

# KPFA/KPFB 2022 ANNUAL EEO PUBLIC FILE REPORT

## Pacifica Foundation, Inc.

Station(s):	KPFA/KPFB
Community(ies) of License:	Berkeley, CA
Reporting Period:	July 22 <sup>nd</sup> 2021–July 21 <sup>st</sup> 2022
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):

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

#### **News Department Internship Program**

The KPFA News Department is vital to the realization of the Pacifica mission: to promote the full distribution of public information; to obtain access to sources of news not commonly brought together on all matters vitally affecting the community.

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. One recent volunteer is working this as a summer fill-in at Alaska's KFSK and is on-call with KQED's The California Report. During the pandemic, KPFA News now offers a rolling course in radio journalism where we train community members, including students from local and national colleges, with many earning college credit for their efforts.

During the 20221-2022 reporting period, the KPFA News Department internship program remotely trained 22 individuals as news reporters. We are still working largely remotely because of COVID. We provided both group and individual zoom training on how to use the professional Hindenburg audio software for recording and

editing. Instructors also trained reporters on writing, voice work and we trained reporters on how to do field reporting.

The twenty-two Interns were comprised of college students from Berkley City College, DePaul University, UC Berkeley, the Rennes Institute of Political Studies, high school and college graduates.

The interns' terms with KPFA's news department varied from person-to-person and ran from five months, to over a year and a half, some starting before the current reporting period in February 2021 and continuing into the reporting period. Eleven of the news interns who started during the 2022 reporting period are still working with KPFA's news's department.

KPFA's award-winning long-form reporter and editor Lucy Kang worked with several reporters on long-form radio journalism.

KPFA's morning news producer represented KPFA News at the third annual Media Mayhem, a virtual career and networking event in April of this year. The UC Berkeley Journalism School and the National Association of Black Journalists (NABJ) chapter organized the event. As a result of the outreach, one UC Berkeley graduate school of journalism student is working as a summer intern for KPFA News, with an outside stipend to support her.

KPFA News also posted a job description for fill-in work as afternoon news editor and newscaster to the Baydio list serve for Bay Area radio producers. We conducted four interviews and selected two people to tap when we need a fill-in editor/newscaster. We provided 20 hours of paid job training to one of the fill-in candidates, who then filled in for 20 hours of paid work in June.

### **First Voice [FV], an Apprenticeship program**

First Voices recruits members of BIPOC communities, as well as women, low-income, marginalized and largely underrepresented communities to train them in radio production while emphasizing the need for inter-community solidarity & support.

To fulfill this mission, the FV Program does extensive community outreach to create a diverse group of people for the intensive 18-month period.

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.

Numerous First Voice graduates are currently employed at KPFA as Technical Producers, News Producers and Program Producers and Board Operators.

The First Voice Program continues to provide liaisons to listening, creative and educational communities by producing broadcast announcements as well as website postings of events that happen throughout the Bay Area. <https://kpfaapprent.wordpress.com/>

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

### **Transmitter Engineer Training Program**

In April of 2022, KPFA created an Assistant to the Transmitter Engineer Training program for 1 fill-in board operator/news tech. This individual was a former Operations Department Intern. This 6-month hands-on training program is located at KPFA's transmitter site on Thursdays and Sundays and is a 6-12 hours per week time commitment. The individual works with the Chief Engineer to learn how to repair transmitter equipment, the duties to perform during tweak and peak hours and any other necessary tasks to maintain a transmitter.

In addition, KPFA funded membership in the Society of Broadcast Engineers (SBE) for the trainee, so that individual would be provided with SBE training materials, attend workshops/trainings classes and interact with other working broadcast engineering professionals.

## **Special Broadcast Training Program**

KPFA provided Live Special Broadcast Training for 4 volunteer producers and hosts. Participants had guidance from a radio professional during the pre-production and planning phase for a 2-day live special broadcast for the annual KPFA Craft Fair, which aired on Saturday, November 27<sup>th</sup>, 9-11 am and Sunday, November 28<sup>th</sup>, 9-11 am. This program also included a feedback session after the live broadcast.

*Established a **mentoring** program for station personnel.*

**The KPFA Storytelling Project training program** is taught using a curriculum developed by KPFA. The first cohort of the training program ran with three participants from March through September 2021 and resulted in a story that garnered a second place Public Media Journalists Association award. The second cohort started with two participants in April 2022 and is still ongoing as of July 2022. The training program participants are drawn from applications submitted by KPFA newsroom reporters and selected with support from KPFA News Co-Director Aileen Alfandary. Cohorts are purposely kept small to provide more targeted guidance and mentorship to participants. In addition to the formal training program, the KPFA Storytelling Project also supports early career reporters for selected projects, which provides more experienced reporters with editorial support and guidance to produce long-form stories.

To date, the KPFA Storytelling Project, between its training program and other editorial projects, has supported 13 early career KPFA reporters in producing long-form stories. Several reporters who have worked with the KPFA Storytelling Program have moved on to paid staff positions at KPFA, American Public Media, and public radio stations around the country. Work produced through the KPFA Storytelling Project has been awarded five awards so far, including two Society of Professional Journalists NorCal Chapter Excellence in Journalism awards and three Public Media Journalists Association awards.

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

### **Diversity, Equity and Inclusion (DEI) online Training for Management, Employees and Volunteers**

In May, 2022 KPFA started a year-long online DEI training by Paradigm because it offers a comprehensive suite of technology products and expert consulting services that will help KPFA's 6 Managers design and deliver impactful DEI strategies.

This online program was made available to 40 employees and volunteers to participate as well. This is the station's first step to relay the basics of DEI, bring staff to the same understanding of the basic terms used in DEI training, and get the conversation going with volunteers who generally can't attend training due to other life commitments outside of KPFA

Additionally, during the 2022 reporting period, KPFA management reviewed the station's EEO policy guidelines and received training and instruction from NETA's Human Resource professionals as to best practices for documenting Pacifica's equal opportunity and anti-discrimination policies, and procedures for investigating, reporting, and handling infractions.

*Participated in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

**First Voice [FV], an Apprenticeship program** participants attended, documented, reported on and provided information to attendees about the KPFA First Voice Radio Apprenticeship Program at the following events:

15<sup>th</sup> Annual West Oakland Juneteenth Celebration & Festival Malcolm X Jazz/Art Festival on March 2<sup>nd</sup> 2022.

Middle East Children's Alliance Tribute to Gus Newport on March 28<sup>th</sup> 2022.

Gill Track Farm 10 Year Earth Day Festival on April 24<sup>th</sup> 2022.

Oakland Black Generations Festival, featuring Faye Carol & Kev Choice on April 16<sup>th</sup> 2022.

McGee Avenue Baptist Church Youth Gathering

San Francisco Public Library Latinx History  
Month Poetry Series in September and October  
2021.

The Revolution Poeticized - Poetry & Revolution  
at San Francisco Yerba Buena Gardens on  
October 16<sup>th</sup> 2021.

SLAP and Native American Art & Speaker Event  
at Medicine for Nightmares Book Store &  
Gallery, San Francisco June 3<sup>rd</sup> 2022.

Free Leonard Peltier Event at Barrios Unidos in  
Santa Cruz on June 20<sup>th</sup> 2022.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
3/15/2022	Membership Coordinator	Indeed.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 4

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Indeed.org	2
diversity.com	1
Ziprecruiter.com	1

RECRUITING SOURCES USED

Job Title of Position: **Membership Coordinator**    Date of Hire: **3/15/2022**

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
Indeed.com	N	6433 Champion Grandview Way, Building 1 Austin, TX, 78750		
Ziprecruiter.com	N	604 Arizona Ave Santa Monica, CA 90401		
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.