

2019 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation, Inc.

Stations: KPFA and KPFB

Communities of License: Berkeley and Berkeley, CA

Reporting Period: July 22nd 2018 – July 21st 2019

No. of Full-time Employees: More than 10

Small Market Exemption: No

During the reporting period, one 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.*

The **First Voice Apprenticeship Program** is a social justice community-building program that focuses on bringing people of color and women into the radio field via the apprenticeship prototype.

The program is intended to create equity for those underrepresented in media. Graduates acquire production, hosting and engineering radio skills. Many have earned paying jobs at KPFA as well as at other media sites.

First Voice Graduates now hold management positions at KPFA as well as positions as Technical Producers. Graduates are also working at NPR/community-based stations in Colorado and in the Washington, D.C. area.

During the reporting period, **KPFA's News Department** Internship Program trained 18 individuals as news reporters. They were taught writing, interviewing, field recording, and editing skills and how to voice their stories. Some participated as student interns, others as community volunteers. One was from France, another from Colombia. We have since paid the Colombia reporter to produce a few freelance stories.

KPFA's Operations Department

In July 2018, the Operations Department developed a Summer once-a-week internship program for a visiting high school student from the Deerfield Academy in Deerfield Massachusetts, to explore radio production and broadcast engineering. The student worked alongside industry professionals to produce KPFA's July 4th Independence Day Programming, using acquired skills in recording, board operation and post-production techniques. The student also shadowed Board Operators, edited program content for air and line-produced for live public affairs programming.

In August 2018, The Operations Department developed a Fall/Winter 4 month once-a-week internship program for a recent college graduate, from the California State University, East Bay division, in order to acquire real world radio production and broadcast engineering experience. This Operations Intern shadowed Board Operators, edited program content for air, line-produced live public affairs programming and also worked alongside a podcast producer to assist in editing, sound design and storytelling for a three-part podcast, which was distributed via Area 941. The final project of this internship was assisting producing KPFA's annual live remote broadcast of the Craneway Crafts Fair (formerly known as the KPFA Crafts Fair).

In January 2019, The Operations Department further developed the once-a-week internship program and made it into a formal 6-month radio production and broadcast engineering training program. Three interns, two from UC Berkeley and one from Berkeley City College, shadowed Board Operators/Technical Producers, edited program content for KPFA air, line-produced live public affairs programming and also completed their Technical Producer/Board Operator fill-in certification at KPFA. All 3 interns have the opportunity to get paid for fill-in Technical Producer/Board Operator work at KPFA.

In June 2019, The Operations Department developed a 8-10 week Summer 3-times-a-week internship program to learn radio production and broadcast engineering. This summer internship program is geared toward college students between semesters and currently has one intern, from Laney College who is transferring to UC Santa Cruz, shadowing Board Operators/Technical Producers, editing program content for KPFA air, line-producing live public affairs programming. The intern is projected to complete their Technical Producer/Board Operator fill-in certification. This intern also has the added responsibilities of Music Library content management AND promos, evergreen

show production and providing post-production segments for one public affairs program.

In July 2019, The Operations Department continued to develop its 6 months once a week radio production and broadcast engineering training program. 4 interns from the Berkeley City College and the College of San Mateo, have begun shadowing Board Operators/Technical Producers, editing program content for KPFA air, line-producing live public affairs programs, assisting with Music Library content management AND assisting one Public Affairs program with show promos and evergreen show production and post production. All 4 interns are expected to complete their Technical Producer/Board Operator fill-in certification and work on KPFA's annual live broadcast of the Craneway Crafts Fair (formerly known as the KPFA Crafts Fair).

In collaboration with the City of Berkeley Youth Employment Training Program, Youthworks, the Operations Department has extended its internship program to one Youthworks' participant. This program is exactly the same as the 6-month radio production and broadcast engineering training program, however it is a 3 day-a-week commitment between 3 to 6 months. The Youthworks' participant has begun shadowing Board Operators/Technical Producers, editing program content for KPFA air, line-producing live public affairs programs, assisting with Music Library content management AND assisting one Public Affairs program with show promo and evergreen show production and providing post production segments. This participant is expected to complete their Technical Producer/Board Operator fill-in certification before the end of their 3-6-month commitment to KPFA. KPFA's Operations Department is charged with making sure the youth participants gain the proper skills necessary to gain employment, be competitive in the media market and learn from seasoned radio professionals how to produce radio under tight deadlines.

KPFA's morning public affairs show, **UpFront**, operates an internship program. During the reporting period, it trained six individuals on the production, engineering, and reporting skills required to work as a producer on a daily public affair show.

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

The **First Voice Apprenticeship Program** uses the <http://kpfaapprentice.org> website, along with Facebook and Twitter, to invite community residents to apply to the program and inform them of community issues, events and stories.

specific job vacancies).

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

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

The **KPFA Communications Department** regularly updates kpfa.org as well as social media platforms Facebook, Twitter, and Instagram to promote outreach.

KPFA News Department provided a voice coach to give additional voice training to news volunteers. Several news volunteers also took part in training provided by the Operations Department on the Hindenburg editing software.

In May and June of 2019, the **Operations Department** launched the first iteration of its training program called AMP, Audio Mentors/Mentorship Program, where 27 staff members completed training in one or more courses. AMP is geared toward providing KPFA programmers the classes and tools to bring their radio production skills to the next level in their career development. Classes offered this round are Radio Production 101 (for beginners), Introductory Voice Acting, Beginning Live Music Engineering and Multitrack Digital Audio Editing.

Within the **KPFB Weekend Programming department**, new producers get hands-on training in live studio production, board operations and program management. Producers can build their broadcast communication skills and apply them to various jobs within the industry. Many producers have gone on to produce, become technical managers, and public information officers from their direct experience working on KPFB.

The **Operations Department** has established training and mentoring programs where interns and apprentices learn from seasoned board operators, shadowing them during complicated call-in shows and during live interviews. Eventually those interns and apprentices will be qualified to serve as fill-in board operators, a paid position.

Goal: The goal of this project is to train under-resourced young adults in the art of professional audio engineering, production and journalism and create opportunities for KPFA to retain diverse and varied perspectives on the airwaves for the benefit of our listeners.

Purpose: To provide a platform for budding broadcasters from varied backgrounds to gain the tools and experience needed in the new digital environment of podcasting and on-demand content.

Description: This internship will include:

- Hands-on instructions with the support of KPFA Staff and Industry Professionals
- Writing, recording and editing content
- Line producing special remote broadcasts
- Learning to pitch, report and produce

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

First Voice Apprenticeship Program

Held a community outreach workshop at the Berkeley Public Library Main Branch on March 21st 2019. Informational brochures about the workshop were distributed at the Berkeley Library main branch, as well as *all other* Berkeley library branches [South, West, North] and the Albany Public Library.

Provided community outreach information about the First Voice Program as a participant in the 12th annual West Oakland Juneteenth on June 23rd 2019. The West Oakland Juneteenth focuses on youth & community empowerment and has sponsors such as the Akonadi Foundation and the City of Oakland Human Services Dept.

A **First Voice Apprenticeship Program** team presented 2 workshops at Laney College. That workshop highlighted the community building mission of the First Voice Program, the media training it provides and the community powered nature of KPFA Radio. Radio producers Corinne Smith and Justin Gold of KPFA's "UpFront" and former apprentice with the First Voices Apprenticeship program Ephraim Colbert presented the compelling history and new opportunities that community-powered radio provides on Nov. 26th and November 15th 2018 at the Survey of Mass Media class.

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

The KPFA Business Manager repeatedly meets with HR specialists at N.E.T.A (National Educational Telecommunications Association), to review EEO Practices, with concentrations on outreach for hiring practices, the requisite record retention and EEO best practices to gain a fuller understanding of overall EEO compliance. This process is ongoing.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1/31/2019	Membership Coordinator	Idealist.org

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
Idealist.org	4
KPFA Website	0
Pacifica Website	0
Printed job postings displayed throughout the station.	0
Linked In https://www.linkedin.com/	0

RECRUITING SOURCES USED

Job Title of Position: Membership Coordinator Date of Hire: 1/31/2019

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Idealist.org	N	Idealist.org	Brooke Caputo Fundraising Director	Brooke@kpfa.org 510-848-6767 ext 219
Linked In (Job Ads)	N	https://www.linkedin.com/	N/A	N/A
KPFA Radio website www.kpfa.org	N	1929 Martin Luther King Jr Way, Berkeley, CA 94704	Maria Negret, Business Manager	510-848-6767 ext. 208 mariabiz@kpfa.org
Printed job postings displayed throughout the station.	N	1929 Martin Luther King Jr Way, Berkeley, CA 94704	Maria Negret, Business Manager	510-848-6767 ext. 208 mariabiz@kpfa.org
Pacifica Foundation website www.pacifica.org	N	1925 Martin Luther King Jr Way, Berkeley, CA 94704	Otis Maclay OMaclay@pacifica.org	510-849-2590 ext. 208 ed@pacifica.org

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