

KPFA/KPFB 2021 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation, Inc.

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

Reporting Period: July 22nd 2020–July 21st 2021

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

During the reporting period, three 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):

<p><i>Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.</i></p>	<p>KPFA’s 70+ year mission is to partner with like-minded non-profits and our own volunteers to produce content aimed at and in service to the needs of minorities and other underserved listeners.</p> <p>Due to the pandemic, all job fair opportunities were cancelled. We are looking forward to resuming outreach and getting back to these types of events in 2022.</p>
<p><i>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.</i></p>	<p>KPFA Staff and Volunteers participated in the following online events:</p> <p>As Above, So Below: Creating Equitable and Transformational Organizational Cultures and Structure, a 2-day virtual Learning Lab in September 2020. The goal of these online Learning Lab sessions is to provide participants with revitalized and more expanded anti-racist and equity analyses and orientations for the organization. The Learning Lab is for advanced change makers which must have basic understandings of and practice in addressing white supremacy and structural racism.</p> <ul style="list-style-type: none"> • Participants from KPFA were 2 Managers, 3 Staff Members and 2 Volunteers. • This learning lab was organized by the World Trust Educational Services, whose mission is Racial Equity. It has been operating over 20 years, and it offers the comprehensive capabilities and deep knowledge necessary for organizations to solve the most

complex issues facing them today. Their work helps heal and transform people, communities and institutions.

- The Facilitators were:
 - Shakti Butler, PhD. Founder and President of World Trust Educational Services. Shakti has produced 5 documentary films including the iconic "Cracking the Codes: The System of Racial Inequity" and "Healing Justice".
 - Ericka Huggins is an educator, Black Panther Party member, former political prisoner, human rights advocate, and poet. For 40 years Ericka has lectured in the United States and internationally on Restorative Practices and the role of spiritual practice in creating social change. Currently, Ericka works with World Trust facilitating conversations about Race and Gender Equity. In addition, she facilitates workshops on Radical Self Care for Women of Color.
 - University of California Berkeley Advanced Media Institute's "The Business of Podcasting" with Roifield Brown, April 2021 taken by the Program Director as part of KPFA's plan to promote and monetize podcasts developed and published on KPFA's website."
 - How to Edit and Mix a Podcast and Editing 101 in Pro Tools, which were taken in March of 2021 by Staff Members.
 - From Be Your Change organization which is deeply attached to the Fair-Trade principles, and is committed to diversity and inclusion in tech, media, music, and podcasting and was previously involved on the board of Women's Audio Mission. Be Your Change educates women change makers to make their impact felt by helping women to produce, launch, and promote their podcast and their impact. Through the avenue of training and empowering women, the goal of Be Your Change is to end poverty, advance gender equity, create a sustainable planet, and achieve balanced economic power.
 - A Spanish Frequent Flyer course (aka Advanced Spanish) in February to May 2021 from The Global Language Network (GLN) for the Operations Manager, who has staff that speaks primarily in Spanish. GLN is a DC-based 501(c)3 not-for-profit organization committed to offering accessible and affordable language classes in a wide array of languages to the community.

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

As a community powered radio station KPFA takes great pride in our training programs such as the First Voice Apprenticeship Program, the News Department Internship Program and the Operations Department Internship Program.

First Voice Apprenticeship Program

First Voice, also known as the Apprenticeship program recruits members of underrepresented communities (women, seniors and minorities) and trains them in radio production. This program does extensive community outreach to create a diverse group of people for the intensive 18-month period. The Apprentices are schooled in all aspects of public affairs and news production. The program has been a successful model for decades and many graduates have gone on to find employment with the public radio system locally and nationally. First Voice serves as a circular path—outreach attracts apprentices to the program, who serve the community through the station, which continues outreach, which attracts more apprentices.

This year due to the pandemic, First Voice went online accepting and training 7 new Apprentices in December 2020

News Department Internship Program

The KPFA News Department is vital to the realization of the Pacifica mission: to promote full distribution of public information; to obtain access to sources of news not commonly brought together on all matters vitally affecting the community. We are in partnership with Laney College's Journalism department to expand our hiring of minority reporters and news casters.

The KPFA News Department conducts news training classes while offering opportunities for trainees to work in a real-world news operation. KPFA news graduates have also gone on to careers in journalism in the Bay Area and beyond. KPFA News also offers a twice-yearly course in radio journalism enrolling students from local colleges, with many earning college credit for their efforts.

The KPFA News Department internship program remotely trained 18 individuals as news reporters. We provided both group and individual training on how to use the professional Hindenburg audio software for recording and editing. Instructors also trained reporters on writing, voice work and once vaccinated, we began training reporters on how to do field reporting.

We maintained our partnership with the Orion Academy which serves high school students on the autism spectrum. We provided a one-month summer internship for a student who worked remotely 12 hours a week under the supervision of the News Co-Director.

	<p>KPFA’s award winning long form reporter Lucy Kang is providing a five-month long training class to three of the most experienced news department volunteers on long form journalism. They are each producing reports under her supervision. The workshops also include presentations from other Bay Area journalists on issues such as storytelling, investigative reporting, public records request and ethics in journalism.</p> <p>The News Co-Director trained a newsroom volunteer on producing news headline packages so he could take on a paid position.</p> <p><u>Operations Department Internship Program</u></p> <p>The Operations Department Training Program is an immersive, hands-on training ground based at community radio station 94.1 KPFA/Pacifica Radio in Berkeley, CA. Our goal is to empower diverse voices from local communities to become skilled media professionals, while creating unique and thought-provoking live and pre-produced audio and multimedia content.</p> <p>Due to the COVID-19 Pandemic, the 6-month internship program was put on hold and the Operations Department created two alternate programs for interns of the January 2020 cycle to complete. By April 2021, 4 interns completed their training with the Operations Department.</p> <p>In October and November of 2020, two interns were trained on-site for 3 weeks each (about 40 hours). The 15 days gave each intern sufficient time to shadow Technical Producers and have hands-on experience running the board for live public affairs programs. Training followed all station health and safety protocols with very limited staff. The completion of this hands-on alternate program culminated in a test and Technical Producer/Board Operator fill-in certification, which qualifies them for paid fill-in work on an on-call basis in Operations.</p> <p>The second alternate program was provided online for two interns with an emphasis in the Radio Documentary Genre. Interns completed a 29-minute documentary of the KPFA/Craneway Crafts Fair, which has been helping sustain KPFA for 48 years. The Radio Production Documentary Class was broken up in two parts, Part 1 taught the fundamentals of Documentary Production from November 2020 to January 2021 and Part 2 provided more guidance and mentorship from February to May of 2021.</p>
<p><i>Participated in scholarship programs designed to assist students interested in pursuing a career in broadcasting.</i></p>	<p>Due to the pandemic, our relationship working with UC Berkeley, Stanford, Laney College, City College of San Francisco, Berkeley City College and Rennes School of Political Science in Brittany, France were interrupted. We are looking forward to resuming our participation</p>

	<p>with these established institutions and hope to get back to these types of scholastic outreach in 2022.</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>Since 1949 KPFA has been speaking truth to power by showcasing the voices of the voiceless. KPFA is a place where opposites come together. It's where community is built on the strengths of individuals. Our staff is a diverse palate of folks dedicated to delivering notable service to the community. We foster actual change! We are an empowering space. This is why KPFA matters. KPFA believes that educating our staff and volunteers is the best investment we can make in elevating our lives and strengthening our community. We are uniquely suited to help our content creators, engineers and interns harness the power of communication to inspire, motivate and heal.</p> <p>In 2020 and 2021, the Operations Department created the following:</p> <ol style="list-style-type: none"> 1. A 7-week intensive training program for 3 former Operations Department interns. The program encompassed a 3-week (40 hours per week) volunteer Board Op shadowing schedule for two interns who needed to complete their internship, which was stopped due to the pandemic. The following 4 weeks included paid training time, 1 week (40 hours) on the newly installed digital boards in all of KPFA's studios, and 3 weeks (15 hours per week) of News Technical Producer training. At the end of the intensive training program provided by the Operations Department, KPFA gained 3 new on-call fill-in Board Operators/Technical Producers. 2. A 3-month hands-on paid training program for two Operations Department staff members to work in the Engineering Department. Operations created two temporary Assistant Engineer positions, which provided hands-on experience with installing and using the new digital audio equipment, troubleshooting technical issues and training fellow staff and volunteers. At the end of the training program, one of the temporary Assistant Engineers was hired as a full-time permanent Systems Engineer. 3. A 3-4 session training program in April and May of 2021 for 3 volunteer Music Department Programmers who were chosen to train and provide onsite support while the studios were upgraded from analog to digital equipment. Each person was paid to provide onsite training and technical support, and they were integral in supporting the 20 essential music programmers that continue to produce onsite. 4. An official online Staff Orientation/Re-Training course and quiz at the end of last year's reporting period and up through this year. The course and quiz is designed to ensure all Staff and Volunteer Programmers (around 200+ individuals) know

	<p>about station and FCC rules, regulations and policies. Topics covered are: 1) Obscenity, Indecency, Patently Offensive Language, 2) Equal Time and the Fairness Doctrine, 3) Payola and Plugola, 4) Defamation of Character, 5) Copyright Issues and Fair Use and 6) Code of Conduct.</p> <p>5. This course was taught by JoAnn Mar, a George Polk Award winning independent public radio producer, who's documentaries and features aired on NPR, the BBC, Voice of America, The Charles Osgood File, and Pacifica Radio.</p> <p>6. A Zoom Webinar On-The-Job Training in August 2020 to move KPFA's 30 plus year in-person speaker series and its Local Station Board meetings to an online platform. Two former interns were tasked with learning the Zoom Webinar platform and they are the technical team responsible for administering and managing KPFA online Events and LSB Meetings. They also train Hosts, Guests and Board Members on the usage of Zoom Webinar in order to guarantee a smooth event or meeting. This allowed KPFA to continue to present a variety of nationally and internationally renowned authors, educators, scientists and activists in educational forums addressing critical issues affecting our larger community. Providing critical thinking and analysis generally not offered in mainstream media.</p> <p>7. A "How to Build Your Audience" class which focused on building an audience beyond the airwaves, deepening relationships with existing fans, brand development, social media/newsletter growth, and overcoming limited time and financial resources. The class was offered in November of 2020 and it was taught by Liam O'Donoghue, the host and producer of East Bay Yesterday, which airs bi-weekly on KPFA-FM. His journalism has appeared in outlets such as Oaklandside, Berkeley'side, Open Space, KALW-FM, Mother Jones, Salon, East Bay Express, and the syndicated NPR program Snap Judgement. This class was made available to KPFA's 200+ staff and volunteer programmers.</p> <p>8. Continuation of "Dialogue and Collaboration Skills for Inclusive and Equitable Workplaces" Part 3 from July to September 2020 and Part 4 from October to December 2020. "As a progressive radio station, what we say and how we say it, has an impact on the communities we serve and on one another. The question is, have we all been provided with the same opportunity and access to develop the skill sets and the inner practices necessary for creating and sustaining an equitable and inclusive workplace?" Topics covered included: Workplace Communication Fundamentals; Holding Difficult Conversations; Giving Feedback, Not Criticism; Conflict Resolution; Communication Across Differences; Power</p>
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	<p>Dynamics; Transforming Enemy Images; Aligning Values with Strategies; Communicating Across Differences; Navigating Reactivity, Triggered States and Intense Emotions (Emotional Intelligence); Process, Content and Tracking; Making Empathy Actionable, and more. Attendees of this class included 1 Local Station Board Member, 2 Station Manager, 3 Staff Members and 2 Volunteer Programmers.</p> <ul style="list-style-type: none"> ▪ This course was taught by Nancy Kahn who brings a combination of more than 20 years' experience in training, facilitation, coaching, mediation and consulting, locally, nationally and internationally in Nonviolent Communication (NVC) Across Differences. She held leadership roles for Bay Area Nonviolent Communication from 2000-2016, and was founder and Executive Director of Mission Dignity, A Youth-led Center College and Career Education Center. She brings years of nonprofit management, project management, and program development experience to her training, facilitation and consulting practice, <i>Across Differences Institute and Consultancy</i>. <p>9. Six Audio Editing Courses were taught from October 2020 to May 2021, with room for 5-6 individuals each. These classes used Hindenburg Journalist Pro and taught all participants the basics of audio editing and storytelling for social change. Each course had 10 hours of group class time and 2 one-on-one sessions with the instructors. Two courses were made available to all programming staff, one to the First Voice Apprenticeship and 3 to the News Department Internship Program.</p>
<p><i>Established a mentoring program for station personnel.</i></p>	<p>KPFA's Storytelling Project has provided training and mentorship of early-career KPFA news journalists, while also offering additional avenues of support, development and growth for the news reporters within KPFA.</p> <p>Mentor Lucy Kang, a long-form reporter and contributor to one of KPFA's flagship news and culture shows UpFront, acquired an Excellence in Journalism award in March 2021 from the Society for Professional Journalists of Northern California for her work on the feature-length investigation 'On the Brink: Homelessness before and during COVID-19.' She also was awarded the 1st Place recipient of The Public Media Journalist Association's award in Enterprise Reporting in June 2021, which is a national kudos garnered for her feature, 'Present meets Past at Burning Man,' created in partnership with KALW.</p>

<p><i>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.</i></p>	<ol style="list-style-type: none"> 1. Development Director 2. Systems Engineer 3. Producer <p>(See Below - RECRUITING SOURCES)</p>
<p><i>Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.</i></p>	<p>“Managing Conflict for Inclusive and Equitable Leadership Teams” introductory class to KPFA Management taught bi-weekly by Nancy Kahn, from October 2020 through April 2021.</p> <p>This interactive professional development class guided management in exploration in leading from shared management practices that align with the core values of KPFA. Nancy Kahn, the facilitator/coach, guided the team through an examination of conceptual leadership, communication, and conflict resolution frameworks; team building activities; empathic exchange, self-inquiry practices, and conversations on managing conflict from equitable, inclusive, and values-based organizational practices.</p> <p>Nancy is under contract as the DEI Consultant for Caminar’s Board, DEI steering committees, and service sites, a large northern CA nonprofit through December 2022. Nancy has over 20 years of experience as a facilitator in Nonviolent Communication Across Differences, as well as in racial equity, inclusion, and diversity consulting and coaching. She has held contracts over the last 20 years with diverse organizations from the private, public, and nonprofit sectors. Her integrative approach draws on anti-oppression and anti-racist practices, mindfulness, cultural humility, emotional intelligence, collaboration skills, DEI frameworks, and from her extensive experience coaching others in Nonviolent Communication locally, nationally, and internationally.</p> <p>California Preventing Workplace Harassment for Managers, in June and July 2021.</p> <p>All paid staff and management at KPFA were required to participate in web-based sexual-harassment, diversity and sensitivity training/testing modules, California Preventing Workplace Harassment for Employees or California Preventing Workplace Harassment for Managers hosted by Syntrio.com. Pacifica has contracted with an HR specialist at N.E.T.A. for additional training and to handle any potential EEO issues.</p> <p>Sexual harassment, other forms of workplace harassment, and abusive conduct continue to remain real workplace problems. Media stories and studies clarify the high toll that this misconduct takes on targeted employees, coworkers and the overall work environment. A workplace that allows--and even encourages--such conduct cannot promote respect for all employees to obtain their best performance. California has enacted laws that require employers with 5 or more employees to train their entire workforce on harassment prevention and response. Because managers act on behalf of their employer, they have a special duty to promote a workplace free of sexual harassment, seek to prevent such improper conduct and effectively respond to instances and complaints.</p>

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/1/2020	Development Director	Kpfa.org
2/1/2021	Systems Engineer	Kpfa.org
7/16/2021	"UpFront" Producer	Kpfa.org

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
City of Oakland -- Economic & Workforce Development Dept.	2
cpb.org	1
diversity.com	1
kpfa.org	6
twitter.com	1

RECRUITING SOURCES USED

Job Title of Position: **Development Director** Date of Hire: **11/1/2020**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
City of Oakland Economic & Workforce Development Dept.	N	Oakland City Hall 1 Frank H. Ogawa Plaza Oakland, CA 94612	Denise Pate-Pearson	dpate@oaklandca.gov
diversity.com	N	245 Highland Avenue, Suite 230-168, Atlanta, GA 30307		support@diversity.com
diversityjobs.com	N	3980 North Broadway, Ste 103-147 Boulder, CO 80304	Ivete Pasini Sr Sales Consultant	954-727-3848 ipasini@diversityjobs.com
gcrs-socal.org	N			https://gcrs-socal.org/?page_id=8
kpfa.org	Y	1929 Martin Luther King, Jr. Berkeley, CA 94704	Maria Negret, KPFA Business Manager	510-848-6767 x208 mariabiz@kpfa.org
nfcbl.com	N	P.O.Box 806 Paonia, CO 81428	Ernesto Aguilar, Executive Director	970-510-6322
pacific.org	Y	3729 Cahuenga Blvd West Los Angeles, CA 91604	Maria Negret, KPFA Business Manager	510-848-6767 x208 mariabiz@kpfa.org

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

Job Title of Position: **Systems Engineer**

Date of Hire: **2/1/2021**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
diversity.com	N	245 Highland Avenue, Suite 230-168, Atlanta, GA 30307		support@diversity.com
diversityjobs.com	N	3980 North Broadway, Ste 103-147 Boulder, CO 80304	Ivete Pasini Sr Sales Consultant	954-727-3848 ipasini@diversityjobs.com
gcrs-socal.org	N			https://gcrs-socal.org/?page_id=8
kpfa.org	Y	1929 Martin Luther King, Jr. Berkeley, CA 94704	Maria Negret, KPFA Business Manager	510-848-6767 x208 mariabiz@kpfa.org
nfcbl.com	N	P.O.Box 806 Paonia, CO 81428	Ernesto Aguilar, Executive Director	970-510-6322
pacifica.org	Y	3729 Cahuenga Blvd West Los Angeles, CA 91604	Maria Negret, KPFA Business Manager	510-848-6767 x208 mariabiz@kpfa.org

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

Job Title of Position: **“UpFront” Producer**

Date of Hire: **7/16/2021**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
cpb.org	N	401 9th St NW, Washington, DC 20004		www.cpb.org/jobline
gcrs-socal.org	N			https://gcrs-socal.org/?page_id=8
kpfa.org	Y	1929 Martin Luther King, Jr. Berkeley, CA 94704	Maria Negret, KPFA Business Manager	510-848-6767 x208 mariabiz@kpfa.org
nfcbl.com	N	P.O.Box 806 Paonia, CO 81428	Ernesto Aguilar, Executive Director	970-510-6322
pacifica.org	Y	3729 Cahuenga Blvd West Los Angeles, CA 91604	Maria Negret, KPFA Business Manager	510-848-6767 x208 mariabiz@kpfa.org
San Francisco State University School of Journalism	N	1600 Holloway Ave, San Francisco, CA 94132		tel:1-415-338-1689 jour@sfsu.edu
San Jose State University School of Journalism	N	One Washington Square San Jose, CA 95192		408-924-3240 journalism@sjsu.edu
The Maynard Institute for Journalism Education	N	1400 65th St Suite 200 Emeryville, CA		510-891-9202 Info@mije.org
Twitter.com	N			
UC Berkeley School of Journalism	N	121 North Gate Hall, #5860 Berkeley, CA 94720-5860		510-642-3383 journalism@berkeley.edu

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