

2018 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation Inc.

Station(s): KPFA and KPFB
Community(ies) of License: Berkeley, CA

Reporting Period: July 22nd 2017–July 21st 2018

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

During the reporting period, one full-time position was filled.

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):

<p><i>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i></p>	<p><u>KPFA News Department</u></p> <p>The KPFA News Department internship program trained 19 individuals as news reporters. They were taught writing, interviewing, field recording, editing and voicing their stories.</p> <p>The KPFA News Department partnered with the Orion Academy, which serves high school students on the autism spectrum, to provide a one-month summer internship for a student working under supervision of the News Co-Director. The News Department provided a summer internship for Berkeley High School student, which includes sitting in on editorial meetings for the Morning Drive time program.</p> <p><u>First Voice Apprenticeship Program</u></p> <p>The First Voice Apprenticeship Program is a social justice community-building program that focuses on bringing people of color and women into the radio field via the apprenticeship prototype.</p>
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	<p>The program is intended to create equity for those underrepresented in media. Graduates acquire production, hosting and engineering radio skills. Many have earned paying jobs at KPFA as well as at other media sites.</p> <p>A total of nineteen individuals were enrolled in the First Voices Apprenticeship program during the reporting period. Five graduated in August 2017, six entered the program in July 2018 and eight were being trained during the full 2017-2018 reporting period.</p> <p><u>Operations Department</u></p> <p>In July 2018, the operations department developed a program for visiting high school students to explore radio production and broadcast engineering. Students worked alongside industry professionals to produce Independence Day Programming using acquired skills in recording, board operations and post-production.</p>
<p><i>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).</i></p>	<p><u>First Voice Apprenticeship Program</u></p> <p>The First Voice Apprenticeship Program uses the kpfaapprentice.org website – which is linked to social media – to invite community residents to apply to the program and to inform the public about community issues, events and stories.</p>
<p><i>Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</i></p>	<p><u>KPFA News Department</u></p> <p>The KPFA News Department trained an existing engineering employee to become a news reporter. She was also trained to become a producer and host for the morning drive program, which is a paid position she is now filling on a interim basis.</p> <p><u>UpFront</u></p> <p>KPFA’s morning drive-time public affairs program ran a structured training, available through internal application, designed to make its participants qualified for fill-in hosting work. Two people went through the UpFront training.</p>

	<p>UpFront trained three additional volunteer news reporters to serve as fill-in producers, as paid temps.</p> <p><u>KPFB Weekend Programming</u></p> <p>Within the KPFB Weekend programming, new producers get hands-on training in live studio production, board operations and program management. Producers can build their broadcast communication skills and apply them to various jobs within the industry. Many producers have gone on to produce, become technical managers, and public information officers from their direct experience working on KPFB.</p>
<p><i>Established a mentoring program for station personnel.</i></p>	<p><u>UpFront</u></p> <p>UpFront operates a program that gives training and mentorship to station personnel doing fill-in work as producers and/or hosts. During the reporting period, in addition to the training detailed in the previous section, the program also internally mentored one person on production work, who advanced to a permanent full-time position doing that work, and, one person on hosting work who advanced to a regular part-time position doing that work.</p> <p><u>Operations Department</u></p> <p>The operations department has established a training and mentoring program where interns and apprentices learn from seasoned board operators, shadowing them during complicated call-in shows and during live interviews. Eventually those interns and apprentices will be qualified to serve as fill-in board operators, a paid position.</p>
<p><i>Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</i></p>	<p><u>UpFront</u></p> <p>Brian Edwards-Tiekert, host/producer for <u>UpFront</u>, KPFA’s morning public affairs show, gave workshops at Stanford University and Lehman College in Bronx, New York designed to introduce students to what working in broadcast</p>

	<p>journalism is like, and answer questions about how to get started.</p> <p><u>First Voice Apprenticeship Program</u></p> <p>A First Voice Apprenticeship Program team presented a workshop at Laney College in the Fall of 2017. That workshop highlighted the community building mission of the First Voice Program, the media training it provides and the 'community powered' nature of KPFA Radio.</p>
<p><i>Sponsored at least 2 events in the community designed to inform and educate the public as to employment opportunities in broadcasting.</i></p>	<p><u>First Voice Apprenticeship Program</u></p> <p>First Voice Apprenticeship Program 1] held a community outreach workshop on Thursday, 5/10/18 at 3pm at the West Berkeley Public Library. Informational brochures about the workshop were distributed at the Berkeley Library main branch, South Berkeley branch, West Berkeley branch, and the Albany Public Library. 2] provided community outreach information about the First Voice Program as a participant in the 11th annual west Oakland Juneteenth celebration.</p>
<p><i>Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.</i></p>	<p><u>KPFA</u></p> <p>In May of 2018, all paid staff and management were required to participate in web-based sexual-harassment, diversity sensitivity training and testing modules, including, Harassment: Ensuring a Respectful Workplace and Workplace Harassment Prevention: Managers and Supervisor Edition hosted by Syntrio.com. Pacifica has on-staff a full-time Human Resources person for additional training and to handle any potential EEO issues.</p>

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
6/1/18	Producer	Internal

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 6

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Pacifica Foundation website: https://new.pacifica.org/jobs_kpfa.php	1
KPFA Radio website: https://kpfa.org/about/jobs-at-kpfa/	2
ZipRecruiter: https://www.ziprecruiter.com/	0
Printed postings throughout the building.	3

RECRUITING SOURCES USED

Job Title of Position: UpFront Producer Date of Hire: 6/1/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Pacifica website:		https://new.pacifica.org/jobs_kpfa.php	Otis Maclay	Omaclay@pacifica.org
KPFA Radio website:		https://kpfa.org/about/jobs-at-kpfa/	Maria Negret, Business Manager	mariabiz@kpfa.org
ZipRecruiter:		https://www.ziprecruiter.com/	Maria Negret, Business Manager	mariabiz@kpfa.org

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