

Equal Employment Opportunity
Compliance Data: August 2019 – July 2020
KRCB TV, KRCB FM, KPJK TV

Pursuant to section 73.2080(c)(6)(i-iii)

Job Vacancies filled, by job title (i), sources used to fill the vacancies (ii) – contact information listed later, recruitment source from which interviewee was hired (indicated by italics and **) (iii)

Full Time Vacancy

Director of Development

Filled: October 14, 2019

Total # of interviewees -- 2

Source and # of interviewees from each source:

CPB
Craigslist
Current
Greater Public
Idealist.org
*Indeed.com*** – 1
myPBS
NCPM Internal Referrals
NCPM Website – 1
Santa Rosa Press Democrat

Part Time Vacancy (32 hours per week)

Executive Administrative Assistant

Filled: February 24, 2020

Total # of interviewees – 2

Source and # of interviewees from each source:

*Craigslist*** – 2
Handshake (SSU)
Indeed.com
NCPM Internal Referrals
NCPM Website
Sonoma West Times Newspaper

Full Time Vacancy

Director of Engineering

Filled: July 16, 2020

Total # of interviewees – 3

Source and # of interviewees from each source:

California Broadcasters Assoc. (CBA)
CPB
Current (publicmediajobs.org)
myPBS
NCPM Internal Referrals – 1
NCPM Website
*Society of Broadcast Engineers (SBE)*** – 2
Sonoma West Times Newspaper
Silicon Valley Council of Nonprofits (SVCN)

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Contact Information for Recruitment Sources

Recruitment Source	Address/ Contact Person Telephone / Website
Goodwill Industries of the Redwood Empire	651 Yolanda Avenue
	Santa Rosa, CA 95404
	707-523-0550 (x 281)
Community Partner	Peggy Parlee
	pparlee@gire.org
	www.gire.org
American Red Cross Sonoma County Chapter	5297 Aero Drive
	Santa Rosa, CA 95403
	707-577-7600
Community Partner	fax - 707-543-8523
	Tim Miller
	tmiller@arcsm.org
	www.sonomacounty.redcross.org
NCPM website / Internal referrals	5850 Labath Avenue
	Rohnert Park, CA 94928
	707-585-8522
	Amanda Ward
	www.norcalpublicmedia.org/employment
Santa Rosa Press Democrat	427 Mendocino Avenue
	P.O. Box 569
	Santa Rosa, CA 95402
	707-526-8553
	Sandy Morales
	sandy.morales@pressdemocrat.com
	www.pressdemocrat.com
California Broadcasters Assoc. (CBA)	www.yourcba.com
CPB (NPR & PBS)	635 Massachusetts Ave., NW
	Washington, DC 20001
	202-513-2731
	www.cpb.org

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Craigslist	1381 9 th Avenue
	San Francisco, CA 84122
	415-566-6394
	Anette
	anette@craigslist.org
	questions@craigslist.org
	415-566-6394
Current.org	www.current.org
Development Executives Roundtable	www.dersf.org
Greater Public	www.greaterpublic.org
Indeed.com	www.indeed.com
Idealist.org	www.idealist.org
Linked In	Linkedin.com
myPBS	https://mypbs.org
Handshake (SSU)	https://app.joinhandshake.com/login
American Women in Radio and TV	8405 Greensboro Drive, Suite 800
	McLean, VA 22102
	703-506-3290
	Michelle Delarosa
	mdelarosa@awrt.org
	www.awrt.org
Empire College	3035 Cleveland Avenue
	Santa Rosa, CA 95403
	707-546-4000 x242
	Phil Vo
	pvo@empirecollege.com
TVjobs.com / Radiojobs.com	Broadcast Employment Services
	P.O. Box 4116
	Oceanside, CA 92052
	760-754-8177
	800-374-0119
	Mark Holloway
	admin@tvjobs.com
	www.tvjobs.com
Media Alliance	1904 Franklin Street, Suite 500
	Oakland, CA 94612
	510-832-9000
	Kristina Rizga
	jobfile@media-alliance.org
	www.media-alliance.org
Bay Area Video Coalition (BAVC)	2727 Mariposa Street, 2nd Floor

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	San Francisco, CA 94110
	415-558-2152
	415-861-3282
	Rina Ayuyang - rina@bavc.org
	Krista Baur - krista@bavc.org
	jobpostings@bavc.org
	www.bavc.org
National Diversity Newspaper Job Bank	Morris Communications
	Corporate Human Resources
	P.O. Box 936
	Augusta, GA 30903
	800-622-6358, ext. 3310
	www.newsjobs.com
National Assoc. of Black Journalists	National Assoc. of Black Journalists
	University of Maryland
	8701-A Adelphi Road
	Adelphi, MD 20783
	301-445-7100
	nabj@nabj.org
	www.nabj.org
Asian American Journalists Assoc. (AAJA)	Asian Amer. Journalists Assoc.
	1182 Market Street
	San Francisco, CA 94102
	415-346-2051
	Albert Lee
	AlbertL@aaaja.org
	post@aaaja.org
	www.aaaja.org
National Assoc. of Hispanic Journalists (NAHJ)	Nat. Assoc. of Hispanic Journalists
	1000 National Press Building
	Washington, D.C. 20045
	202-662-7428
	Janeth Guillen
	jguillen@nahj.org
	jobbank@nahj.org
	www.nahj.org

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California Broadcasters Association	California Broadcasters Association
	915 L Street, Suite 1150
	Sacramento, CA 95814
	916-444-2237
	Lillie Player
	lplayer@cabroadcasters.org
	www.cabroadcasters.org
Society of Broadcast Engineers (SBE)	www.sbe.org
PRADO / DEI	Public Radio Assoc. of Development Officers
	1645 Hennepin Avenue, Suite 312
	Minneapolis, MN 55403
	888-454-2314
	612-677-1508 Fax
	S. Johnson
	sjohnson@deiworksite.org
	www.deiworksite.org
Marin Independent Journal Newspaper	bthatcher@marinij.com
	Barbara Thatcher
Sonoma West Times Newspaper	www.sonomawest.com
SVCN	www.svcn.org
Community Voice Newspaper	www.thecommunityvoice.com
Becoming Independent	1425 Corporate Center Parkway
	Santa Rosa, CA 95407
	707-524-6600
	Sarah Ross
	sross@becomingindependent.org
	www.becomingindependent.org
EDD / Caljobs	State of California
	606 Healdsburg Avenue
	Santa Rosa, CA 95401
	707-576-2360 - Sonoma County
	Pauline Fong
	pfong2@edd.ca.gov
	www.caljobs.ca.gov

Pursuant to section 73.2080(c)(6)(iv)

Interviews for Director of Development
Interviews for Executive Administrative Assistant
Interviews for Director of Engineering

Successful hire from Indeed.com
Successful hire from Craigslist
Successful hire from SBE

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Total number of interviews – 7

Total interviewees from:

Indeed.com – 1
NCPM Website – 1
Craigslist – 2
NCPM Internal Referrals – 1
SBE – 2

Total number of hires from:

Indeed.com – 1
Craigslist – 1
SBE -- 1

All responses to job postings are sent to an e-mail address specifically set up for each posting. We ask that they use a particular subject line in the response that helps us identify the source. If they do this, or if the candidates mention it, we can determine where they saw the ad. If they do not mention it or if they do not use the requested response line, it is not possible for us to determine to which ad posting they are responding.

Pursuant to section 73.2080(c)(6)(v)

Initiatives undertaken:

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#1. Outreach and intern initiatives that NCPM has placed at area high schools, colleges, and universities have successfully attracted a wide range of interns and volunteers. These include:

- Sonoma State University
- Santa Rosa Junior College
- Redwood High School
- UC Davis
- Healdsburg High School

In addition, NCPM uses volunteers from SERJobs, a non-profit organization that trains and places older workers in need of jobs but lack skills to be competitive in the job market. NCPM also has volunteers who are part of the Court Referral Program, Volunteer Center of Sonoma County.

#2 All management personnel have been schooled and counseled in methods which will ensure equal employment opportunity and prevent discrimination. Appropriate information on preventing and reporting discrimination is prominently posted. It is also included in the Employee Handbook which is reviewed with each new hire. All staff complete an on-line anti-harassment training.

#3 NCPM lists each upper-level category opening with media trade groups whose membership includes substantial participation of women and minorities, e.g., Bay Area Video Coalition (BAVC), CPB, and Greater Public. NCPM lists jobs on Craigslist and Indeed.com and utilizes the feature that forwards the job posting to sites for people with disabilities. Finally, NCPM publishes job listings in the *Santa Rosa Press Democrat* which is linked with *Sonoma Index Tribune*, *Petaluma Argus Courier*, *North Bay Business Journal*, *La Prensa Sonoma* (a Spanish language newspaper), MaxRecruit (Indeed, Glassdoor, and Nexxt) Veterans, Diversity, Social Media (Twitter, Facebook, LinkedIn), After College, and their online jobs page giving a very wide distribution to all job postings.

#4 NCPM regularly provides tours of the stations and training of high school students interested in a career in public broadcasting. These students participate in the training sessions, tours, and then participate in 6 live television auctions.

#5 Other outreach events include:

Alexander Valley Film Festival Opening Night Q&A, moderated by Steve Mencher, Oct. 2019
Station Tour for 3 teachers and 11 students with special needs from Molino High in Cloverdale.

Students were from the school's Workability Program, December 2019.

Healdsburg High School, Mentor Luncheon at the Villa, January 2020

Healdsburg High School Junior Internship Dates: January 23, 24, 30, 31, Feb. 6, 7, 2020

Healdsburg High School Internship Presentation Night: March 4

(Due to Covid-19 restrictions, outreach events were limited.)