

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

For the period commencing August 1, 2024 and ending July 31, 2025 (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
Assistant Controller	*LinkedIn
Associate Director of Mid-Level Giving	*KQED
Audience Development, Email Marketing and Social Media Intern	*LinkedIn
Audience Development Intern	*KQED
Audience Intelligence Research Intern	*KQED
Audience Research Manager	*LinkedIn
Campaign & Premiums Associate	*KQED
Communications Intern	*KQED
Data Engineering Intern	*KQED

Deep Look Intern	*KQED
Development Research Intern	*KQED
Development Specialist	*KQED
Direct Response Associate	*KQED
Editor/Trainer, CA HUB - Audio Journalism	*KQED
Editor/Trainer - CA HUB, Digital	*KQED
Education Events Marketing Intern	*LinkedIn
Financial Associate - Content	*KQED
Forum Intern	*KQED
Full-Time Limited Term - Photo Editor/Photo Journalist	*KQED *Google Jobs
Host/Producer, Close All Tabs	*KQED
KQED DEI Learning & Engagement Workshop Analytics Intern	*KQED
KQED Food & Check, Please Bay Area Digital Engagement Intern	*KQED
Membership Operations Intern	*LinkedIn
Mid-Level Giving Officer	*KQED
Mid-Level Giving Operations and Events Manager	*KQED

NABET Television Editor	*KQED
Newscast Intern	*KQED
On-Call Custodial/Event Staff	*KQED *LinkedIn
On-call Digital Video Host/Producer	*KQED
On-Call Digital Video Host/Producer, Deep Look	*KQED
On-Call Digital Video Producer / Editor	*KQED
On-Call Member Services Clerk	*KQED *Staff Referral
On-call Operating Technician	*KQED
On-call Podcast Producer	*KQED
On-Call Producer	*KQED
On-Call Senior Designer / Designer 2	*LinkedIn
On-Call / Temp Marketing Director Events	*KQED
On-Call TV Production Engineer	*KQED
Paid Media Intern	*KQED
Podcasts Operations Intern	*KQED
Program Manager: STEM Education	*LinkedIn

Raul Ramirez Diversity in Journalism Internship	*KQED
Receptionist/Office Coordinator	*LinkedIn
Revenue Accountant	*LinkedIn
SAG Reporter (Outdoors Engagement Reporter)	*KQED
Senior Development Operations Analyst	*KQED
Senior Editor, Digital News	*KQED
Software Engineering Intern	*KQED
The Bay Podcast Intern	*KQED
The California Report Magazine Intern	*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 **294** people was 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/jo	2601 Mariposa Street San Francisco	169

bs/ 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.	CA 94110 Gabriel-John Ching, HR Generalist - Talent gching@kqed.org/(415) 553-2210 https://www.kqed.org/careers	
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	3
Idealist	https://www.idealists.org/en	14
Indeed	https://www.indeed.com/	0
LinkedIn	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 http://www.linkedin.com	90
News Product Alliance Slack	https://newsproduct.org/slack	0
Zip Recruiter	https://www.ziprecruiter.com/	7
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/	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
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/	
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.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/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=Cj0KCQjwidSWBhDdARIsAloTVb2BQ3l C5_CYS6CvtyqFOWz6APFQsgGbn_DQl2zPIbhXAj-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	0

	%5Fid%3D21953&mem=1	
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/	1
Built In San Francisco	https://www.builtinsf.com/	0

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
Food
Education
Marketing & Communication
Arts
Audience Development
Audience Intelligence
Live Events
Science
Podcasts
Digital News
Creative Services
DEI
TCR Magazine
Membership Operations

- 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 an Email Distribution Clean Up 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
10/22/2024	Los Medanos College Career and Internship Fair

11/12/2024	Diablo Valley College – Pleasant Hill College and Career Fair
03/11/2025	San Jose State Spring Internship Fair
03/12/2025	Diablo Valley College Career Fair
03/13/2025	San Francisco State Career and Internship Fair
03/20/2025	San Jose State Regional PIT-UN Career Resource Fair
03/26/2025	Saint Mary's College Hiring Fair
04/29/2025	Los Medanos College Internship & Job 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.
- **Bias in Hiring and Management Training:** KQED delivers targeted training on mitigating bias in recruitment, hiring, and supervisory practices. These sessions are incorporated into both the New Manager Onboarding Program and offered to all staff on a regular basis, with a specific focus on addressing unconscious bias, equitable evaluation practices, and inclusive decision-making.
- **Leadership-Focused DEI Workshop Series:** Managers and department heads are invited to participate in a range of facilitated sessions that address key equity and inclusion topics. These include:
 - *Allyship in Action:* Practical approaches to intervening on bias and fostering inclusive team cultures.

- *ABCs of Inclusive Language*: Instruction on the use of respectful and inclusive terminology in workplace communication.
 - *Conflict Competency*: Frameworks for navigating disagreement and misunderstanding across lines of difference.
 - *Tell Me More About...: A monthly series exploring foundational DEI topics relevant to leadership and workplace culture.*
- **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**: Departmental and 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 relaunched two ERGs in 2024—*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 2024) 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:

- o Situational Leadership training for managers
 - o Core Strengths Leadership Training
 - o Creating Department/Individual Goals
 - o Goals for Managers and Individuals
 - o Self-Reflections Workshop
 - o Performance Review Support for managers
 - o Writing and Developing Performance Reviews
 - o Giving Effective Feedback
 - o 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 and other areas of expertise via industry conference attendance and in-house learning opportunities from outside experts.

DEI Specific:

- KQED provides multiple training and development opportunities designed to prepare employees for higher-level roles. These include optional, skill-based workshops that focus on leadership communication, team management, and strategic thinking. Offerings such as *Conflict Competency*, *Ally ship in Action*, and *ABCs of Inclusive Language* equip participants with competencies necessary for managerial advancement, including decision-making, inclusive leadership, and workplace conflict navigation.
- In addition, KQED offers one-on-one DEI coaching for department heads and topic-specific leadership trainings upon request to leaders and teams. These programs provide tools for navigating leadership with confidence, empathy, and cultural awareness—critical for upward mobility in a diverse workplace.

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 Eighth Season of the Youth Takeover, our annual program for 300-400 high school students at Bay Area schools within our 9 broadcast counties. Teachers apply to join our classroom cohort and students also have a chance to apply to the Youth Advisory Board for a chance to produce content in collaboration with KQED staff. Each season, students from Youth Takeover classrooms visit KQED for field trips where they work with KQED staff to record their pieces in KQED's studios as well as participate in career panels with a wide range of KQED staff across departments. Members of the Youth Advisory Board also receive career development in their monthly meetings and as they are mentored by KQED staff across various content-producing teams in preparation for Youth Takeover Week each spring.