

2011 - 2012 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation

Station(s): 90.7 FM KPFK
Community(ies) of License: Los Angeles, Ca
Reporting Period: July 22, 2011 – July 21, 2012
No. of Full-time Employees: More than 10
Small Market Exemption: N/A

During the Reporting Period, no full time 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):

*Participated in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

Los Angeles City College Career Fair
October 24th, 2011

KPFK has worked with the Cooperative Education program at LACC and was included in the LACC Career Fair to recruit interns. Through Cooperative Education, students are able to receive course credit depending on the number of hours they work at KPFK each week. A volunteer Seth Andrews attended and worked a table at the event. He handed out flyers about the Internship opportunities here, collected resumes and had people sign in with names and email addresses.

Mount Saint Mary's College – Career, Internship and Volunteer Fair
March 27th 2012

Volunteer and Outreach Coordinator attended the fair with nearly 100 other organizations. KPFK recruited many students and several of them continue to intern with KPFK.

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and*

minorities.

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

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

Ford Theatres Partnership Program

KPFK provides training in production of radio spots and web banners; and orientation about pitching segments to radio producers. This media sponsorship is a partnership in mentoring local performing arts groups about radio promotion

Cooperative Education Program (LACC)

KPFK has established a partnership with the Cooperative Education Programs at Los Angeles City College. KPFK's internship program is posted each semester for students. If they choose to do an internship at KPFK they can receive course credit depending on the number of hours per semester that they work with KPFK.

Broadcast Internships (Santa Monica College Communications Dept.)

KPFK is now listed in the Career Services Department of SMC, as a choice for Broadcast and Journalism students, or any students interested in media. They may also receive course credit depending on the hours worked each week. We have placed SMC interns with our KPFK Music Programming Department and they have played a key role.

Department of Communication Studies

(Cal State University Northridge)

KPFK was chosen by several Cal State Northridge students to complete an "Internship Learning Plan" whereby they work 10-12 hours per week and write "weekly reflection" papers as well as a term paper on whatever project or responsibilities they accomplished or contributed to.

UCLA Extension Internship – (Pathway Department)

KPFK has recently partnered with Pathway at UCLA to offer radio internships to their students. We had one Pathway student complete his required internship at KPFK for the Spring 2012 semester.

Los Angeles Valley College Internship Fair

April 19th 2012

*KPFK Interns attended the Internship Fair and recruited LAVC students. They were able to promote the KPFK internship program as interns themselves, communicating their daily requirements and responsibilities.

Santa Monica College – Internship Fair 2012

May 1st 2012

KPFK tabled at the fair with nearly 100 other

organizations. Gathered over 30 resumes and placed several interested students with KPFK departments.

*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).*

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

The station Production Assistant, conducts a regularly scheduled weekly class in audio editing. The training is available to all paid and unpaid staff. The training is for self-improvement and maybe considered the skill learned maybe considered for future job openings.

The Development Director received online training in Development from the National Federation of Community Broadcasters conference (Houston June 2012) which included workshops on donor development and grant writing. This was done to help enhance our donor development efforts.

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

Programmer Mentoring: Radio producers and hosts regularly incorporate new individuals into the program team, teaching line-producing and program formatting.

*Participated in **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

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

The KPFK 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 a radio spot and web announcement, and are provided the opportunity to voice their own radio spot, recording it in our studios with one of our production engineers. Media Sponsorships also include 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 we attend an organization's event with our table, we request a few minutes to talk about our independent media and radio broadcast operation.

Media Sponsorships:

John Anson Ford Amphitheatre (Ford Theatres)
KPFK provides training in production of radio spots and web banners; and orientation about pitching segments to radio producers. This media sponsorship is a partnership in mentoring local performing arts groups about radio promotion. KPFK sponsored the Summer Season of Concerts for 2011 and 2012; and the Winter 2011-2012 theatre series.

August 28, 2011

I Live Here Projects benefit concert for the boys of the Kachere Prison. The KPFK Outreach table was staffed by the Volunteer/Outreach Coordinator, who disseminated information about radio broadcasting internships available and how they could impact lives internationally through the power of public media.

Sunday October 9, 2011

CicLAvia – Reclaiming Public Space
KPFK Booth at Macarthur Park staffed by Development Director and Volunteer/Outreach Coordinator. Disseminated information about radio broadcasting opportunities and the potential impact on environmental issues.

October 9, 2011; April 15, 2012

Smiley & West, Poverty Tour
Event staffed by Program Director, Development Director and Volunteer/Outreach Coordinator. Disseminated information about radio broadcasting opportunities and the potential impact on social issues.

October 29 – 30, 2011

GreenFest / LA Convention Center
Development Director and Volunteer/Outreach Coordinator. Disseminated information about radio broadcasting opportunities and the potential impact on environmental issues.

March 3, 2012

Los Angeles Media Reform Summit
Occidental College
Event staffed by Program Director and Development Director Disseminated information about radio broadcasting opportunities and the potential impact on social issues.

March 24, 2012

So Cal Library Coalition – Teach-in
Event staffed by Radio host, Program Director,
Development Director and Volunteer/Outreach
Coordinator. Disseminated information about radio
broadcasting opportunities and the potential impact on
social issues.

April 21-22, 2012

LA Times Festival of Books
USC Campus
Event staffed by Radio host, Program Director,
Development Director and Volunteer/Outreach
Coordinator. Disseminated information about radio
broadcasting opportunities and the potential impact on
social issues.

April 26, 2012

Speaker Series with Green Economist Van Jones
All Saints Church in Pasadena
Event staffed by Program Director, Development
Director and Volunteer/Outreach Coordinator.
Disseminated information about radio broadcasting
opportunities and the potential impact on social
issues.

June 28, 2012

An Evening with Chris Hedges Immanuel Presbyterian
Church Event staffed by Radio host, Program Director,
Development Director and Volunteer/Outreach
Coordinator. Disseminated information about radio
broadcasting opportunities and the potential impact on
social issues.

*Provided **assistance** to unaffiliated
non-profit entities in **maintaining
web sites** that provide counseling
on the process of searching for
broadcast employment and/or other
career development assistance
pertinent to broadcasting*

Throughout the year KPFK provides web space for
programmers, associations, and organizations to post
information about events such as job fairs and life
counseling. We also have many opportunities posted
throughout the year on our site with Job Listings,
Training Opportunities and Volunteer Positions.

*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.*

Non-profit organizations are encouraged to schedule
tours of the broadcast site. Tours are given by station
personnel and include an introduction to the broadcast
field, an orientation of the different jobs and
workstations including the broadcast studio, audio
production bays and membership data management.
The tours conclude with an invitation to volunteer for
on-air fund drives and other activities of interest.

No Full Time Positions Were Filled during July 22, 2011 – July 21, 2012

On or before August 1, 2012, KPFK's 2012 Annual EEO Public File Report was placed into its public inspection file. It was subsequently revised, as reflected above, based on the advice of counsel.