

KPFA/KPFB 2023 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation, Inc.

Station(s):	KPFA/KPFB
Community(ies) of License:	Berkeley, CA
Reporting Period:	July 22 nd 2022–July 21 st 2023
No. of Full-time Employees:	More than 10
Small Market Exemption:	No

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

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

Note: Due to the continuation of the COVID-19 pandemic during KPFA’s 2022-2023 EEO reporting period, most of the planned initiatives, including internships, mentoring for station personnel and in-person community outreach had to be put on hold because of The San Francisco Bay Area’s home-sheltering policies and public gathering rules.

KPFA takes the safety of the station’s employees, interns and volunteer programmers very seriously and during the reporting period most of the programming content had been sourced and/or produced remotely.

KPFA will continue its mission of broad outreach through community school internships, training and mentoring programs for the next generation of broadcast producers, engineers, and journalists and events designed to inform the public about the many exciting and varied opportunities in radio, as soon as the pandemic subsides and people can, once again, safely meet in person.

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.*

KPFA News Department participated in U.C. Berkeley’s Media Mayhem event on April 14th 2023, bringing together media from across the state and U.S. and students to learn about employment and internship opportunities in the radio profession.

“UpFront” host Brian Edwards-Tiekert spoke to the University of San Francisco's "Media Workshop" class on the topic of "careers in radio broadcasting" on Friday, February 17, 2023. One participant followed up to ask about internship opportunities at KPFA.

A group of four to six KPFA “First Voice” apprentice programmers attended several events (listed below) to interact with the participants and record content to be used for the Full Circle apprentice show produced and hosted by apprentices which airs Fridays at 7:00 PM

- International Day of Peace Celebration, September 17th 2022 at the East Bay Regional Park
- Indigenous Peoples Day Gathering, November 24th 2022 on Alcatraz Island
- First Annual Timothy Charles Lee Memorial Walk, November 2nd 2022 in Concord, CA
- Angelo Quinto 2nd Annual Commemoration on December 23rd 2022 in Antioch, CA
- Bioneers Convention, April 28th to 30th 2023 in East Bay Berkeley, CA
- B’Earth Day Celebration, April 19th to 23rd 2023 in Berkeley, CA
- Opportunity Village Opening, May 2023 in Antioch, CA
- Malcolm X Jazz Arts Festival, May 20th 2023 in San Antonio Park
- -Pride in the Plaza, June 17th 2023 in Concord, CA
- Berkeley Juneteenth, June 18th 2023 in Adeline & Alcatraz (Berkeley)
- West Oakland Juneteenth, June 20th In San Pablo Avenue, Oakland.
- Angelo Quinto Foundation Launch, July 19th 2023 in Antioch, CA

In March 10-19th 2023, KPFA sent two music programmers to South by Southwest (SXSW) to participate in the conference and promote the radio station. The SXSW Conference provides an opportunity for the global community of digital

creatives to encounter cutting-edge ideas, discover new interests, and network with other professionals who share a similar appetite for forward-focused experiences.

*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.

During the 2022-2023 reporting period, the KPFA News Department internship program remotely trained fourteen individuals as news reporters from schools including U.C. Berkeley, U.C. Santa Cruz, U.C. San Francisco, the University of Michigan and De Paul, Williams college and two institutes of political science at Rennes Universities in France.

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 July 2022 and continuing into the reporting period. Four of the news interns who started during the 2022 reporting period are still working with KPFA's news's department.

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 gone on to careers in journalism in the Bay Area and beyond. One recent volunteer is working as a news stringer at KQED, another is a news writer for KTVU, and a third intern went on to work at a publication in Santa Barbara. Since 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.

KPFA staff are still mostly working 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.

Starting on October 24th 2022, KPFA accepted one person with disabilities in collaboration with Pacific Coast Community Services, a 501(c)3 non-profit organization, whose mission is to provide training and long-term employment for veterans, persons with disabilities, and those re-entering the workforce. The individual learned board operations, radio production and audio editing hands-on experience, as well as social media streaming skills. This program has a limit of 300 hours per individual and is projected to grow in the following year. They continue to work for KPFA into the next reporting period.

*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).*

During the reporting period, KPFA News Department registered with Handshake, <https://joinhandshake.com/>, an online job bank for college and university students and new graduates.

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

During February 7th, 14th, 21st, 28th and March 7th and 21st 2023, KPFA paid for UpFront's newly hired producer to take a Basic Audio Production Course through The Women's Audio Mission, a San Francisco and Oakland-based recording studio and non-profit dedicated to the advancement of women and gender-expansive people in music/audio production and creative technology, fields in which they are critically underrepresented. <https://womensaudiomission.org/trainings/basic-audio-production-foundational-course/>

On April 14th and 15th 2023, KPFA sent their Interim Transmitter Engineer to the Society of Broadcast Engineers (SBE) Ennes Workshop at the National Association of Broadcasters' (NAB) Show. The workshop covered RF 101 Boot Camp and NextGen Broadcast covers AM, FM, TV,

STL, RPU and satellites, as well as transmitters, remote control, grounding for lightning, and even a section on AM directional antennas. SBE provides a forum for the exchange of ideas and the sharing of information, validating skills with professional certification, offering educational opportunities to maintain and expand skills.

KPFA provided Live Music Engineering Hands-On Training for two engineers and two operation persons at KPFA's Performance Studio in February and March. The instructor is a long time Live Music Engineer who works at the Freight & Salvage, a Berkeley-based non-profit community arts organization dedicated to promoting public awareness and understanding of traditional music - music that is rooted in and expressive of the great variety of regional, ethnic, and social cultures of peoples throughout the world. The training consisted of an overview of the station's digital studio equipment and hands-on training during live in-studio performances.

In late December 2022 and early January 2023, KPFA management created four short term producer positions in order to give four individuals more hands-on experience working with and coordinating the efforts of KPFA's volunteer programmers for Black History Month and International Women's Day. These individuals took on leadership roles and each person had access to the Interim General Manager for support, feedback and mentorship.

On May 27th 2023, KPFA sent one of their producers to Social Media Marketing: Learn How to Generate Audio Engagement and Build Community Around Your Brand at the Bay Area Video Coalition, a San Francisco non-profit that inspires social change by empowering media makers to develop and share diverse stories through art, education and technology. BAVC Media's diverse, innovative programs lead the field in media training for technology and multimedia focused workforce development.

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

In March 2023, the Interim General Manager (IGM) promoted two individuals to Interim Assistants to the IGM/Programming Coordinator and Operations Coordinator positions as a hands-on manager mentorship. Although this is not an official program, the goal is to prepare these individuals for future leadership and management roles and responsibilities. Each person has weekly meetings with the IGM to answer questions, guide them on projects and provide feedback on how to effectively coordinate and communicate with KPFA's diverse staff of volunteers and employees.

In January 2023, KPFA transformed the Transmitter Engineer Training program into a mentorship program. The Assistant Transmitter Engineer gained more hours of hands-on work experience and training from the Transmitter Engineer in preparation for his retirement. In April, the Assistant Transmitter Engineer was promoted to Chief Operator/Transmitter Engineer and took over the roles and responsibilities of the former Transmitter Engineer.

From April to June 2023, to build producer skills for one producer as well as create content for Pride Month, we created the Drag Story Time project. The individual participated as the Assistant Producer and was mentored by a seasoned radio professional over twenty hours. The project produced 3 half-hour podcasts as well as vodcasts of Drag Story Time, drag queens reading children's books.

UpFront's host mentored and cross-trained the new producer of that show, on all aspects of program hosting, who then, acted as substitute-host for two shows in the spring of 2023.

UpFront's host also mentored/cross-trained a veteran KPFA news anchor for fill-in host in June 2023; they completed their training and then performed the duties of host during four shows in June and July 2023.

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

All management, paid staff at KPFA were required to complete a web-based sexual-harassment, diversity and sensitivity training/testing module, Sexual Harassment Prevention Training, in July of 2023, provided by the state of California’s Civil Rights Department <https://calcivilrights.ca.gov/shpt/>. Management took the supervisory training. Staff and interns took the non-supervisory training. Pacifica Foundation Inc, KPFA/KPFB’s licensee is incorporated in the state of California.

KPFA’s management continued to meet with the contracted human resources specialist at N.E.T.A. (National Educational Telecommunications Association). In August and September 2022 KPFA’s GM consulted with N.E.T.A.’s HR department on matters of local and federal compliance. During those discussions they reviewed matters to foster “best practices” as regards EEO compliance and workplace stability. Review processes remain in place, are ongoing, and are being further developed.

*Provided **training** to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.*

In early July 2023, and in collaboration with Self-Help for the Elderly a non-profit that provides assistance and support to seniors by providing care to promote their independence, dignity and self-worth, KPFA has taken in one individual to be our initial line of communication for our listeners and individuals interested in opportunities at the station.

*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.*

From July 21st to 23rd 2023, KPFA sent one of their producers to Homegrown Maroons, an abolitionist networking and development space led by Russel Shoatz Jr., son of former political prisoner Russel Maroon Shoatz, to build connections with people involved in political prisoner work. Homegrown Maroons is a retreat organized by Ubuntu Freedom, which supports networking and sharing best practices from the community members of the individuals participating.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
12/16/2022	UpFront Producer	http://kpfa.org

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 5

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
www.kpfa.org	4
Publicmediajobs.org	1

RECRUITING SOURCES USED

Job Title of Position: UpFront Producer Date of Hire: 12/16/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
https://Publicmediajobs.org	No	4400 Massachusetts NW, Washington, Dist. Columbia 20016	N/A	clientserv@yourmembers hip.com
National Association of Black Journalists https://nabjonline.org/	No	1100 Knight Hall, Suite 3101 College Park, Maryland 20742	Eric	eric@journalismnext.com Phone: (301) 405-0248
Asian Journalists Association http://www.aaja.org/	No	1100 Knight Hall, Suite 3101 College Park, Maryland 20742	Eric	eric@journalismnext.com Phone: (301) 405-0248
National Association of Hispanic Journalists http://www.nahj.org/	No	1050 Connecticut Ave, NW 5th Fl Washington, DC 20036	Eric	eric@journalismnext.com 1-866-624-5674
Grass Root Radio Coalition Listserv https://nfc.org	No	grc@maillist.peak.org	N/A	grc@maillist.peak.org
https://nfc.org	No	P.O. Box 806 Paonia, CO 81428	Lisa Kettyle, Program Director	970-279-3411
https://kpfa.org	Yes	929 Martin Luther King, Jr. Berkeley, CA 94704	Maria Negret, KPFA Business Manager	510-848-6767 x208 mariabiz@kpfa.org
https://Pacifica.org	Yes	website	Otis Maclay	omaclay@gmail.com
https://KPFK.org	Yes	website	Ali Lexa	alex@kpfk.org

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