

2013 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation, Inc.

Station:	90.7FM KPFK
Community of License:	Los Angeles, CA
Reporting Period:	July 22, 2012 – July 21, 2013
No. of Full-time Employees:	More than 10
Small Market Exemption:	N/A

During the Reporting Period, a total of 1 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):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions*

Service Learning and Internship Fairs

March 20, 2013
Mount St. Mary's University
Service Learning and Internship Fair

April 18, 2013
Los Angeles Valley College
Service Learning and Internship Fair

May 9, 2013
Santa Monica College
SMC Annual Spring Internship Fair

Each of these Job and Internship Fairs featured KPFK staff and volunteers alongside other non-profits and businesses to offer information about the station and opportunities to apply for internships. Fairs like these have allowed KPFK to receive many eager Broadcast Journalism and Political Science students and post graduates. Some of our most promising interns have come to KPFK through these efforts.

*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.*

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

The Hollywood Homeless Youth Partnership Job Resource Fair, October 3, 2012

The Hollywood Homeless Youth Partnership (HHYP) is a partnership of youth-serving agencies that prevent and reduce homelessness among youth and young adults. The KPFK Volunteer Coordinator participated in and spoke to at-risk youth about careers in media and journalism.

Academia Advance Charter High School, L.A. Work Educational Experience(WEE) Program

From October 2012 to April 2013, KPFK hosted and mentored two high school students as part of their school's Work Education Program. The program strives to support and facilitate off-site mentorships, where students will have sustained experiences and responsibilities necessary to succeed in the professional world. The two students that held internships with KPFK spent 8 hours per week at the station. They learned from and contributed to the following departments: Fundraising; Outreach and Development; Production; Programming; Archives; and Administration.

KPKF Internship Program

The Volunteer/Outreach Coordinator is responsible for initial outreach to educational institutions, and makes contact with media departments to recruit students for internships. Once applications are filed, the Program Director with other stakeholders interview potential students to become volunteers or interns. Recommendations are made to the General Manager by the Program Director, and students are entered into a training program. The Volunteer/Outreach Coordinator signs the internship paperwork for College and/or other credits and reports to the educational institutions on student hours worked, performance and skills acquired through the program. Approximately 15 interns participated during the reporting period.

The Volunteer Program is organized by the Volunteer Coordinator, who places youth and adults re-entering the job market in various departments of KPFK to assist and learn the skill set required. Departments involved: News, Production, Membership, Archives and Programming. Skills taught: research, organization of rundowns, audio recording, audio editing, data base management. Student volunteers who requested it received college credit via letter or institutional form.

KPFK News Department

Post graduates in Journalism and/or Media studies work with the KPFK News Department and Program Director. The Volunteer Coordinator lead a series of interviews for interested applicants and several were chosen for internships and are currently producing segments and doing field reporting.

Music Programming Internships

KPFK Volunteer Coordinator made live and recorded announcements urging students and interested listeners to apply to become a Production Assistant for the KPFK Music Director. Since then, KPFK has employed the talents of several music and media studies students and post graduates.

IMRU Radio Training Class

October 2012 to December 2012

Every Saturday from 9 to 11:30am, two station Volunteer Programmers developed, facilitated and instructed this course, open to anyone with an interest in learning about radio broadcast production. At the end of the 8 weeks, nine students graduated the program and were all able to develop and technically produce their own radio segments.

*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).*

The Operations Director and Development Director took part in a seminar designed to teach better internet engagement through social media (Facebook, Twitter and website.)

*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 the skills learned may enable participants to be considered for future job openings.

The Development Director attended the annual National Federation of Community Broadcasters meeting May 29 – June 1, 2013, in San Francisco, CA, attending the workshop on radio membership management.

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

Programmer Mentoring

KPFK regularly incorporates new individuals into the program team, teaching line-producing and program formatting.

News Reporting Mentoring

KPFK regularly incorporates new individuals into the news team, teaching news gathering, story selection, script writing, delivery, digital recording and editing. All ages meet in the newsroom with News Producers for individualized training. Taught by the station's Executive Producer of "Informativo Pacifica", a 30-minute Spanish-language newscast, and another Pacifica News Reporter.

Approximately 30 individuals were trained and mentored during the reporting period by the news and public affairs staff.

*Participated in at least 4 **events or programs** sponsored by **educational institutions** relating to career opportunities in broadcasting.*

Los Angeles Colburn School of Music

KPFK began a radio collaboration with the LA Colburn School of Music, providing music students a space to perform live on radio.

**Department of Spanish-language Journalism
(Cal State University, Northridge)**

Spanish-language shows are partnering with CSUN Department of Spanish-language Journalism in an effort to teach media literacy and radio production to students learning journalism skills. A weekly, 3-hour workshop is conducted on-site at the KPFK studios

**Los Angeles Valley College (LAVC)
Annual Advanced Broadcast studies off
campus class and tour of KPFK. April 2013.**

Each Spring, the LAVC Media Arts Department sends its advanced Broadcast Journalism students to KPFK for a class on the history on the Pacifica Radio network, KPFK, and the role of independent media in today's society. They also learn from KPFK staff and programmers what goes into the day to day operations of a community radio station, from development to programming and engineering.

**Los Angeles City College (LACC)
Cooperative Education Program**

“Cooperative Education” is the term used to describe a three-way relationship between the student, the college, and the employer. This structured relationship allows students to create short-and-long-range career goals and to recognize his/her progress by establishing three measurable learning objectives for the semester. Cooperative Education provides a practical learning model for students and helps them prepare for their future careers through the integration of the on-the-job learning experiences and academic classroom lessons. By integrating both study and work, each area should be more relevant, interesting, and rewarding.

For the past 3 years, KPFK has been included in the LACC Cooperative Education catalogue. We have hosted students in various disciplines, all with an interest in Broadcast Journalism and/or Media Communications as a career.

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

**Global Justice Ecology Project
Saturday, November 17, 2012**

KPFK produced a teach-in event for the community which brought together a staff producer/host, interns and the volunteer coordinator. The topic was environment, with discussion of Tar Sands, the Keystone XL Pipeline, climate change, GMO trees, deforestation and impacts on local communities. This event was recorded for later broadcast, and served as an example of the kinds of jobs and related skills needed in broadcast media.

**LA TIMES FESTIVAL OF BOOKS
Saturday & Sunday, April 20 & 21, 2013**

LA Times Festival of Books on April 20 and 21 at USC. KPFK Radio hosted a booth for two days, answering questions about radio production, volunteering and membership development for a non-profit. A remote broadcast was transmitted from the booth on the second day, providing a real-time experience for booth visitors and serving as an example of the kinds of jobs and related skills needed in broadcast media. The booth was staffed by the Development Director, the Membership Director, the Volunteer Coordinator, a staff Producer and two Assistant Producers over the course of the weekend.

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.

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.

Through KPFK's partnership with the LA County Arts Commission / John Anson Ford Amphitheater, 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. KPFFK sponsored the Summer Season of Concerts for 2012 and 2013.

*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.

KPFFK Outreach & Development facilitate a year-round community outreach program, providing 3-5 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 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, and the opportunities available to learn in this environment.

Wednesday, August 8, 2012
AN EVENING WITH DR. MARIO MARTINEZ
Topic: Eliminating negative thought patterns in order to develop human potential.

Thursday, August 9, 2012
 Una Noche con el Dr. Mario Martínez
 Topic: Eliminating negative thought patterns in order to develop human potential. In Spanish.

Friday, October 19th, 2012
 Amy Goodman / Democracy Now
 Topic: Citizen journalism and the power of independent media.

May 1, 2013
 May Day Coalition at Olvera Street
 Topic: Cooperative collaboration between multiple grassroots organizations and the radio entity.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/5/2012*	Uprising Assistant Producer	KPFK.org

*Hired on a temporary basis 8/10/2012 pending advertising for the permanent position.

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 4

Recruitment Sources Providing Referrals in Preceding Year	Number of Persons Interviewed that the Source Referred
Craigslist	1
KPFK.org	3

RECRUITING SOURCES USED

The following sources were contacted to recruit for the Uprising Assistant Producer hired 8-10-12.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Craigslist	N	http://losangeles.craigslist.org/lac/tfr/3233225166.html	N/A	http://losangeles.craigslist.org/feedback
<i>Radio Ink</i> magazine	N	1901 S. Congress Ave., Suite 118 Boynton Beach, FL 33426	N/A	1-561-655-8778 X205
KPFK.org	N	3729 Cahuenga Blvd. West North Hollywood, CA 91604	Ali Lexa	818-985-2711 ext 357

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