

# 2007 ANNUAL EEO PUBLIC FILE REPORT

## PACIFICA FOUNDATION, INC.

Stations: KPFA and KPFB  
Community of License: Berkeley, CA  
Reporting Period: July 22, 2006 – July 21, 2007  
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):

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

News internships were given to people who apply via our website. There is an application form and interview process. 17 interns were selected during this period. Of the 17 interns selected two were college students. There was one student from UC Berkeley and one student from SF City College. No college credit is given. All interns worked an average of 35 hours per week for a minimum of 6 months learning how to do newscasts.

We had one intern from France through the Institute of Political Studies who we supervised and gave hands-on training in newscasts and radio traffic/production. He worked 35 hours per week for approximately 9 months.

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

Through a fellowship program we provide paid training for up to one year for 3 of the members in the apprenticeship program. The training is given to produce the Full Circle program that airs once a week. They can apply for the fellowship after completing 6 months of training as an apprentice.

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

The Apprenticeship program 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.

The Apprentices are required to work on some weekdays during the week and attend evening and Saturday classes. There were 49 apprentices during this period. 14 have become employed in media related work since graduating.

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

8/8/06 – De Anza College - Public Affairs Director spoke at a forum regarding media and minorities relating to employment in broadcasting.

8/9/06 – Asian American Career Center in San Jose, CA – Traffic Director spoke to High School students interested in broadcast careers  
We have posted all open positions on the website of the National Association of Minority Media Executives

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/01/2006	Interim Program Director	In house promotion

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## INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Journalism jobs.com	0
KPFA	3
Current	0
Craigslist	4
NAMME	0
Pacifica	0
CPB.org	0

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### RECRUITING SOURCES USED

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
National Association of Minority Media Executive <a href="http://www.NAMME.org">www.NAMME.org</a>	N	7950 Jones Branch Drive, McLean, VA 22107	Nancy Osborne	(703) 854-7178, toll-free (888) 968-7658
Craigslist	N	<a href="http://www.craigslist.org">www.craigslist.org</a>	None	<a href="http://www.craigslist.org">www.craigslist.org</a>
Pacifica & KPFA websites <a href="http://www.kpfa.org">www.kpfa.org</a> <a href="http://www.pacifica.org">www.pacifica.org</a>	Y	KPFA 1929 Martin Luther King Jr Way Berkeley, CA 94709	Lois Withers	510-848-6767 ext. 208
Current Magazine	N	6930 Carroll Ave #350 Takoma Park, MD 20912	Kelsang Menla	301-270-7240
Journalism Jobs.com	N	72 Plaza Dr., 2 <sup>nd</sup> Floor Berkeley, CA 94705	None	510-653-1521
California Public Broadcasting	N	<a href="http://www.cpb.org">www.cpb.org</a>	None	<a href="http://www.cpb.org/jobline">www.cpb.org/jobline</a>

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