

# KQED 2020 Annual Diversity Report

KQED's efforts to achieve its goal of increased diversity and inclusion in its workforce is guided by its Diversity Vision.

## Diversity Vision

KQED knows that a diverse workforce and management team contribute greatly to our knowledge and understanding of the Bay Area's diverse communities, and to our ability to deliver content and services that will help us attract, grow and engage audiences and help them to achieve their full potential. We endeavor to recruit from a broad pool of candidates enabling us to hire and promote qualified candidates with a variety of cultural and ethnic backgrounds, personal experiences and characteristics, and talents that reasonably reflect the diverse needs and interests of the communities served by KQED.

## Looking ahead

- Work closely with content teams to ensure news sources and on-air guests and contributors represent the full spectrum of diversity in the Bay Area to better serve and amplify the needs of our audiences and communities by participating in a source audit.
- Implementation of a new Diversity and Inclusion survey to measure outcomes for staff and integrate diversity, equity, and inclusion goals in performance reviews.
- Create shared language and resources to ensure organization-wide comprehension of inclusion survey data results and to articulate steps for change.
- Established a full-time Director of Diversity, Equity, and Inclusion to plan and execute an organization-wide strategy to embed principles of diversity, equity, and inclusion to foster belonging for staff at KQED.
- Continue support of current Employee Resource Groups (LGBT&Q, Women's Network, Parents and Caregivers Together (PACT), and the Racial and Ethnic Diversity Group. Providing resources in 2021 for the launch of BlaQ, a resource group for Black identifying staff.
- Continue our efforts to create an inclusive and supportive workplace by defining our culture, providing more learning, training, and development opportunities, recognizing our employees, cultural events, providing sustainable feedback and coaching practices, etc.

We know that we are all affected by community injustice, and so we continue to attract, grow, and engage our audiences to hold us accountable and meet the needs of all Bay Area communities.

## Hiring

We endeavor to recruit from a broad pool of candidates enabling us to hire and promote qualified candidates with a variety of cultural and ethnic backgrounds, personal experiences and characteristics, and talents that reasonably reflect the diverse needs and interests of the communities served by KQED.

KQED continues to explore all opportunities for achieving and promoting diversity, inclusion, and belonging in our workforce, management, and governance, and to monitor and evaluate our success. The means KQED will always meet or exceed the standards of federal and state law, as well as KQED's Equal Employment Opportunity Policy.

Our efforts to recruit more broadly as well as develop our internal talent met with success in 2020. 70% of our employment offers went to women and 64% to BIPOC<sup>1</sup>, a near 10% increase for both over the last fiscal year. In 2020, 64% of our interns were women, and 64% of the internships we offered were to BIPOC.

We detailed the actions KQED has undertaken to realize our Vision for Diversity, Equity, and Inclusion on our most recent [EEO Public File Report](#).

## Promotions

We encourage promotion from within in order to retain talent and increase diversity in leadership and professional roles. To facilitate employee development we offer in-person professional development workshops for managers and staff interested in building skills in a variety of different areas as well as technical training through LinkedIn Learning. Professional development opportunities are made available to journalists via industry conference attendance and in-house learning opportunities from outside experts.

73% of KQED promotions in 2020 went to women, and 50% went to BIPOC staff. Our regular workforce is now 62% women and 43% BIPOC staff, an increase for both women and BIPOC staff from last fiscal year.

Our managerial staff is 37% BIPOC and 63% female. Non-managers, professional and technical employees are 41% BIPOC and 62% female. Employees in administrative and support roles are 74% BIPOC and 63% female.

Over the next year, we will continue our commitment to improving diversity in our staff and boosting a data-driven approach to improving diversity, equity, and inclusion. In the first quarter of the next fiscal year, we will conduct a Diversity, Inclusion, and Engagement survey to inform our recruitment, retention, and employee development. Our ongoing internship program provides meaningful, professional-level opportunities to individuals representing diverse groups, and we will continue to participate in job fairs for underrepresented groups and cultivate relationships with new sources for diverse talent.

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<sup>1</sup> BIPOC stands for Black, Indigenous, and people of color