

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

For the period commencing August 1, 2020 and ending July 31, 2021 (the “Report Term”).

Prepared by KQED Inc. (“KQED”)

The station employment unit covered by this report is comprised of the following stations:

<b>Call Sign</b>	<b>Facility ID</b>	<b>Type of Station</b>	<b>Community of Service</b>
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
- Neuvo
- Jobcase
- Flexjobs
- Job.com
- Zoek
- Indeed
- Sercanto
- Careerjet
- Jooble
- The Muse

- Oodle
- Myjobhelper.com
- CBC Jobs

<b>Job Title</b>	<b>Recruitment Sources Contacted</b> <b>* identifies source that referred hiree</b>
Activation Manager, Corporate Sponsorship	Internal Hire*
AM producer/Director, The California Report	KQED.org*
Anchor, Local News	KQED.org* Talent.com
Business Analyst	KQED.org*
Climate Reporter, KQED News	KQED.org* NABJ NAHJ AAJA SAJA
Copy Editor	Indeed.com* NABJ NAHJ AAJA SAJA
Data Journalist/News App Developer	KQED.org* NABJ NAHJ SAJA AAJA
Development Associate, Leadership Gifts	KQED.org* CCSF AFP Idealist
Digital Video Editor/Producer, KQED Arts	KQED.org* Direct Employers Talent.com
Editor, Local News Features	KQED.org*
Executive Director, Education	Internal Hire*
Financial Associate, Audience & Development	LinkedIn*
Food Editor	KQED.org*
Live Events Producer	Indeed.com*
Manager, Organizational Talent	KQED.org* AAJA

	NABJ NAHJ SAJA
Mid-Level Giving Manager	KQED.org*
MindShift Writer/Producer	LinkedIn*
Operations Associate	KQED.org*
Program Host, Forum (9am Hour)	JournalismNext.com* NABJ NAHJ AAJA
Program Manager, Youth Media	KQED.org*
Revenue Accountant	KQED.org*
Revenue Accountant	LinkedIn* Accounting Principles
Sales and Operations Coordinator, Corporate Sponsorship	LinkedIn*
Senior Editor, Investigations	KQED.org* NABJ NAHJ SAJA AAJA
Senior Paralegal	KQED.org*
Social Media and Community Associate	LinkedIn*
Sr. Engagement Platforms Producer	Internal Hire*
Supervising Senior Editor, Race and Equity	KQED.org* NABJ NAHJ SAJA AAJA
Technical Project Manager	LinkedIn*
TV programming Associate	KQED.org*
Venue Technical Operations Manager	KQED.org* Women's Audio Mission
Vice President, Product	KQED.org*
Volunteer Manager	KQED.org* Current Idealist Corporation for Public Broadcasting
Digital Media Designer	KQED.org*
Gen Z Engagement Specialist	KQED.org*
Operating Technician	Internal Hire*
Podcast Producer, Rightnowish	Internal Hire*

Youth Media Specialist	KQED.org*
Director of Direct Response Fundraising	KQED.org*
Guest Services Coordinator	KQED.org*
Director, Creative Services and Brand Video Producer	LinkedIn*
Director, Radio Programming	KQED.org* NABJ NAHJ AAJA SAJA Current CCPBA NLGJA AWC
Education Grants Manager	KQED.org* Idealist Work for Good AFP Current ALPFA San Francisco Diversity AAEN Art Jobs
Program Manager: STEM Education	KQED.org*
Senior Software Engineer, Enterprise Backend	KForce* Women in Tech AAEN
Digital Engagement Manager	LinkedIn*
Editor, Talent and Development	Internal Hire* NABJ NAHJ AAJA SAJA
TV Production Operations Specialist	Kqed.org* SF Diversity Network PMBA

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 **387** 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.

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
KQED employee referrals	2601 Mariposa Street, San Francisco, CA 94110 Toini Ilonummi, Talent Acquisition Specialist (415) 553-2210 <a href="https://www.kqed.org/careers">https://www.kqed.org/careers</a>	0
KQED internal postings	2601 Mariposa Street San Francisco, CA 94110 Toini Ilonummi, Talent Acquisition Specialist (415) 553-2210 <a href="https://www.kqed.org/careers">https://www.kqed.org/careers</a>	0
KQED.org <a href="http://www.kqed.org/about/jobs/">http://www.kqed.org/about/jobs/</a> 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 Toini Ilonummi, Talent Acquisition Specialist – <a href="mailto:tilonummi@kqed.org">tilonummi@kqed.org</a> (415) 553-2210 <a href="https://www.kqed.org/careers">https://www.kqed.org/careers</a>	245
Adzuna	<a href="https://www.adzuna.com/">https://www.adzuna.com/</a>	0
AFP Golden Gate	<a href="https://afpgoldengate.imiscloud.com/">https://afpgoldengate.imiscloud.com/</a>	0
Careerjet	<a href="http://www.careerjet.com">http://www.careerjet.com</a>	0
CBCJobs	<a href="http://www.cbcjobs.com/">http://www.cbcjobs.com/</a>	0
Native American Journalists Association (NAJA)	<a href="https://najanewsroom.com/">https://najanewsroom.com/</a>	0
Corporation for Public Broadcasting (CPB)	401 Ninth Street, NW Washington, DC 20004-2129 202 879-9600 or 800 272-2190 <a href="http://www.cpb.org/jobline">http://www.cpb.org/jobline</a>	0
Asian American Journalists Association (AAJA)	<a href="https://www.ajja.org/career_center">https://www.ajja.org/career_center</a>	0
Direct Employers	<a href="https://directemployers.org/">https://directemployers.org/</a>	2
EdSurge	<a href="https://www.edsurge.com/">https://www.edsurge.com/</a>	0

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
Facebook Jobs	<a href="http://www.facebook.com">http://www.facebook.com</a>	0
Flexjobs	<a href="https://www.flexjobs.com/">https://www.flexjobs.com/</a>	0
Glassdoor.com	<a href="http://www.glassdoor.com">http://www.glassdoor.com</a>	1
Google	<a href="http://www.google.com">http://www.google.com</a>	8
Indeed.com	<a href="http://www.indeed.com/">http://www.indeed.com/</a>	3
Job.net	<a href="https://job.net/">https://job.net/</a>	0
Jobcase	<a href="https://www.jobcase.com/">https://www.jobcase.com/</a>	0
Jooble	<a href="https://us.jooble.org/">https://us.jooble.org/</a>	0
LinkedIn.com	LinkedIn Corporation 2029 Stierlin Court Mountain View, CA 94043 <a href="http://www.linkedin.com">http://www.linkedin.com</a>	116
MyJobHelper	<a href="https://www.myjobhelper.com">https://www.myjobhelper.com</a>	0
National Association of Black Journalists (NABJ)	<a href="http://www.nabj.org/">http://www.nabj.org/</a>	0
National Association of Hispanic Journalists (NAHJ)	<a href="http://www.nahj.org">http://www.nahj.org</a>	0
Neuvoo	<a href="https://neuvoo.com/">https://neuvoo.com/</a>	1
Oodle	<a href="https://jobs.oodle.com/careers">https://jobs.oodle.com/careers</a>	0
Sercanto	<a href="https://us.sercanto.com/">https://us.sercanto.com/</a>	0
ZipRecruiter	<a href="https://www.ziprecruiter.com/">https://www.ziprecruiter.com/</a>	1
South Asian Journalists Association (SAJA)	<a href="https://saja.org/">https://saja.org/</a>	0
Association for Women in Communications (AWC)	<a href="https://awc.careerwebsite.com/">https://awc.careerwebsite.com/</a>	0
Association of LGBTQ Journalists	<a href="https://members.nlgia.org/networking/?_ga=2.37012775.622717157.1626128245-1397028796.1626128245">https://members.nlgia.org/networking/?_ga=2.37012775.622717157.1626128245-1397028796.1626128245</a>	0
Current Public Media Jobs	<a href="https://jobs.current.org/">https://jobs.current.org/</a>	0
Media Bistro	<a href="https://www.mediabistro.com/learn">https://www.mediabistro.com/learn</a>	0
Public Media Journalism Association (PMJA)	<a href="https://pmja.org/submit-a-job-posting/">https://pmja.org/submit-a-job-posting/</a>	0
Women in Technology	<a href="https://www.womenintechology.org/job-board">https://www.womenintechology.org/job-board</a>	0
National Society of Black Engineers	<a href="https://careers.nsbe.org/employer/pricing/">https://careers.nsbe.org/employer/pricing/</a>	0
Leading Hispanics in STEM	<a href="https://careercenter.shpe.org/employer/login/?goto=%2Fr%2Fjobs%2Fpost%2Fpost%2Ecfm%3Fsite%5Fid%3D21953&amp;mem=1">https://careercenter.shpe.org/employer/login/?goto=%2Fr%2Fjobs%2Fpost%2Fpost%2Ecfm%3Fsite%5Fid%3D21953&amp;mem=1</a>	0
Women in Product	<a href="https://www.womennpm.org/post-a-job">https://www.womennpm.org/post-a-job</a>	0

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
People of Color in Tech	<a href="https://www.pocitjobs.com/company/how-it-works">https://www.pocitjobs.com/company/how-it-works</a>	0
Mind the Product	<a href="https://jobs.mindtheproduct.com/post-a-job/">https://jobs.mindtheproduct.com/post-a-job/</a>	0
Women's Audio Mission (WAM)	<a href="https://womensaudiomission.org/training/job-board/">https://womensaudiomission.org/training/job-board/</a>	0
Idealist	<a href="https://www.idealist.org/admin/4f7a6ee0120c42599116fc4712d71056/post-a-listing">https://www.idealist.org/admin/4f7a6ee0120c42599116fc4712d71056/post-a-listing</a>	0
African American Employee Network (AAEN)	<a href="https://www.aaenbayarea.org/careers">https://www.aaenbayarea.org/careers</a>	0
Public Media Business Association (PMBA)	<a href="https://www.pmbaonline.org/IndustryJobs">https://www.pmbaonline.org/IndustryJobs</a>	0
Work for Good	<a href="https://employers.workforgood.org/">https://employers.workforgood.org/</a>	0
San Francisco Diversity Network	<a href="https://employers.workforgood.org/">https://employers.workforgood.org/</a>	0
Association of Latino Professionals (ALPFA)	<a href="https://jobs.alpfa.org/employer/post/">https://jobs.alpfa.org/employer/post/</a>	0
Art Jobs	<a href="https://artjobs.artsearch.us/log-in/?redirect_to=https%3A%2F%2Fartjobs.artsearch.us%2Fsubmit-job-posting%2F">https://artjobs.artsearch.us/log-in/?redirect_to=https%3A%2F%2Fartjobs.artsearch.us%2Fsubmit-job-posting%2F</a>	0
City College of San Francisco (CCSF)	<a href="https://www.collegecentral.com/ccsf/">https://www.collegecentral.com/ccsf/</a>	0
Journalism Next	<a href="http://Journalismnext.com">Journalismnext.com</a>	4
Accounting Principles	<a href="https://www.accountingprincipals.com/">https://www.accountingprincipals.com/</a>	5
KForce	<a href="http://KForce.com">KForce.com</a>	1

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 designed to provide interns with experience within the broadcast environment while enhancing their skills and supplementing their classroom education. Pre-selected staff members serve as mentors for the interns. KQED conducts an ongoing internship program for undergraduate students, graduate students, and others seeking to gain experience in the field of public media. 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. KQED selects a diverse group of interns from a large pool of candidates.

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:

<b>News</b>
<b>Forum</b>
<b>Visual Journalism</b>
<b>TV Series and Promotions</b>
<b>Food</b>
<b>Education</b>
<b>Marketing &amp; Communication</b>
<b>Arts</b>
<b>Audience Development</b>
<b>Corporate Sponsorship</b>
<b>Science</b>
<b>Podcasts</b>
<b>Digital News</b>
<b>Creative Services</b>
<b>Live Events</b>

- 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 Human Resources 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 Human Resources by analyzing information, making recommendations 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:

<b>Date</b>	<b>Event/School</b>
9/23/2020	USF 2020 Career Premiere
9/23/2020	UC Berkeley 2020 Cal Career Fair
9/29/2020	SJSU Fall '20 Job/Internship Fair



10/14/2020	SFSU Career and Internship Fair
10/22/2020	USF Marketing & Communication Pop-In
10/28/2020	Saint Mary's Non-Profit Virtual Fair
11/12/2020	USF DEI Pop-In
02/23/2021	USF Job Fest
04/01/2021	Stanford Public Service & Social Impact Career Fair
04/06/2021	SSU CareerFest
04/14/2021	CCSF Career Fair
04/16/2021	SCU Spring Career Fair
05/12/2021	DeAnza Spring 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 continued to sponsor four Employee Resource Groups: Parents and Caregivers, Women's Network, LGBT@Q, and Racial and Ethnic Diversity Group. These groups hosted awareness events and celebrations of diversity for all staff and created networking opportunities for group members. In addition, we launched new 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

- 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 is now providing leadership 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. The program will last 6 months and we currently have 47 people going through the program.