

Federal Communications Commission Washington, D.C. 20554 <p style="text-align: center;">FCC 396</p>	Approved by OMB 3060-0113 (March 2003)
FOR FCC USE ONLY	
<p>BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT (To be filed with broadcast license renewal application)</p> <p>Read INSTRUCTIONS Before Filling Out Form</p>	FOR COMMISSION USE ONLY FILE NO. - 20130731AQV

Section I

Legal Name of the Licensee PACIFICA FOUNDATION, INC.		
Mailing Address 1925 MARTIN LUTHER KING JR. WAY		
City BERKELEY	State or Country (if foreign address) CA	Zip Code 94704 -
Telephone Number (include area code) 5108492590	E-Mail Address (if available)	
	Facility ID Number 51246	Call Sign KPFA
TYPE OF BROADCAST STATION: (if applicable)	Commercial Broadcast Station <input type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input checked="" type="radio"/> Educational Radio <input type="radio"/> Educational TV

Application Purpose

New Program Report

Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

Station List

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
KPFA	51246	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	BERKELEY, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
KPFB	51243	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	BERKELEY, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No

CONTACT PERSON IF OTHER THAN LICENSEE

Name JOHN CRIGLER, ESQUIRE		Street Address 1000 POTOMAC ST., N.W. 5TH FLOOR		
City WASHINGTON	State DC	Zip Code 20007-3501	Telephone Number 2029657880	

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been filed during Yes No this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees? Yes No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

CERTIFICATION.

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001),

AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent MARIA NEGRET
Title BUSINESS MANAGER	Telephone No. (include area code) 5108486767
Date 7/31/2013	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: MARIA NEGRET	Title: BUSINESS MANAGER
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

I. EEO PUBLIC FILE REPORT Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
II. NARRATIVE STATEMENT Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE

PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Exhibit 1

Description: DISCRIMINATION COMPLAINT

ON MARCH 14, 2012, KPFA WAS NOTIFIED BY THE EEOC OF THE FILING BY AKAN BOYD AGAINST KPFA OF A CHARGE OF DISCRIMINATION ON THE BASIS OF RACE, AGE AND NATIONAL ORIGIN (EEOC CHARGE NO. 846-2011-92569). ON MAY 16, 2013, THE EEOC DISMISSED THE COMPLAINT AND NOTIFIED MR. BOYD OF HIS RIGHT TO SUE WITHIN 90 DAYS.

Attachment 1

Exhibit 2

Description: 2012 & 2013 ANNUAL EEO PUBLIC FILE REPORT

SEE ATTACHED FILES.

Attachment 2

Description
2013 KPFA & KPFB EEO Public File Report
2012 KPFA & KPFB EEO Public File Report

Exhibit 3

Description: NARRATIVE STATEMENT

SEE THE TWO MOST RECENT PUBLIC FILE REPORTS FOR THE EMPLOYMENT UNIT. THERE WAS ONE POSITION FILLED IN 2012 AND ONE IN 2013. BOTH OF THESE POSITIONS WERE ENTRY LEVEL POSITIONS NOT REQUIRING MANAGEMENT OR SUPERVISORY EXPERIENCE. THE POSITIONS WERE BOTH BUDGETED AS HALF-TIME POSITIONS AND DID NOT ALLOW FOR MOVING EXPENSES. THESE JOBS WERE ADVERTISED IN CRAIGSLIST, ON THE KPFA WEBSITE AND POSTED IN PRINT AROUND THE STATION. WE RECEIVED A MULTITUDE OF RESUMES FOR BOTH POSITIONS. THE CRAIGSLIST AD WAS DISTRIBUTED IN THE GREATER SAN FRANCISCO BAY AREA, WHICH IS EXTREMELY DIVERSE, BOTH ETHNICALLY AND SOCIO-ECONOMICALLY, AND HAS A POPULATION OF 4,335,391 (2010 CENSUS).

THE APPLICANTS WERE FROM DIFFERING BACKGROUNDS AND ETHNICITIES, AS WERE THE INTERVIEWEES. SOME APPLICANTS WERE PEOPLE WITHOUT THE EXACT SKILLS REQUIRED, HOWEVER, THEY WERE CONSIDERED AND/OR INTERVIEWED BECAUSE OF THE ENTHUSIASM AND LOVE OF THE STATIONS AND THEIR EAGERNESS TO UPHOLD ITS MISSION. AT THE TIME, THE CANDIDATES FOR THE POSITIONS WERE EMPLOYED, UNEMPLOYED AND EVEN ONE ON THE SHORT LIST WHO WAS A RECENT PAROLEE.

Attachment 3

2012 ANNUAL EEO PUBLIC FILE REPORT

PACIFICA FOUNDATION, INC.

Stations: KPFA and KPFB

Community of License: Berkeley, CA

**Reporting Period: July 22, 2011 –
July 21, 2012**

No. of Full-time Employees: More than 10

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):

<p><i>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i></p>	<p>The <u>Apprenticeship program</u> at KPFA is an intensive 18-month affirmative action training program that brings women and people of color into the radio field. This program is intended to remedy discrimination and create equality for those underrepresented in media. Since 1985, this program has taught radio production and engineering to people from many cultural, social, political and ethnic backgrounds. Each participant leaves the program with a greater understanding of expressing their first voice through media to build bridges with different communities.</p> <p>New classes start every six months. This staggered method allows the more senior students, with the supervision of the program’s directors, to tutor and assist their junior peers.</p> <p>KPFA has a well-established <u>News Internship Program</u>. The program provides extensive training to members of the community who apply to participate in the program. All interns worked 35 hours per week for a minimum of six months. The interns were taught writing, interviewing, field recording and editing. The interns receive hands-on training and develop broadcast, reporting, and production skills. The interns did not receive any college credit.</p>
<p><i>Participated in job banks, internet programs, and other programs designed to promote outreach</i></p>	<p>The <u>Apprenticeship Program</u> has used the kpfaapprentice.org website which is linked to social media outlets such as Facebook & Twitter to do community outreach – both to invite community based</p>

<i>generally (i.e., that are not primarily directed to providing notification of specific job vacancies).</i>	candidates to apply to the Apprenticeship Program and to inform folks about community related issues, events and stories. (mm)
<i>Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</i>	<u>KPFA's News</u> paid and experience reporters volunteered their time to provide advanced level training. They worked with current News Dept volunteers to upgrade their technical and reporting skills.
<i>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.</i>	The KPFA Apprenticeship Program provides literature and outreach at KPFA and other events as well as on-air announcements encouraging the community to enter the program which has facilitated graduates in finding work in professional paid broadcasting.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
5/1/12	Technical Producer	Printed job postings

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 10

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
KPFA website	2
Printed job postings displayed throughout the station.	4
Craigslist	4

RECRUITING SOURCES USED

Job Title of Position: Technical Producer Date of Hire: 4/1/2012

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KPFA Radio website www.kpfa.org	Y	1929 Martin Luther King Jr Way, Berkeley, CA 94704	Maria Negret, Business Manager	KPFA: 510-848-6767 ext. 208 mariabiz@kpfa.org
craigslist.com	N	craigslist.com	Maria Negret, Business Manager	KPFA: 510-848-6767 ext. 208 mariabiz@kpfa.org
Printed job postings displayed throughout the station.	Y	1929 Martin Luther King Jr Way, Berkeley, CA 94704	Maria Negret, Business Manager	KPFA: 510-848-6767 ext. 208 mariabiz@kpfa.org

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

2013 ANNUAL EEO PUBLIC FILE REPORT

PACIFICA FOUNDATION, INC.

Stations: KPFA and KPFB

Community of License: Berkeley, CA

**Reporting Period: July 22, 2012 –
July 21, 2013**

No. of Full-time Employees: Less than 10

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):

<p><i>Participated in at least 4 events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.</i></p>	<p>3/29/13 Wood Middle School Career Day: <u>First Voice Apprentice</u> representative explained inspiration, opportunities and a day-to-day process of producing community radio with a gear demonstration of field recorders, microphones & headphones. (mm)</p>
<p><i>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i></p>	<p>The <u>Apprenticeship program</u> at KPFA is an intensive 18-month affirmative action training program that brings women and people of color into the radio field. This program is intended to remedy discrimination and create equality for those underrepresented in media. Since 1985, this program has taught radio production and engineering to people from many cultural, social, political and ethnic backgrounds. Each participant leaves the program with a greater understanding of expressing their first voice through media to build bridges with different communities.</p> <p>36 people were in the Program during this time period. They came from places as diverse as Morocco, Fiji, Catalonia, Detroit and Sonoma and included a taxi driver, a foster youth and community organizers. One graduate has established a collaborative production group with apprentices and community members which will document bracero stories. (mm)</p> <p>The <u>KPFA News Department internship program</u> trained</p>

	<p>15 community members from July 2012 – July 2013 as news reporters. They were taught writing, interviewing, field recording, voicing and editing. One of our news interns will start at the UC Berkeley Graduate School of Journalism in Fall of 2013. Four of our news volunteers have been paid as freelancers for FSRN. Two have worked for print publications. ^(aa)</p>
<p><i>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).</i></p>	<p><u>The Apprenticeship Program</u> has used the kpfaapprentice.org website which is linked to social media outlets such as Facebook & Twitter to do community outreach – both to invite community based candidates to apply to the Apprenticeship Program and to inform folks about community related issues, events and stories. ^(mm)</p>
<p><i>Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</i></p>	<p><u>KPFA News</u> provided advanced level training, conducted by John Hamilton and Vickie Post. John Hamilton worked with current News Dept. volunteers to upgrade their technical and reporting skills. Vickie Post gave them voice training. ^(aa)</p>
<p><i>Established a mentoring program for station personnel.</i></p>	<p><u>KPFA News</u> selected two existing volunteers among station personnel and provided extensive training on how to produce and host a live one hour news-driven public affairs program. They were each provided about 30 hours of training and have each been given paid fill-in work as hosts and given additional feedback to further advance their skills. ^(aa)</p>
<p><i>Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</i></p>	<p>1) 4/07/13 Las Vegas Convention Center, National Association of Broadcasters Conference. ^(mm)</p>
<p><i>Sponsored at least 2 events in the community designed to inform and educate the public as to employment opportunities in broadcasting.</i></p>	<p>1) 8/04/12 KPFA, Open House. An event designed to inform community members as to training opportunities & station services.</p> <p>2) 10/08/12 KPFA, Full Circle Radio Magazine 10th Anniversary. This event highlighted the educational opportunities afforded to community members over the past 10 years & the successes there of. ^(mm)</p>
<p><i>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.</i></p>	<p>Our Apprenticeship Program Director assisted in giving video studio production instruction to interns at Berkeley Community Media. ^(mm)</p>
<p><i>Participated in other activities</i></p>	<p>The KPFA Apprenticeship Program provides</p>

<i>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.</i>	literature and outreach at KPFA and other events as well as on-air announcements encouraging the community to enter the program which has facilitated graduates in finding work in professional paid broadcasting. (ap)
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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
4/1/13	Subscriptions Assistant	Printed job postings

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 12

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
KPFA website	2
Printed job postings displayed throughout the station.	6
Craigslist	4

RECRUITING SOURCES USED

Job Title of Position: Subscriptions Assistant Date of Hire: 4/1/2013

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KPFA Radio website www.kpfa.org	Y	1929 Martin Luther King Jr Way, Berkeley, CA 94704	Maria Negret, Business Manager	KPFA: 510-848-6767 ext. 208 mariabiz@kpfa.org
craigslist.com	N	craigslist.com	Maria Negret, Business Manager	KPFA: 510-848-6767 ext. 208 mariabiz@kpfa.org
Printed job postings displayed throughout the station.	Y	1929 Martin Luther King Jr Way, Berkeley, CA 94704	Maria Negret, Business Manager	KPFA: 510-848-6767 ext. 208 mariabiz@kpfa.org

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

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 596025

Description: EEO PROGRAM REPORT (KPFA/KPFB)
Application Reference Number: 20130731AQV
Successfully filed at Jul 31 2013 6:43PM

Based on the information supplied, no fee is required.

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