

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

For the period commencing August 1, 2021 and ending July 31, 2022 (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
Executive Director, Brand and Audience Development	*KQED.org
Financial Accounting Manager	*KQED.org
Full Time: Custodian	*KQED.org
Full Time: HR Generalist, Talent	*LinkedIn SHRM Black Jobs HLP Hire Latinos Diversity Job Board BCW Network
Full-Time: Associate Director, Annual Giving	*KQED.org Work For Good LinkedIn AFP Golden Gate AFP Silicon Valley
Full-Time: Associate Director, Development Operations	*LinkedIn AFP Work for good Idealist Current
Full-Time: Campaign & Premiums Associate	*KQED.org Current

Full-Time: Development Associate, Leadership Gifts	*KQED.org Idealist Work for Good Current AFP
Full-Time: Digital Editor	*KQED.org
Full-Time: Digital Engagement Director	*KQED.org AWC Current
Full-Time: Digital Video Producer/Editor, Deep Look	*KQED.org
Full-Time: Director, Individual Major Gifts	*KQED.org AFP GG Work for good Current
Full-Time: Director, Podcasts	*GoogleJobs
Full-Time: Education Media Manager	*KQED.org Ed source Ed surge Current Art jobs
Full-Time: Engagement Producer, Arts & Culture	*LinkedIn AWC Media Bistro Art Jobs San Francisco Diversity Diversity Jobs Corporation for Public Broadcasting
Full-Time: Executive in Charge, Digital Video	*LinkedIn
Full-Time: Grants Manager	*GoogleJobs

Full-Time: Host, The California Report AM	*KQED.org AAJA SAJA NABJ NAHJ
Full-Time: Host/Producer, The Bay	*KQED.org
Full-Time: Human Resources Generalist	*KQED.org IFEBP Employee Benefits Jobs SHRM Black Jobs HLP Hire Latinos Diversity Job Board BCW Network
Full-Time: IT Support Administrator & Analyst	*KQED.org Women in Technology Leading Hispanics in STEM People of Color in Tech Public Media Jobs
Full-Time: IT Support Administrator & Analyst	*KQED.org women in tech leading hispanics in stem people of color in tech
Full-Time: Jr Software Developer	*KQED.org
Full-Time: Legal Assistant	*KQED.org san francisco diversity current
Full-Time: Local Marketing Director	*KQED.org Work for Good San Francisco Diversity Network Current CPB PMBA
Full-Time: Lockbox Gift Processing Associate	*KQED.org

Full-Time: Managing Editor, California Regional News Hub	* KQED.org
Full-Time: Marketing & Audience Manager, Events	* Indeed AWC Current san francisco diversity network
Full-Time: Marketing Design and Research Analyst	* KQED.org
Full-Time: Media Coordinator	* LinkedIn
Full-Time: Membership Clerk - Analyst	* KQED.org
Full-Time: Philanthropic Communications Specialist	* LinkedIn AWC current
Full-Time: Producer, Forum	* KQED.org AAJA SAJA NABJ NAHJ
Full-Time: Producer, The Bay Podcast	* KQED.org
Full-Time: Product Manager (2)	* KQED.org * NPA Slack Women in Product People of Color in Tech Mind the Product Women in Technology National Society of Black Engineers Leading Hispanics in STEM Public Media Jobs
Full-Time: Product Marketing Manager, Education	* KQED.org Current Art Jobs EdSurge AERA

Full-Time: Receptionist	*Indeed
Full-Time: School District Partnerships Manager	*KQED.org Ed source Ed surge Current art jobs
Full-Time: Senior Editor, Weekends	*KQED.org
Full-Time: Senior Engagement Platforms Producer	*KQED.org NABJ NAHJ AAJA SAJA NAJA
Full-Time: Senior Producer, Forum and Statewide Programming	*KQED.org NAJA AAJA SAJA NABJ NAHJ
Full-Time: Senior Product Designer	*KQED.org Work for Good Current Women in Product Mind the Product Leading Hispanics in STEM
Full-Time: Senior Software Engineer - FullStack	*KQED.org
Full-Time: Social Media Associate	*LinkedIn
Full-time: Technical Project Manager	*KQED.org
Human Resources Generalist	*Diversity Job Board
Part-Time: Direct Response Associate	*LinkedIn

Part-Time: Editorial + Production Assistant	* KQED.org San Francisco Diversity AWC Public Media Jobs Professional Diversity Network
Part-time: Engagement Producer, MindShift	* KQED.org
Part-Time: Finance Associate for Technology	* Indeed
Part-time: Financial Associate, Technology	* LinkedIn
Part-Time: Gen Z Social Engagement Specialist	* LinkedIn
Part-Time: Photographer	* KQED.org
Part-Time: Reporter, Weekends	* 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 **499** 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	2601 Mariposa Street San Francisco CA 94110 Gabriel-John Ching, HR Generalist - Talent gching@kqed.org/(415) 553-2210 https://www.kqed.org/careers	294

employees or KQED vendors or associates who became aware of openings in the course of their dealings with KQED.		
KQED Employee Referrals	2601 Mariposa Street San Francisco CA 94110 Gabriel-John Ching, HR Generalist - Talent (415) 553-2210 https://www.kqed.org/careers	0
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	2
Google Jobs	https://www.google.com	9
Idealist	https://www.idealists.org/en	1
Indeed	https://www.indeed.com/	14
LinkedIn	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 http://www.linkedin.com	126
News Product Alliance Slack	https://newsproduct.org/slack	3
Zip Recruiter	https://www.ziprecruiter.com/	3
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
City College of San Francisco	https://www.collegecentral.com/ccsf	0
Current Public Media Jobs	https://jobs.current.org/	0
DirectEmployers	https://directemployers.org/	0

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
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/	2
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 in the Development department. 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 Development by working on a Gift Planning survey 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
9/21/2021	USF 2021 Career Premiere
9/23/2021	California State University East Bay Social Impact Virtual Career Fair
9/28/2021	Stanford University
10/7/2021	UC Berkeley 2021 Cal Career Fair
10/7/2021	SJSU Fall '21 Job/Internship Fair
10/14/2021	SFSU Career and Internship Fair
10/28/2021	USF Marketing & Communication Pop-In
10/6/2021	Saint Mary's Non-Profit Virtual Fair
2/8/2022	Stanford Creative Opportunities Career Fair

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

- KQED continued ongoing initiatives and trainings focusing on increasing diversity and inclusion in the workplace, such as Disrupting Unconscious Bias in Recruitment & Hiring, as well as one-on-one coaching for Senior Leaders and department heads.
- 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.
- 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:
 - 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 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.
- KQED provides training for Experienced Leaders, Emerging Leaders and Developing Leaders with a 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 have 42 people going through the 6 month program.

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 created and hosted a [Youth TakeOver Week](#), this year one of the goals of the program was career exposure. Students and staff engaged in conversation about staff roles at KQED and their past work experiences. KQED hosted more than 10 different area schools with 10-12 students per school. This was part of the larger program of Youth working in media and being on the air at KQED.