

2020 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation Inc.

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

Reporting Period: July 22nd 2019–July 21st
2020

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

During the reporting period, no positions were 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):

*Participated in at least 4 events sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

First Voice Apprenticeship Program

Participated in, and recorded for later broadcast on *Full Circle*, the 27th Annual Berkeley Indigenous Peoples Pow Wow on October 25th 2019.

Between activities, Apprentice Program production and engineering team-members spoke to attendees of the event who stopped by the remote recording table about the curriculum and their experiences with the program,.

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

- KPFA's Operations Department Internship Program

In June/July 2019, The Operations Department developed a 8-10 week (18 hours per week commitment) Summer internship program to teach radio production and broadcast engineering. This summer internship program was geared toward college students between semesters and we had one intern from Laney College who transferred to UC Santa Cruz.

In July 2019, The Operations Department continued to develop its 6-month (8 hours per week commitment)

radio production and broadcast engineering training program. We had 4 interns from Berkeley City College and the College of San Mateo.

Also in July 2019, in collaboration with the City of Berkeley Youth Employment Training Program also known as Youthworks, the Operations Department took in one youth participant for employment experience in radio. This program was 6-months at 22 hours per week. The Youthworks' participant earned minimum wage while learning and working at KPFA. The Operations Department was charged with making sure the youth participant gained the proper skills necessary to gain employment, be competitive in the media market and learn from seasoned radio professionals how to produce radio under tight deadlines.

All interns and Youthworks' participant shadowed Board Operators/Technical Producers, edited program content for KPFA air, line-produced live public affairs programs, assisted with Music Library content management AND assisted one Public Affairs program with show promos and evergreen show production and post production. At the end of the internship, they completed their Technical Producer/Board Operator fill-in certification at KPFA.

In January 2020, The Operations Department expanded its 6-month radio production and broadcast engineering training program. We currently have 10 interns learning radio production, podcast production and live music engineering. Due to the COVID-19 Pandemic, the internship program was put on hold and almost all of the interns are expected to complete their internship by the end of 2020. All interns are expected to complete their Technical Producer/Board Operator fill-in certification at KPFA and they all have learned the basics of content creation for public radio. They were taught writing, interviewing, field recording, editing and voicing their stories. Some participated as student interns, others as community volunteers. One student intern was from France, another from Brazil. We have since paid the former Brazilian student intern to produce

a freelance story. Additionally, we scrambled to quickly set up remote operations for our volunteer reporters with the outbreak of COVID-19. Reporters were trained in all aspects of recording, editing and producing their stories remotely from home. Since March, we have reformatted our training program to operate entirely remotely, avoiding all in-person contact with our trainees.

- UpFront, KPFA's morning public affairs show operates an internship program. During the reporting period, it trained four individuals on the production, engineering, and reporting skills required to work as a producer on a daily public affair show.

- 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 traditional apprenticeship prototype.

The program strives to create equity and a means of communication for those underrepresented in media. Participants acquire production, hosting and engineering radio skills. Many have earned paying jobs at KPFA as well as at other media sites.

A First Voice Graduate now holds a management position, as head of the Operations Department, at KPFA. Other graduates of the First Voice Program [mainly women] are employed as Technical Producers.

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

KPFA continues regular communications with the HR specialists at N.E.T.A. (National Educational Telecommunications Association) and regularly consults with the organization on matters of local and federal compliance. Training materials are provided to management to foster “best practices” as regards EEO compliance and workplace stability. Review processes remain in place, are ongoing, and are being further developed.

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

In May and June of 2019, the **Operations Department** launched a staff-training program to support the development of content creators at the station. Classes offered were Radio Production 101, Voice Acting, Improvisation techniques for Radio, Beginning and Intermediate Live Music Engineering, Studio Engineering/Board Opping, Field Recording, Podcast Production, Radio Documentary, Multitrack Digital Audio Editing and Team Building/Collaboration.

Due to the COVID-19 pandemic, classes were offered online to support programmers to produce shows offsite (work from home). Classes offered were Remote/Home Studio Setup and Technical Issues Clinic, Recording Interviews Remotely and Multi-Track Editing.

In January 2020, The **Operations Department** Internship Program was redesigned as a mentoring program. Interns learned from seasoned board operators, shadowing them during complicated call-in shows and during live interviews. Eventually these interns will be qualified to serve as fill-in board operators, a paid position at KPFA.

Goal: The goal of this project is to train under-resourced people the art of professional audio engineering, production and content creation through mentorship.

Purpose: To provide a platform for budding broadcasters from varied backgrounds to gain the tools and experience needed in the new digital environment of podcasting and on-demand content.

Description: This internship includes:

- Hands-on instructions with the support of KPFA Staff and Industry Professionals
- Writing, recording and editing content
- Line producing special remote broadcasts
- Learning to pitch, report and produce

NOTE: Due to the COVID-19 pandemic, mentorship was put on hold in March 2020 and will not be reinstated until the station is open to normal operation.

Several news volunteers also took part in training provided by the Operations Department on the Hindenburg editing software.

*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).*

The First Voice Apprenticeship Program uses the

<http://kpfaapprentice.org> website, along with Facebook and Twitter, to invite community residents to apply to the program and inform them of community issues, events and stories.

*Participated in at least 4 **events or programs** sponsored by **educational institutions** relating to career opportunities in broadcasting.*

On March 19th, 2020 Theodora Adkins of First Voice and Lisa Dettmer [a FV graduate] of the KPFA Women's Magazine talked to students of a Media & Communication class at UC Berkeley about alternative media, KPFA & the First Voice Radio Apprentice Program.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

First Voice apprentices supervised outreach and information activity related to KPFA and the First Voice Apprenticeship Program at a community event sponsored by KPFA on November 5th 2019 at the New Parkway Theatre in Oakland.