

**EEO PUBLIC FILE REPORT FOR LICENSEE
KQED INC.**

For the period commencing August 1, 2010 and ending July 31, 2011 (the "Report Term").

Prepared by KQED Inc., formerly known as Northern California Public Broadcasting, Inc. ("KQED")

This report covers the following employment units:

Call Sign	Facility ID No.	Type of Station	Community of Service
KQED	35500	TV	San Francisco, CA
KQET*	8214	TV	Watsonville, CA
KQEH (known as KTEH prior to 7/1/11)	35663	TV	San Jose, CA
KQED-FM	35501	FM	San Francisco, CA
KQEI-FM*	20791	FM	North Highlands, CA

*KQED considers KQET, and KQEI-FM to be a part of KQED's Northern California broadcasting community and has thus included these stations within this report. Each of these three stations employs fewer than five employees.

- A. The following is a list of the job titles of all positions filled during the Report Term, followed by the recruitment sources contacted for each position. Section B shows the source that referred the hiree as identified by the hiree. The contact information for each recruitment source and the contact information for the source that referred the hiree appears in Section C.

Job Title	Recruitment Sources Contacted
Los Angeles Bureau Chief – TCR	Corporation for Public Broadcasting Journalismjobs.com Asian American Journalists Association National Association of Black Journalists Society for Professional Journalists KQED.org
Online News Editor/Blogger	Society for Professional Journalists Craigslist KQED.org
Senior Editor, News	Society for Professional Journalists KQED.org
Interface Developer/Designer	Craigslist JobThread KQED.org
Account Executive/Local Marketing Director	Craigslist KQED.org
KQED Online Community Engagement Specialist	Craigslist KQED.org
Controller	Craigslist Opportunity Knocks Corporation for Public Broadcasting Creative Financial Staffing KQED.org
Project Manager, Events	Craigslist Idealist Opportunity Knocks Association of Fundraising Professionals Golden Gate Association of Fundraising Professionals Silicon Valley KQED.org
Supervisor, Foundation Projects/Grant Wrtier	Craigslist Idealist Opportunity Knocks Association of Fundraising Professionals Golden Gate Association of Fundraising Professionals Silicon Valley Corporation for Public Broadcasting KQED.org
Designer 2	Craigslist KQED.org

Job Title	Recruitment Sources Contacted
Coordinator of Support Services – Radio and Education	Craigslist KQED.org
Educational Technologist	KQED.org
Account Executive/Local Marketing Director	Craigslist KQED.org
Reporter III , Education TCR	Asian American Journalists Association Current Journalism Jobs.com Poynter Institute KQED.org
Sales Associate	Idealist Corporation for Public Broadcasting Craigslist KQED.org
Financial Services Manager	Craigslist Media Bistro Current TVJobs.com KQED.org
Project Supervisor, News Education	Craigslist KQED.org
Executive Producer	Corporation for Public Broadcasting Craigslist KQED.org
Coordinating Producer	Craigslist Corporation for Public Broadcasting KQED.org
Senior Associate, National Marketing	Internal Posting
Controller	Craigslist Creative Financial Staffing Parker and Lynch LinkedIn CalJOBS KQED.org
Major Gifts Officer	Philanthropy News Digest Young Nonprofit Professionals Network Association of Fundraising Professionals Golden Gate Opportunity Knocks KQED.org

Job Title	Recruitment Sources Contacted
IT Salesforce Engineer	Blue Wolf Craigslist Corporation for Public Broadcasting CalJOBS Dice Developer Force JobThread LinkedIn KQED.org
Financial Services Manager	Craigslist Corporation for Public Broadcasting KQED.org

B. This table shows the recruitment source for each Hiree as identified by the Hiree.

Job Title	Recruitment Source for Hiree as identified by Hiree
Los Angeles Bureau Chief – TCR	Employee Referral
Online News Editor/Blogger	Non-Employee Personal Referral
Senior Editor, News	Employee Referral
Interface Developer/Designer	Employee Referral
Account Executive/Local Marketing Director	KQED.org
KQED Online Community Engagement Specialist	Craigslist
Controller	Craigslist
Project Manager, Events	Creative Circle
Supervisor, Foundation Projects/Grant Writer	Craigslist
Designer 2	Employee Referral
Coordinator of Support Services – Radio and Education	KQED.org
Educational Technologist	KQED.org
Account Executive/Local Marketing Director	KQED.org
Reporter III , Education TCR	Employee Referral
Sales Associate	KQED.org
Financial Services Manager	Craigslist
Project Supervisor, News Education	KQED.org
Executive Producer	Employee Referral
Coordinating Producer	Internal Posting
Senior Associate, National Marketing	Internal Posting
Controller	Craigslist
Major Gifts Officer	Internal Promotion
IT Salesforce Engineer	Dice
Financial Services Manager	Employee Referral

- C. During the Report Term, a total of 110 people were interviewed for all full-time vacancies. The following table lists each recruitment source that KQED contacted or that referred interviewees to KQED with respect to such vacancies, each resource’s contact information and the total number of interviewees the resource referred to KQED for such vacancies. Any recruitment sources that requested notification of job openings are marked with an asterisk.

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
KQED employee referrals	2601 Mariposa Street, San Francisco, CA 94110 Adrienne Cabanatuan – hr@kqed.org 415 553-2307 http://www.kqed.org/about/jobs	21
Non-Employee Personal Referrals –an individual identified by an interviewee that was neither an employee nor from a recruitment source contacted by KQED.	Information not available	10
KQED internal postings	2601 Mariposa Street San Francisco, CA 94110 Adrienne Cabanatuan – hr@kqed.org 415 553-2307 http://www.kqed.org/about/jobs	5
KQED web site http://www.kqed.org/about/jobs/ Note: Prior to consulting the web site, some of these interviewees may have first learned of the position from informal, secondary sources such as friends of KQED employees or KQED vendors or associates who became aware of openings in the course of their dealings with KQED.	2601 Mariposa Street, San Francisco, CA 94110 Adrienne Cabanatuan– hr@kqed.org 415 553-2307 http://www.kqed.org/about/jobs	36
Asian American Journalists Association	1182 Market Street, Suite 320 San Francisco, CA 94102 Albert Lee – AlbertL@aja.org or post@aja.org 415 346-2051 http://www.aja.org	0
Association of Fundraising Professionals – Silicon Valley	http://afpsiliconvalley.afpnet.org/	0

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
Association of Fundraising Professionals – Golden Gate	http://afpgoldengate.afpnet.org/	0
Blue Wolf	www.bluewolf.com 100 Spear Street, Suite 810 San Francisco, CA 94105	2
CalJOBS	http://www.caljobs.ca.gov/index2.asp	0
Corporation for Public Broadcasting	401 Ninth Street, NW Washington, DC 20004-2129 202 879-9600 or 800 272-2190 http://www.cpb.org/jobline	4
Craigslist.org	1381 9 th Avenue San Francisco, CA 94122 Annette Ha – annette@craigslist.org or questions@craigslist.org 415 566-6394 http://www.craigslist.org	17
Creative Circle	455 Market Street, Suite 1850 San Francisco, CA 94105 415-615-9999	1
Creative Financial Staffing	100 First Street, 14th Floor San Francisco, CA 94105	3
Current	www.current.org	0
Developer Force	http://boards.developerforce.com/t5/Jobs-Board-Developer/bd-p/jobs	0
Dice	www.dice.com	1
Idealist.org	http://www.idealist.org	5
JobThread	295 Greenwich St. #235 New York, NY 10007 www.jobthread.com	0
JournalismJobs.com	Berkeley, California Dan Rohn – dan@journalismjobs.com 510 524-2007 http://www.journalismjobs.com	0
LinkedIn.com	LinkedIn Corporation 2029 Sterlin Court Mountain View, CA 94043 http://www.linkedin.com	0
Media Bistro	www.mediabistro.com	0
National Association of Black Journalists	1714 Franklin Street, #100-260 Oakland, CA 94610 http://www.nabj.org	0

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
Opportunity Knocks	580 California Street, Suite 200 c/o The Management Center San Francisco, CA 94104-1008 knocks@tmcenter.org or tmc@tmcenter.org 415 399-2635 or 800 344-6627, ext. 2635 http://www.opportunityknocks.org	2
Parker and Lynch	44 Montgomery Street Ste 1950 San Francisco, CA 94104 Phone: 415-365-2000	1
Philanthropy News Digest – Foundation Center	http://foundationcenter.org/pnd/	0
Poynter Institute	www.poynter.org	0
Society of Professional Journalists	http://spj.org/jobpost.asp	0
TVJobs	www.tvjobs.com	0
University of San Francisco	http://www.usfca.edu/career/	1
Young Non-Profit Professionals Network	www.ynpn.com	1

C. During the Report Term, KQED engaged in the following recruitment initiatives:

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

- KQED has two categories of ongoing internship programs to help interns gain experience within the broadcast environment while enhancing their skills and/or education inside the classrooms. Pre-selected staff members serve as mentors for the interns.
- KQED conducts an ongoing internship program for students. Currently KQED has eleven types of internships each term throughout various departments including television production, allowing up to a maximum of two interns per type of internship each term. The goal is to help the interns gain experience within the broadcast environment while enhancing their education inside the classrooms. Internship eligibility requirements, schedules, descriptions, and application procedures can be found at <http://www.kqed.org/about/internships>.
- KQED-FM also has an ongoing Radio Training Internship Program. KQED-FM allows between one to a maximum of ten interns, depending on the type of Radio Internship each term. The goal is to help the interns gain experience within the broadcast environment while enhancing their skills. Internship eligibility requirements, schedules, descriptions, and application procedures can be found at <http://www.kqed.org/about/internships>.
- KQED provided an internship opportunity to a Fellow from the Industry Initiatives for Science & Math Education (IISME) Foundation in our Education division. This internship was a paid internship that allowed a professional educator to participate and learn about using media in the classroom to achieve science based learning objectives.

2. Participation in the following events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

- The Human Resources Manager, Research Associate and Local Marketing Director participated in three different Career Days for three different middle schools in San Francisco (Roosevelt Middle School, Denman Middle School and Francisco Middle School). Each of the speakers was a part of a panel of Employers who spoke to students considering careers in a variety of fields. Each of the three KQED staff members spoke to two groups of students about careers in public broadcasting. The organization that coordinated the events was “ACE Educational Services – Talent Search Program”.
- The Human Resources Manager participated in an Employment Roundtable sponsored by Phase2Careers. The roundtable was focused on job seekers who are over 40 years of age who attended to learn about job opportunities and careers at KQED as well as other employers. The topics that were covered were: 1) current job openings; 2) KQED corporate culture; 3) skills and education needed for different jobs at KQED; 4) job search tips; and 5) interviewing tips.

3. Participation in the following events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

- Participated in the following career/internship fairs:

Date	Event/School
09/08/2010	University of San Francisco
10/16/2010	St. Mary's College Career Fair
10/20/2010	University of California at Berkeley Career Fair
02/17/2011	University of California at Berkeley Career Fair

- The Human Resources Manager spoke as a part of a panel to students at the University of California at Berkeley on the topic of "The Future of Communications: What Should Internship and Job Seekers Know?" on April 11, 2011. The purpose of the panel was to give students an idea of the changing landscape of the communications industry.

4. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

- Training was conducted for all Managers and Supervisors in legal issues surrounding employment and other issues critical to preventing discrimination and ensuring equal employment opportunity such as wage and hour laws and regulations as well as leaves of absence laws and regulations.

5. Participate in other activities than the ones listed that the licensee has designed to further the goal of disseminating information about employment opportunities.

- Hosted a group of home schooled students at KQED for the morning of February 24, 2011. Students were given a tour of the facility and then had a presentation and question and answer session about careers and preparation for careers in public broadcasting.