

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

For the period commencing August 1, 2019 and ending July 31, 2020 (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 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
- Neuvo
- Trovit
- Jobcase.com
- MyJobHelper
- Job.net
- Sercanto

- Jooble
- Oodle
- Adzuna
- Flexjobs

Job Title	Recruitment Sources Contacted * identifies source that referred hiree
Radio Engineer **	KQED.org*
Director of Individual Major Gifts**	KQED.org* Work For Good AFP Golden Gate Idealist
Director of Individual Major Gifts** (Second position)	KQED.org* Work For Good AFP Golden Gate Idealist
Traffic Manager, Corporate Sponsorship **	Employee Referral* KQED.org
Senior Network Engineer **	Modis* KQED.org
Director of Donor Relations **	Linkedin* KQED.org
Senior Financial and Operations Associate **	KQED.org*
Silicon Valley News Desk Reporter **	KQED.org*
Product Marketing Manager, Education **	KQED.org* Direct Employers
Engagement Producer, Podcasting **	KQED.org* AIR ONA Twitter
Science Education Manager**	Google Jobs* KQED.org
Scheduling Associate **	KQED.org*
Weekend Digital Producer **	KQED.org* Internal Candidate
Editor, The Bay Podcast **	KQED.org*
Events Audience Specialist **	KQED.org*
Editor, News **	Internal Candidate*
Director Product **	KQED.org*
Columnist/Host **	Internal Candidate* KQED.org

	ONA
Digital Production Manager, Food **	KQED.org*
Director, Leadership Gifts **	LinkedIn* Work For Good AFP Golden Gate Idealist KQED.org Link
Producer, Bay Curious **	Internal Candidate* KQED.org
Producer, Forum **	KQED.org* NABJ NAHJ AAJA NAJA
Producer, Forum **	Internal Candidate* NABJ NAHJ AAJA NAJA
FM Announcer/Operator **	KQED.org* Internal Candidate
Director, Finance and Operations **	KQED.org* Direct Employers
Development Associate **	KQED.org* Work For Good AFP Golden Gate Idealist
Scheduling Coordinator **	LinkedIn* KQED.org
Director, Video Production and Finance **	Internal Candidate* KQED.org
Membership Clerk, Email **	Internal Candidate* KQED.org
Associate Director, Development Operations **	Google Jobs* Work For Good AFP Golden Gate Idealist KQED.org
Digital Media Producer/Editor, Science**	KQED.org*
Weekend Producer/Anchor **	Internal Candidate* Direct Employers KQED.org
Live Events Producer**	KQED.org*

Executive Director of Software Engineering**	Abis Solutions* Women Who Code KQED.org
Digital Video Producer**	KQED.org* Internal Candidate
Membership Clerk, Analyst	KQED.org* Internal Candidate
Senior Manager, Sales Operations **	KQED.org*
Growth Product Manager **	KQED.org* Women Who Code
Engagement Editor **	Internal Candidate* KQED.org
Weekend Digital Producer**	KQED.org Internal Candidate*
Lead User Experience Designer**	KQED.org*
Technical Operations Director**	Referral* KQED.org Referral
Business Analyst**	LinkedIn* KQED.org
Reporter, Weekends**	Internal Candidate* Direct Employers KQED.org
Media Systems Architect**	Referral* KQED.org
Marketing Development and Research Associate**	LinkedIn* Internal Candidate KQED.org
Revenue Accountant**	Robert Half* KQED.org
Editor, PM News	KQED.org* Internal Candidate Corporation for Public Broadcasting (CPB)
Associate Director, Impact**	KQED.org* AERA AIR Bridgespan EdSurge

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 **247** 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, Manager Talent Strategy and Acquisition – jsievert@kqed.org 415 519-9932 https://www.kqed.org/careers	4
KQED internal postings	2601 Mariposa Street San Francisco, CA 94110 Julia Sievert, Manager Talent Strategy and Acquisition – jsievert@kqed.org 415 519-9932 https://www.kqed.org/careers	25
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, Manager Talent Strategy and Acquisition – jsievert@kqed.org 415 519-9932 https://www.kqed.org/careers	128
Abis Solutions Agency	https://abis-solutions.com/	3
Adzuna	https://www.adzuna.com/	0
AFP Golden Gate	https://afpgoldengate.imiscloud.com/	0
AIR Media	https://airmedia.org	0
Careerjet	http://www.careerjet.com	0
CBCJobs	http://www.cbcjobs.com/	0
Native American Journalists Association (NAJA)	https://najanewsroom.com/	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
Asian American Journalists Association (AAJA)	https://www.aja.org/career_center	0
Direct Employers	https://directemployers.org/	4

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
EdSurge	https://www.edsurge.com/	0
Facebook Jobs	http://www.facebook.com	1
Bridgespan	https://www.bridgespan.org/jobs/nonprofit-jobs/nonprofit-job-board	0
AERA	https://careers.aera.net/jobs/	0
Flexjobs	https://www.flexjobs.com/	0
Glassdoor.com	http://www.glassdoor.com	8
Google	http://www.google.com	6
Indeed.com	http://www.indeed.com/	0
Job.net	https://job.net/	0
Jobcase	https://www.jobcase.com/	0
JobInventory	http://www.jobinventory.com/	0
Jooble	https://us.jooble.org/	0
Idealist	https://www.idealist.org/en/	0
LinkedIn.com	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 http://www.linkedin.com	54
Modis Agency	http://www.modis.com	3
MyJobHelper	https://www.myjobhelper.com	0
National Association of Black Journalists (NABJ)	http://www.nabj.org/	0
National Association of Hispanic Journalists (NAHJ)	http://www.nahj.org	0
Neuvoo	https://neuvoo.com/	2
<u>Online News Association (ONA)</u>	https://journalists.org/	0
Oodle	https://jobs.oodle.com/careers	0
Robert Half Agency	http://roberthalf.com	1
Sercanto	https://us.sercanto.com/	0
Trovit	https://job.trovit.com/	0
Twitter via JazzHR	http://twitter.com	1
Women Who Code	https://www.womenwhocode.com/companies#plans	0
Work For Good	https://www.workforgood.org/	0
ZipRecruiter	https://www.ziprecruiter.com/	7

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 twelve 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
Audience Intelligence
Corporate Sponsorship
Science

- KQED also participated in offering an internship opportunity within our Science department through UCSC (AAAS Fellow)
- In addition, KQED's digital department continued to host a Northwestern University Medill Journalism School Fellow who gained valuable experience with KQED's Bay Curious podcast and newsletter
- KQED's The Bay also continued to offer an internship through Enterprise for Youth who empower and help young people to prepare for and discover career opportunities

- KQED continued to participate 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.

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
09/17/2019	UC Berkeley Job Fair
09/17/2019	USF Job Fair
10/02/2019	Saint Mary's Career Fair
10/29/2019	SFSU Career Fair
02/28/2020	USF Job Fest
03/05/2020	St. Mary's One-Stop Job Shop
03/11/2020	Diversity Career & Internship Fair UC Berkeley

- On April 7, 2020 KQED's HR Coordinator attended USF Career Services' first virtual Arts and Entertainment Careers Pop-in
- On April 23, 2020 KQED's HR Coordinator attended Stanford's Virtual Spring Career Fair
- In addition, KQED's HR Coordinator attended USF's Virtual Internship Pop-up
- On Saturday, November 2, 2019 KQED's Executive Director, HR and Executive Director Radio Programming, FM attended the National Association of Black Journalists UC Berkeley Career Fair.

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 Disrupting Unconscious Bias in Recruitment & Hiring, Allies to Co-Conspirators, and Generations. We also have four Employee Resource Groups: Parents and Caregivers, Women's Network, LGBT@Q, and Racial and Ethnic Diversity Group. These groups hosted awareness events and cultural celebrations for all staff and created networking opportunities for group members. In addition KQED funds an internal

Toastmasters chapter to improve presentation skills, an initiative co-sponsored by the Women's Network.

Course List

- Disrupting Unconscious Bias in Recruitment & Hiring: open to all staff, taught by Julia Sievert
- Manager 101: open to all people managers, taught by multiple instructors, listed below
 - Diversity/EEO/Inclusion taught by Dacia Mitchell
 - Leadership & Coaching taught by Dacia Mitchell
 - Leaves of Absence/Compensation taught by Doreene Ames
 - Paying Employees Fairly taught by Molly Jacob
 - Performance taught by Dacia Mitchell or Adrienne Cabanatuan

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.

Course List

- Allies to Co-Conspirators: 3-part series, open to all staff, taught by Dacia Mitchell
- Courageous Conversations: 3-part series, open to all staff, taught by Dacia Mitchell
- Debrief & Feedback: open to all staff, taught by Dacia Mitchell
- Experienced Leaders Program: nomination process from Senior Leadership, for Director-level and above, taught by Dacia Mitchell
 1. Your Words Have Meaning: Relationship Intelligence and Communication
 2. Working at Your Level
 3. Running an Effective Meeting
 4. Who's Approving This? Decision Ownership & Delegation

5. Modeling Resiliency

6. Problem Seeking & Problem Solving

- **Expanding Your Influence:** Open to senior managers, taught by Dacia Mitchell
- **Generations:** open to all staff, taught by Dacia Mitchell
- **Getting Started with Slack:** open to all staff, taught by Dacia Mitchell
- **Getting Started with Zoom:** open to all staff, taught by Dacia Mitchell
- **Leading Your Team Through Change:** open to all people managers, taught by Dacia Mitchell
- **Managing Remote Teams:** open to all people managers, taught by Dacia Mitchell
- **Motivating and Engaging Your Team:** open to all people managers, taught by Dacia Mitchell
- **SMART Goals:** open to all staff, taught by Dacia Mitchell
- **Unlocking On-the-Job Learning:** open to all staff, taught by Dacia Mitchell
- **Unplanned Coaching on the Job:** open to all people managers, taught by Dacia Mitchell
- **Writing and Delivering Effective Performance Appraisals:** open to all people managers, taught by Dacia Mitchell or Adrienne Cabanatuan
- **Writing and Delivering Effective Self Appraisals:** open to all staff, taught by Dacia Mitchell or Adrienne Cabanatuan
- **Manager 101 (Also mentioned under 3.):** open to all people managers, taught by multiple instructors, listed below
 - Diversity/EEO/Inclusion
 - Leadership & Coaching
 - Leaves of Absence/Compensation
 - Paying Employees Fairly
 - Performance