

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

For the period commencing August 1, 2025 and ending July 31, 2026 (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	*LinkedIn
Associate Director, Events & Experiences Marketing	*LinkedIn
Audience Development, Email Marketing	*KQED
Audience Intelligence Analytics Intern	*KQED
Audience Intelligence Research Intern	*LinkedIn
Business Operations Analyst	*LinkedIn
Campaign Coordinator	*LinkedIn
Campaign Manager	*LinkedIn
Close All Tabs Intern	*KQED
Data & Analytics Intern	*KQED

Data Journalist	*KQED *IRE
Development Specialist	*KQED
Digital Fundraising Coordinator	*KQED
Director of Individual Major Gifts	*KQED
On-Call Digital Producer	*KQED
Director of Silicon Valley Philanthropy	*LinkedIn
Editor, Untitled Pelosi Podcast project	*KQED
Editorial Director, Technology Vertical	*KQED
Executive Director, TV Programming, Video Production and Distribution	*LinkedIn
Experiences Producer	*KQED
Finance Associate, Content	*KQED
Forum Intern	*KQED *Handshake
HR Specialist	*LinkedIn
KQED Creative Project Management Intern	*KQED
KQED Creative Project Management Systems Implementation Intern	*LinkedIn
KQED Food & Check, Please! Bay Area Digital Engagement Intern	*LinkedIn

Marketing & Live Communications, Live Events Intern	*LinkedIn
Legacy Giving	*Staff Referral *KQED
Mid-Level Giving Officer	*Staff Referral *LinkedIn
NABET - Direct Response Associate	*KQED
NABET On - Call Member Services Clerk	*KQED *Staff Referral *LinkedIn
NABET On-Call Custodial/Event Staff	*KQED *ZipRecruiter
NABET On-Call Senior Designer / Designer 2	*KQED
NABET On-call Television Editor	*KQED
NABET On-Call TV Production Engineer	*KQED
NABET On-Call Videographer	*LinkedIn
NABET-FM Engineer	*KQED
NABET-Lockbox Gift Processing Associate	*KQED
Newscast Intern	*KQED
On Call - Forum Producer	*LinkedIn *KQED
On-Call Events Coordinator	*LinkedIn

On-Call Radio Operations Specialist	*KQED
On-Call Vertical Video Producer	*KQED
Organic and Paid Social Media Marketing Intern	*LinkedIn
Platforms and Partnerships Manager, Events & Experiences	*LinkedIn
Producer, Untitled Pelosi Podcast Project	*KQED
Raul Ramirez Diversity in Journalism Internship	*KQED
Receptionist/Office Coordinator	*KQED
Revenue Accountant	*KQED
Senior Editor, Forum	*KQED
Vice President, Membership & Mid-Level Giving	*KQED
Visual Journalism Intern	*KQED

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 **404** 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	Number of Interviewees
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	Contact Info/Website	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	218
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	22
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	5
Idealist	https://www.idealists.org/en	3
Indeed	https://www.indeed.com/	0
LinkedIn	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 http://www.linkedin.com	142
News Product Alliance Slack	https://newsproduct.org/slack	0
Zip Recruiter	https://www.ziprecruiter.com/	2
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/	0
City College of San Francisco	https://www.collegecentral.com/ccsf	0
Current Public Media Jobs	https://jobs.current.org/	2
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/	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	https://bcwnetwork.com/	0

Network (BCW)		
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.aja.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?qclid=Cj0KCQjwidSWBhDdARIsAloTVb2BQ3lC5_CYS6CvtyqFOWz6APFQsgGbnDOI2zPlbhXAJ-6sz0NmAUaAumXEALw_wcB	0
Women in Technology	https://www.womenintech.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
PodJobs	https://podnews.net/jobs	0
Built In	https://builtin.com/	2
Built In San Francisco	https://www.builtinsf.com/	0
Handshake	https://app.joinhandshake.com/access	6
IRE	https://www.ire.org/jobs/	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 multiple departments across the organization:

Radio Newscasts
Forum
Visual Journalism
HR/Internal Communications
Food
Education
Marketing & Communication
Arts
Audience Development
Audience Intelligence
Live Events
Science
Podcasts
Digital News
Creative Services
DEI
TCR Magazine
Development Analytics

- 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 participated in a Chabot Galaxy Explorers Internship through the Chabot Space and Science Center intended to provide students an opportunity to explore career options within digital media.

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
03/13/2026	UC Berkeley Journalism Media Mayhem
09/25/2025	Bidwell High School Teen Employment Fair
11/14/2025	DVC Journalism and Media Expo
04/14/2026	Fremont Adult and Continuing Education Job and Resource Fair
04/07/2026	MARCOM University of San Francisco Career Fair
03/03/2026	University of San Francisco JobFest
04/22/2026	John Swett High School College & Career Fair

DEI Specific Compliance Assurance Statement

All training, workshops, coaching, and development initiatives described above are designed and implemented in accordance with Equal Employment Opportunity (EEO) principles. Participation is voluntary unless role-specific training is required, and all offerings are inclusive of employees regardless of race, color, religion, sex (including pregnancy, sexual orientation, and gender identity), national origin, age, disability, or genetic information.

KQED's DEI programs are intended to reduce barriers, foster fair and equitable treatment, and support a culture of inclusion. No program or training excludes participation based on any protected characteristic, and opportunities for learning and engagement are available to all qualified employees.

These efforts are consistent with federal guidance on advancing workplace equity, fostering inclusive leadership, and ensuring nondiscriminatory employment practices.

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

- KQED has implemented multiple training initiatives and development opportunities to ensure management-level personnel are equipped to uphold equal employment opportunity and prevent discrimination in the workplace. These efforts include both organization-wide and role-specific offerings designed to build inclusive leadership competencies, mitigate bias, and integrate equity into operational practices.
- **Continuance of DEI Strategic Initiatives/E.P.I.C.:** Continuing KQED's three-year strategic initiatives, the DEI Department has created a new framework to support each individual in identifying opportunities to incorporate inclusivity and equity into their daily operations as well as uncover biases and work toward conscious inclusion by creating a customizable application and accountability framework named E.P.I.C. (Equity, Presence, Inclusion, Curiosity).
- Each team within a department works with the DEI Department over a series of 3-4 tailored sessions supporting their journey to be E.P.I.C.
- Each team also receives the "E.P.I.C. Field Guide," which is intended to support people in conversations when experiencing difference-to-them.

- As teams participate in this three-year initiative, teams that have gone are offered a quarterly check in with the DEI department to support their E.P.I.C. goals. Additionally for the teams that have yet to participate receive quarterly videos encouraging them to explore, through guided learning, where E.P.I.C. principles are already showing up in their daily responsibilities.
- **People-centered Leadership Workshops:** The DEI Department and Human Resources Department continue to co-develop education material and workshops, equipping managers to effectively communicate with their direct reports with transparency, accuracy, and empathy.
- **Coaching and Targeted Development for Leaders:** KQED provides one-on-one coaching to senior leaders and department heads to support inclusive leadership development.
- **Integration of DEI into Strategic Planning:** Organizational planning processes now include defined DEI goals and metrics. Managers are expected to consider inclusive outcomes in decision-making and team development, with support from the DEI team through team-based learning opportunities.
- **Heritage Month Programming:** Through internal education events and external content curation, the Heritage Month Project increases cultural awareness and reinforces an inclusive workplace. Programming includes guest speakers, employee engagement opportunities, and public-facing media that centers historically excluded voices—helping managers cultivate a respectful, informed, and inclusive environment.
- **Employee Resource Groups (ERGs):** KQED successfully relaunched three ERGs in 2026—*PACT*, *LGBT@Q* and *The Women’s Network*—which contribute to a culture of belonging and provide managers and staff with opportunities for engagement, leadership, and learning.
- Collectively, these efforts ensure that KQED’s management personnel are regularly engaged in learning and accountability practices that support equal opportunity, reduce barriers to advancement, and help prevent discrimination at all levels of the organization.
- **(HR/Talent Development from 2025)** 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.

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:
- Situational Leadership training for managers
- KQED rolled out a 4-part training curriculum for all members of the Leadership Team to elevate the overall leadership capabilities across the organization.
- Managing Through Change - workshop designed to better equip leaders to support staff during times of disruption.
- Cascading Information - training, template and follow up workshops designed to improve communication throughout the organization. Leaders build skills in information sharing.
- Clifton Strengths for all members of the Leadership Team to build leadership confidence.
- Accountability Training - equips managers to set clear expectations to build personal, team and individual employee capabilities.

- Training related to providing feedback and building individual skills
 - Creating Department/Individual Goals
 - Goals for Managers and Individuals
 - Self-Reflections Workshop for individual contributors
 - Writing and Developing Performance Reviews Workshop
 - Giving Effective Feedback
 - Demystifying Compensation at KQED
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- 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.
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- Professional development opportunities are available to journalists and other areas of expertise via industry conference attendance and in-house learning opportunities from outside experts.