

# KPFA/KPFB 2024 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> 2023–July 21 <sup>st</sup> 2024
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):

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

#### **KPFA Internship Program Collaboration**

The KPFA internship program, in collaboration with Berkeley City College's Learning-Aligned Employment Program (LAEP), the State of California Department of Rehabilitation's Employability program, and Pacific Coast Community Services, provides valuable training for individuals with disabilities in multimedia roles, including audio and film production. This program trained nine interns over the course of six months. This initiative has successfully launched two new internet shows aimed at younger audiences and identified a new board operator trainee. Through this program, KPFA is fostering inclusivity and equipping participants with the skills needed for careers in the dynamic field of multimedia. The DOR internship program ran for twenty-one weeks, starting in late January 2024 and ending the first week of June 2024

## **KPFA TV**

KPFA Radio is looking for ways to expand its reach beyond just FM Radio. We've begun live video streaming for show and events. In addition to training interns in audio, we also include video and film production in their training. We've been able to launch a weekly live video stream with announcements and guests, such as Comedian Demetri Martin. We use this as a training course as we work with other hosts to document events and lectures. This program trained seven of the LAEP interns for up to fifteen hours a week for twenty-one weeks from late January to the first week of June 2024.

## **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 2023-2024 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, 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 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. We have also expanded to include captioned live video streams of our weekday morning headlines that are also shared with public access television.

*Participated in scholarship programs designed to assist students interested in pursuing a career in broadcasting.*

### **LAEP Program Participation**

In the Fall Semester of 2023, KPFA hosted and trained two students from Berkeley City College's Learning-Aligned Employment Program (LAEP), which offers eligible students at public colleges and universities the opportunity to earn money to help defray their educational costs while gaining education-aligned, career-related employment.

LAEP allows a participating student placement in an educationally beneficial position that relates to the student's area of study, career objective, or the exploration of career objectives. The program includes and emphasizes positions for students with employers that are capable of providing them with full-time employment opportunities after graduation, or opportunities to connect with other employers that are capable of providing them with full-time employment opportunities after graduation, within their areas of study. The LAEP program ran from September to December 2024.

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

### **KPFA's Annual Craft Fair Broadcast and Training Program 2023**

Over Thanksgiving weekend in 2023, KPFA hosted its annual craft fair, showcasing a diverse array of local vendors and artisans. KPFA utilized this event to give ten staff hands-on experience running a broadcast that was simulcast on FM radio as well as video live streaming. This event provided valuable training for staff, and helped guide the station to transition from radio to video. The successful live coverage highlighted the vibrant atmosphere of the fair and further enhanced KPFA's engagement with its community.

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

### **Rebel Airwaves: KPFA History Event**

On June 3, 2024, KPFA hosted "Rebel Airwaves: KPFA History," an engaging event presented by East Bay Yesterday host Liam O'Donoghue at the Shotgun Players at the Ashby Stage, 1901 Ashby Ave in Berkeley CA. The evening celebrated KPFA's 75-year legacy, highlighting significant events, notable hosts, and influential producers who have shaped the station's rich history. The event was filmed by the KPFA internship program, and the resulting media will be offered as a special thank you gift during the upcoming fall fund drive. This retrospective showcased KPFA's enduring impact on independent media and its unwavering commitment to community storytelling. This presented an opportunity for multimedia interns to have on the job active training in a real world setting to learn film production. This also allows KPFA a chance to create in-house media that can be used for promotion and expanding KPFA's outreach outside of FM radio.

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

### **Effective People Management Skills and Communication Training.**

This training from March 20th to April 17th, 2024 for the seven KPFA managers centered on intentional management practices that support inclusion and equity, individual support and professional development, conceptual and experiential learning, establishing shared practices, and, team building. Management staff participated in preparing for difficult conversations with employees and volunteers. How to effectively make Connection Requests that establish and communicate clear standards for successful performance. Identifying job performance or behavior that does not meet workplace standards and offering feedback in a timely manner. Creating clear action plans to help employees achieve successful performance. Make fair and equitable decisions regarding corrective action. Apply the corrective action approach

when addressing employee performance concerns.

The instructor Nancy Kahn has 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 decades of nonprofit management, project management, and program development experience to her training, facilitation and consulting practice, *Across Differences Institute and Consultancy* and Partner with Compass Narratives (<https://compassnarratives.com/>).

*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.*

#### **Self-Help for the Elderly**

Continuing our 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), from 2023-2024 KPFA welcomed three participants.

One of the new hires (September 7<sup>th</sup> to present) by this non-profit worked alongside and was placed under the direction of the Operations' Coordinator, helped assure that information on KPFA's website was correct and up to date as well as helped create and maintain systems to archive and keep record of material aired. They are slated to help revamp internal employee resources webpage for the upcoming year.

The second hire from the first week in March 2024 to the present day has worked alongside and was placed under the direction of the Membership Coordinator, helped maintain the membership database, billing records and correspondence with subscribing members.

The latest hire started in July 2024 and will work alongside and under the direction of our Programs Coordinator helping to organize and schedule administrative duties and projects in the programming and social media department.

**Pacific Coast Community Services**

From 2023 to 2024, KPFA continued as a host agency with Pacific Coast Community Services (PCCS), 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 station accepted three individuals who learned radio production and audio editing. They were responsible for editing and posting KPFA “Best Of” content on podcast sites, as well as developing social media streaming skills. Additionally, they created original music themes and clips regularly used in programming. This program allows each individual up to 300 paid hours with PCCS. This program started in 2022 and continues today with one intern.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
4/23/2024	Membership Coordinator	Ziprecruiter.com

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: **2**

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred

Ziprecruiter.com	2

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RECRUITING SOURCES USED

Job Title of Position: **Membership Coordinator**    Date of Hire: **4/23/2024**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Ziprecruiter	Y	ziprecruiter.com	Alicia Bueno	alicia.bueno@ziprecruiter.com
Diversity.com	Y	diversity.com		jobs@diversity.com
KPFA.org	NA	<a href="https://kpfa.org/about/jobs/">https://kpfa.org/about/jobs/</a>		

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