

# 2021 ANNUAL EEO PUBLIC FILE REPORT

All Classical Public Media, Inc.

Station(s): KQAC(FM), Portland, OR  
KQHR(FM), The Dalles, OR  
KQMI(FM), Manzanita, OR  
KQOC(FM), Gleneden Beach, OR  
KSLC(FM), McMinnville, OR

Reporting Period: September 21, 2020 – September 20, 2021

No. of Full-time Employees: More than 10  
Small Market Exemption: No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

## INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

**PSU Fall 2020 Virtual ALL Majors Career & Internship Fair**

Location: Online

Date: 10-14-2020

Participants: Communications & Operations Manager

**Public Media Career Fair**

Location: Online

Date: 03-31-2021

Participants: COO and Communications & Operations Manager

**Urban League Career Fair**

Location: Online

Date: 05-04-2021

Participants: COO and Communications & Operations Manager

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

**Between September 2020 – September 2021, station staff trained four interns in a variety of skills, including but not limited to;**

- CD cataloguing with Music Director
- Blogging and other online content creation for allclassical.org and icanradio.org
- General office administration
- Assistance with ratings tracking
- Program production and social media engagement for the International Children’s Arts Network (ICAN)
- Sound editing
- General assistance during pledge drives and station events

*Interns averaged 15 hrs. per week*

Entered the fourth year of **Youth Roving Reporters**, a journalism scholarship program wherein All Classical Portland on-air hosts mentor exceptional high school students. From September 2020 through September 2021, one youth reporter attended local social justice events, interviewed participants involved, with a special focus on high school aged participants, and effectively communicated the impact of the events on their communities in a radio segment produced with an on-air mentor, as well as via a virtual roundtable discussion. Each Youth Roving Reporter is encouraged to conduct in-depth interviews with local leaders and performers, highlighting our region’s vibrant arts and active social justice community through their own perspective.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

Engaged the community on our Facebook page at: <https://www.facebook.com/AllClassicalPortland>, on our Twitter page at: <https://twitter.com/allclassicalpdx>, and our Instagram page at: <https://www.instagram.com/allclassicalportland/>

Distributed bi-weekly electronic newsletter to thousands of subscribers that is free and available to the general public.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

**Communications & Operations Manager attended:**

Project Management for Human Resources Professionals (webinar)

Location: Online

Date: 12-15-21

Session to help administrative professionals plan, execute, and manage projects.

**Eleven All Classical Portland staff members attended:**

Nonprofit Finance 101

Dates: 04-26-2021 and 04-27-2021

Location: Virtual via Zoom

360Philanthropy led a two-day introduction to finance course for staff to attend to learn about the fundamentals of nonprofit accounting.

**On Air Host, Sales Associate, and Communications & Operations Manager attended:**

PSU Project Management Certificate courses

Dates: May 2021

Location: Online

Two-week courses instructing in more effective and comprehensive project management skills.

**Development Associate & Grants Manager, Communications & Operations Manager, ICAN Program Manager, Host, & Producer, and Director of Music & Programming attended:**

Leadership & Development Coaching

Dates: March 2021 through July 2021

Location: Virtual via Zoom

FutureWorks Consulting provided regular Leadership & Development coaching to four staff members.

**Development Associate & Grants Manager, Director of Corporate Sales, Director of Development & Marketing, Sales Associate, and Communications & Operations Manager attended:**

Public Media Development and Marketing Conference

Dates: 07-13-21 through 07-22-2021

Location: Online

Public media's largest conference devoted to fundraising, marketing, and management.

**Director of Development & Marketing and Development Associate & Grants Manager attended:**

Willamette Valley Development Officers (WVDO) 2021 Conference  
Dates: 08-19-2021 and 08-20-21  
Location: Online  
Conference with educational focus on advocacy, responsive philanthropy, and nonprofit reform.

*Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

Listed open positions on the job boards of Sphinx Organization, Urban League, National Hispanic Media Coalition, and/or Partners in Diversity.

*Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.*

**All staff members attended:**  
Dismantling Racism Learning Lab  
Dates: 01-26-2021 and 01-28-2021  
Location: Online  
Equity Quotient led an all-staff two-day intensive antiracism workshop focused on training and organizational transformation through the lens of cultural equity, diversity, and inclusion.

**Communications & Operations Manager and Development Associate & Grants Manager attended:**

Audience Diversity Research from NPR (webinar)  
Date: 04-09-2021  
Location: Online  
Emphasized research takeaways that radio stations can apply to their local audience development efforts.

**All staff members and interns** completed online harassment prevention training course provided by CPB, in Summer 2021.

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**LIST OF POSITIONS FILLED**

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10-13-2020	Director of Development and Marketing	Internal referral
09-13-2021	Marketing Manager	All Classical Public Media, Inc. website – allclassical.org

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**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Total Number of Persons Interviewed during the Reporting Period: 11

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
<b>Director of Development and Marketing</b>	
Indeed.com	1
Internal referral	1
Word of mouth referral	1
<b>Marketing Manager</b>	
All Classical Public Media, Inc. website – allclassical.org	3
Indeed.com	2
Internal referral	1
Sphinx Organization	1
Glassdoor.com	1

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## RECRUITING SOURCES USED

**Job Title of Position:** Director of Development and Marketing      **Date of Hire:** 10-13-2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
All Classical Public Media, Inc. website	N	Website	Kristina Becker kristina@allclassical.org	www.allclassical.org/about/employment/
Corporation for Public Broadcasting	N	Website		www.cpb.org/jobline
Regional Arts and Culture Council	N	Website	listings@racc.org	www.racc.org/resources/listings/opportunity/jobs-and-opportunities/
Mt. Hood Community College	N	Website		https://mhcc.edu/JobBoard/
Oregon Association of Broadcasters	N	Website		https://www.theoab.org/
Portland Community College	N	Website		https://www.pcc.edu/resources/careers/employers/
Handshake**	N	Website		https://joinhandshake.com/employers/
Sphinx Organization	N	Website	Andre@SphinxMusic.org	http://www.sphinxmusic.org/job-postings/
Urban League of Portland	N	Website	uljobs@ulpdx.org	https://ulpdx.org/jobs/
Mac's List	N	Website		https://jobs.macslist.org/page/employer-offers
PDX Pipeline	N	Website		https://www.pdxpipeline.com/
National Hispanic Media Coalition	N	Website		http://www.nhmc.org/

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

\*\*List of schools in Handshake: Oregon State, University of Oregon, Oregon Tech, University of Portland, George Fox University, Lewis & Clark College, Reed College, Pacific University, Portland State University, Willamette University, Western Oregon University, Warner Pacific College)

## RECRUITING SOURCES USED

**Job Title of Position:** Marketing Manager

**Date of Hire:** 09-13-2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
All Classical Public Media, Inc. website	N	Website	Kristina Becker kristina@allclassical.org	www.allclassical.org/about/employment/
Corporation for Public Broadcasting	N	Website		www.cpb.org/jobline
Regional Arts and Culture Council	N	Website	listings@racc.org	www.racc.org/resources/listings/opportunity/jobs-and-opportunities/
Mt. Hood Community College	N	Website		https://mhcc.edu/JobBoard/
Oregon Association of Broadcasters	N	Website		https://www.theoab.org/
Portland Community College	N	Website		https://www.pcc.edu/resources/careers/employers/
Handshake**	N	Website		https://joinhandshake.com/employers/
Sphinx Organization	N	Website	Andre@SphinxMusic.org	http://www.sphinxmusic.org/job-postings/
Urban League of Portland	N	Website	uljobs@ulpdx.org	https://ulpdx.org/jobs/
Mac's List	N	Website		https://jobs.macslist.org/page/employer-offers
PDX Pipeline	N	Website		https://www.pdxpipeline.com/
LinkedIn	N	Website		https://www.linkedin.com/company/all-classical-portland/
Partners in Diversity	N	Website		http://www.partnersindiversity.org/jobs/

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