

# KPFK 2022 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation, Inc.

Station(s):	KPFK
Community(ies) of License:	Los Angeles
Reporting Period:	July 22 <sup>nd</sup> 2021–July 21 <sup>st</sup> 2022
No. of Full-time Employees:	More than 10
Small Market Exemption:	No

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 KPFK’s 2021-2022 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 Washington DC’s home-sheltering policies and public gathering rules.**

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

**KPFK 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):

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

Commencing in February 2021 and continuing throughout the reporting period, KPFK management/staff has been collaborating with the Communication & Journalism program at the California State University in Los Angeles, to promote a student produced local community news and public affairs hour which will highlight current regional news and showcase student projects. Currently this project consists of KPFK staff working with five students and two professors. If successful, participation in the project will be offered to a full class of students next semester.

The pilot episode will air on KPFK on July 26th. This project will officially start in August 2022, first as a special podcast series and once it has demonstrated its sustainability it will be added to the station's broadcast schedule as a weekly offering.

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

In September 2021, KPFK's Production Director trained the programmer for a new show "One Sunday Night" and in mid-July 2022 trained the programmer for the show "Midnight Snack" in all aspects of the station's on-air studio board operations including peripheral integration, automation systems and the new VOIP technologies.

In October 2021, in January and March 2022 the PD and the IT Specialist trained an additional three staff personnel and a returning veteran programmer from the 1980s in these operations.

In mid-February 2022, KPFK's Production Director created a series of short, informal tutorial videos for the station's programmers, as to the best practices to use emerging VOIP services to record interviews with hosts and guests remotely.

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

During the reporting period, KPFK management reviewed the station's EEO policy guidelines and received training and instruction by NETA's HR professionals as to best practices for documenting Pacifica's equal opportunity and anti-discrimination policies, and procedures for investigating, reporting, and handling infractions.

*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.*

During the reporting period, KPFK actively engaged the community, as they have for over a decade, through use of the station website, and social media accounts for its 40,000 Facebook followers, 10,200 Instagram followers and 10,000 Twitter subscribers

#### LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
07-17-21	General Manager	Pacifica/KPFK website
	(Note: above position started on August 10 <sup>th</sup> , 2021)	

1/17/2022	Assistant AM Producer	Word of mouth, Internal Hiring
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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 10

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
CPB	1
Current	1
Pacifica or KPFK website	7
Association of Women in Communications	1
LA Times	0
NABJ, NAHJ, AAJA	0

RECRUITING SOURCES USED

Job Title of Position: General Manager      Date of Hire: July 17, 2021 (Note: position started on August 10<sup>th</sup>, 2021)

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CPB	N	401 9th Street, NW Washington, DC 20004-2129		202-879-9600
Current	N	4400 Massachusetts NW, Washington, Dist. Columbia 20016		Publicmediajobs.org
LA Times	N	10540 Talbert Avenue Fountain Valley, CA 92708	Allen Juezan	<a href="mailto:allen.juezan@latimes.com">allen.juezan@latimes.com</a> M  949-558-4351
Pacifica.org	N	3729 Cahuenga Blvd W. Studio City CA	Otis Maclay	<a href="mailto:omaclay@gmail.com">omaclay@gmail.com</a> 718-855-0605
Pacificanetwork.org	N	<u>816 Clark Avenue.</u> <u>Ames, Iowa 50010</u>	Ursula Ruedenberg	ursula@pacifica.org
LinkedIn (jobs)	N	1000 West Maude Avenue, Sunnyvale, CA 94085		
Assoc. for Women in Communications	N	Association for Women in Communications (AWC) , Ste. A , Springfield , Missouri , 65804		
NABJ	N	1100 Knight Hall Suite 3101 College Park, MD 20742	JoAnne Lyons Wooten	<a href="mailto:info@nabjcareers.org">info@nabjcareers.org</a> <a href="mailto:jwooten@nabj.org">jwooten@nabj.org</a> 240-460-5153

NAHJ	N		
AAJA	N		
Executive Searches	N	execsearches.com	(888) 238-6611

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

### INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 3

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
KPFK.org	
CPB.org	
Indeed.com	
<a href="mailto:grc@maillist.peak.org">grc@maillist.peak.org</a> Grass Roots Radio Coalition	
Pacifica.org	
<a href="mailto:pacificaannounce@groups.io">pacificaannounce@groups.io</a> , <a href="mailto:stationmanagers@pacifica.org">stationmanagers@pacifica.org</a>	

### RECRUITING SOURCES USED

Job Title of Position: Assistant AM Producer

Date of Hire: 1/17/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KPFK - Pacifica Website/ Pacifica Foundation Website	N	<a href="https://www.kpfk.org/">https://www.kpfk.org/</a> <a href="https://pacifica.org/jobs_kpfk.php">https://pacifica.org/jobs_kpfk.php</a>	Ali Lexa Otis Maclay	<a href="mailto:alexa@KPFK.ORG">alexa@KPFK.ORG</a> <a href="mailto:omaclay@gmail.com">omaclay@gmail.com</a>
CPB.org Website	N	<a href="https://www.cpb.org/">https://www.cpb.org/</a>		
Indeed.com Job-Search Website	N	<a href="https://www.indeed.com/">https://www.indeed.com/</a>		
Grass Roots Radio Coalition Email-List	N	<a href="mailto:grc@maillist.peak.org">grc@maillist.peak.org</a>		
<a href="mailto:pacificaannounce@groups.io">pacificaannounce@groups.io</a> , <a href="mailto:stationmanagers@pacifica.org">stationmanagers@pacifica.org</a>	N	<a href="mailto:pacificaannounce@groups.io">pacificaannounce@groups.io</a> , <a href="mailto:stationmanagers@pacifica.org">stationmanagers@pacifica.org</a>	Ursula Ruedenberg	<a href="mailto:ursula@pacifica.org">ursula@pacifica.org</a>

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