

2020 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation Inc.

Station(s): KPFK
Community(ies) of License: Los Angeles, CA

Reporting Period: July 22nd 2019–July 21st
2020

No. of Full-time Employees: More than 10
Small Market Exemption: No

During the reporting period, no positions were 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.*

During the reporting period, KPFK had three students from the Valley College Communications Course participate in the station's News Department Internship Program, from August 2019 to March 2020.

(COVID-19 shut downs at the station had postponed existing internships).

Going forward, KPFK is exploring innovative ways the station can provide internships and other forms of EEO outreach under the restricting social distancing protocols.

*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 first quarter of 2020 (before the COVID-19 shutdown) KPFK posted volunteer and internship availabilities at the station on VolunteerMatch.org, a community organization website that connects nonprofit organizations with volunteers from various communities. The station also posted this information on their website, KPFK.org

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

During the reporting period, the KPFFK Production Department conducted regularly scheduled weekly class in audio editing. The trainings were made available to all station paid and unpaid staff. These trainings were designed for self-improvement; the skills the participants learned during these workshops prepare them to gain the requisite abilities to be considered for future paid positions.

Since the Covid-19 shutdown in Los Angeles, KPFFK has offered several web trainings (to their staff and volunteers) utilizing new services and technologies to record interviews and produce their shows from home.

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

KPFFK continues regular communications with the HR specialists at N.E.T.A. (National Educational Telecommunications Association) and regularly consults with the organization on matters of local and federal compliance. Training materials are provided to management to foster “best practices” as regards EEO compliance and workplace stability. Review processes remain in place, are ongoing, and are being further developed.

*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.*

KPFFK’s Outreach & Development efforts facilitate a year round community outreach program, providing well over a dozen monthly media sponsorships for grassroots community organizations and educational institutions. The KPFFK Media Sponsorship program involves a partnership with local grassroots arts, cultural and social justice organizations. When an organization requests sponsorship, they are given instructions on how to prepare radio spots and web announcements, and are provided the opportunity to voice their own radio spots, recording them in our studios with one of our production engineers. Media Sponsorships also includes the opportunity for radio interviews by our hosts. Through this process, local grassroots organizations are introduced into our workplace and experience first-hand the radio broadcast environment, receiving a basic overview of the radio broadcast medium. When KPFFK management or staff attends one of these organization’s events, we regularly request a few minutes to speak to the audience about independent media, our radio

broadcast operations, and the opportunities available for work at the station.

Events included:

-KPFK 60th Anniversary Gala, Skirball Cultural Center on September 7th 2019.

-KPFK Speaker Series: Daniel Sheehan on The Green New Deal, Santa Monica on Oct 26th 2019.

-KPFK Presents: Intolerance No More, Strategy and Soul Movement Center on Oct 27th 2019.

-KPFK Speaker Series: The War on Voting, Sportsmen's Lodge Hotel on Feb 15th 2020.

-KPFK Speaker Series: Laura Flanders with Sonali Kolhatkar, Palos Verdes Art Center on Feb 22nd 2020.

- General Manager spoke with students at Los Angeles Valley College in September 2019

On October 28th 2020, KPFK's General Manager was the guest speaker at a radio class at the Los Angeles Valley College and spoke with the student about his responsibilities, the various types of jobs and the day-to-day operations at the station.