job/	0
PodJobs	https://podnews.net/jobs	3
Built In	https://builtin.com/	1
Built In San Francisco	https://www.builtinsf.com/	1

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 band Marketing:

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

- 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.
- KQED also hosted an intern through a partnership with UC Berkeley and Snap Studios, LLC. This internship focuses on storytelling and

using long-form audio production skills to capture voices from around the world.

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
9/14/2023	2023 Business & Public Service Career &
	Internship Fair – UC Berkeley
10/4/2023	St. Mary's College Fall Career Fair
10/5/2023	University of San Francisco Career Fair
10/17/2023	City College of San Francisco Career Fair
11/14/2023	Diablo Valley College Career Fair
4/16/2024	Stanford University Career Fair

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 has created and continued several programs to educate and provide inclusive spaces for its employees through two new trainings and re-vamping the Employee Resource Group and Affinity Group programs:
 - The first focuses on understanding and mitigating bias that was delivered as a part of the new manager program along with a session available to All Staff. The second was a training based on an anti-racist activity book written by W. Kamau Bell and Kate Schatz. This training session was separated into four parts starting with uncovering Identity, leading into the past, present, and future implications of race & privilege in America. These sessions aimed to provide KQED employees with both similar and diverse perspectives and encourage proactive thinking and actions toward a more inclusive future.
 - o KQED also re-launched one of its four Employee Resource Groups, LGBT@Q which provide LGBTQ+ identifying employees and allies to contribute to KQED's inclusive culture and establish a sense of belonging through regular meetings and acknowledgement & celebratory activities/events. The group also has clear responsibilities for its members encouraging personal and professional development. KQED plans to re-launch more Employee Resource Groups in 2025. In addition, we continued our Affinity Spaces, which are private spaces for groups to build community in a psychologically safe space. These include BI@Q, AAPI, and Aqui Estamos.KQED provided Equitable and Inclusive Hiring Practices training that focused on equitable and inclusive practices during the hiring process of new positions. Also in this training session our DEI team covered a Bias training to make managers more aware of unknown common bias' in the workplace and in the hiring process.
- 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.
- In February of 2024, we continued our 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.
 - 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.
 - KQED hosted its Seventh Season of Youth Takeover, Our annual program for Bay Area School Sites and youth within our 9 broadcast counties to apply to join our classroom cohort or Youth Advisory Board for a chance to produce content in collaboration with KQED staff. Each season KQED staff are invited to engage in career panels during a school site field trips about their roles and past

professional/academic experiences with the students. We hosted 14 classrooms of approximately 30 students each to deliver 33 career panel conversations with 55 KQED employees participating. Over 254 youth participated in these career panel experiences during the 2023-24 school year.