

Equal Employment Opportunity
Compliance Data: August 2020 – July 2021
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

TV Traffic Coordinator

Filled October 5, 2020

Total # of interviewees – 3

Source and # of interviewees from each source:

CPB – 1

Craigslist

Handshake (SSU)

Indeed.com – 1

myPBS

*NCPM Internal Referrals*** – 1

NCPM Website

Public Media Business Association

Santa Rosa Junior College

Sonoma West Times Newspaper

Full Time Vacancy

Media Sales Manager

Filled November 2, 2020

Total # of interviewees – 6

Source and # of interviewees from each source:

CPB

Craigslist – 1

Current

*Indeed.com*** – 1

NCPM Internal Referrals – 2

NCPM Website – 2

Public Media Business Association

Sonoma West Times Newspaper

Full Time Vacancy

TV Executive Producer

Filled December 1, 2020

Total # of interviewees – 3

Source and # of interviewees from each source:

CPB

Craigslist

Indeed.com – 1

NCPM Internal Referrals

*NCPM Website*** – 2

Sonoma West Times Newspaper

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Full Time Vacancy

Radio Executive Producer

Filled January 4, 2021

Total # of interviewees – 2

Source and # of interviewees from each source:

CPB

Craigslist

Indeed.com

*NCPM Internal Referrals*** – 1

NCPM Website – 1

Sonoma West Times Newspaper

Full Time Vacancy

Multimedia Reporter

Filled January 11, 2021

Total # of interviewees – 11

Source and # of interviewees from each source:

Community Voice Newspaper

CPB – 1

Craigslist

NCPM Internal Referrals

*NCPM Website*** – 10

Full Time Vacancy

Radio News Director

Filled February 1, 2021

Total # of interviewees – 6

Source and # of interviewees from each source:

CPB

Craigslist – 1

Current

Indeed

NCPM Internal Referrals

*NCPM Website*** – 5

Sonoma West Newspaper

Full Time Vacancy

Multimedia Reporter

Filled February 8, 2021

Total # of interviewees – 11

Source and # of interviewees from each source:

Community Voice Newspaper

*CPB*** – 1

Craigslist

NCPM Internal Referrals

NCPM Website – 10

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Full Time Vacancy

Video Editor/Post-Production Coordinator

Filled April 12, 2021

Total # of interviewees – 3

Source and # of interviewees from each source:

CPB – 1
Craigslist
Current
Indeed.com – 1
*NCPM Internal Referrals*** – 1
NCPM Website
Sonoma West Times Newspaper

Full Time Vacancy

TV Traffic Coordinator

Filled July 6, 2021

Total # of interviewees – 4

Source and # of interviewees from each source:

CPB
Craigslist
Current
Indeed.com – 2
NCPM Internal Referrals
*NCPM Website*** – 2
Santa Rosa Junior College
Sonoma West Times Newspaper

Full Time Vacancy

Receptionist/Administrative Assistant

Filled July 6, 2021

Total # of interviewees – 3

Source and # of interviewees from each source:

Craigslist – 1
*NCPM Internal Referrals*** – 1
NCPM Website – 1
Sonoma West Times Newspaper

Full Time Vacancy

Producer/Videographer/Editor

Filled July 6, 2021

Total # of interviewees – 2

Source and # of interviewees from each source:

Bay Area Video Coalition
CPB
Craigslist
FaceBook
Indeed
LinkedIn
*NCPM Internal Referrals*** – 2
NCPM Website
Santa Rosa Junior College
Sonoma West Times Newspaper

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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

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Bay Area Video Coalition (BAVC)	2727 Mariposa Street, 2nd Floor
	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
Public Media Business Assoc.	NETA contact – Cynthia Dobek
	cdobek@netaonline.org
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

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

Interviews for TV Traffic Coordinator	Successful hire from NCPM Internal
Interviews for Media Sales Manager	Successful hire from Indeed
Interviews for TV Executive Producer	Successful hire from NCPM Website
Interviews for Radio Executive Producer	Successful hire from NCPM Internal
Interviews for Multimedia Reporter	Successful hire from NCPM Website
Interviews for Radio News Director	Successful hire from NCPM Website
Interviews for Multimedia Reporter	Successful hire from CPB
Interviews for Video/Editor/Post-Production Coordinator	Successful hire from NCPM Internal
Interviews for TV Traffic Coordinator	Successful hire from NCPM Website
Interviews for Receptionist/Administrative Assistant	Successful hire from NCPM Internal
Interviews for Producer/Videographer/Editor	Successful hire from NCPM Internal

Total number of interviews – 54

Total interviewees from:

CPB – 4
Craigslist – 3
Indeed.com – 6
NCPM Internal Referrals – 8
NCPM Website – 33

Total number of hires from:

CPB – 1
Indeed – 1
NCPM Internal Referrals – 5
NCPM Website – 4

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.

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Initiatives undertaken:

#1. Establishment of an Internship Program

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. NCPM regularly provides tours of the stations and training of high school students interested in a career in public broadcasting for students. These tours are hosted by Darren LaShelle, President & CEO and production and radio personnel. Tours are provided to students from:

- Santa Rosa Junior College
- Sonoma State University
- Windsor High School

#2. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination

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.

- **Discrimination Today: Current Trends and Tips for the Workplace**
 - Attended by Katira Cepeda, Business Manager: July 21, 2021
- **Public Media Diversity Leaders Initiative**
 - Attended by Darren LaShelle: May 26, June 9, June 30, July 14, and July 28, 2021
- **Get Started: Diversity and Inclusion in Your Workplace**
 - Attended by Katira Cepeda, Business Manager: May 13, 2021
- **Field Notes from The Frontlines: The Diversity, Equity & Inclusion Movement In Public Media**
 - Attended by Katira Cepeda, Business Manager: March 30, 2021
- **Training Culture Shift and Systems Change**
 - Attended by NCPM Management: January 26, 2021
- **Training Equity Driven Leadership**
 - Attended by NCPM Management: January 19, 2021
- **Training on Diversity, Equity, and Belonging**
 - Attended by NCPM Staff: January 12, 2021
- **Standup Against Street Harassment**
 - Attended by Katira Cepeda, Business Manager: November 2, 2021
- **The Imperative of Inclusion: Hiring & Retention**
 - Attended by Katira Cepeda, Business Manager: August 25, 2020
- **Building Resilience: Diversity & Inclusion: The Leadership Level**
 - Attended by Katira Cepeda, Business Manager: August 11, 2020
- **Building Resilience: The Imperative of Inclusion Part I and II**
 - Attended by Katira Cepeda, Business Manager: June 30 and July 14 2021

NCPM's staff completes an annual on-line anti-harassment and anti-bias training via the California Department of Fair Employment and Housing and the Corporation for Public Broadcasting, respectively.

- **Sexual Harassment and Prevention Training:** January 2021
- **Harassment and Bias Training:** September 2020

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#3 Participation in outreach efforts for employment opportunities

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, Indeed.com, and Current, utilizing the feature that forwards the job posting to sites for people with disabilities and diversity recruiting, providing a very wide distribution to all job postings.

#4 Participation in events with educational institutions relating to career opportunities in broadcasting

- **Sonoma State University Virtual Career Fair/Government & Nonprofit**
 - Attended by Katira Cepeda, Business Manager and Dianne Mahanes, Executive Assistant: April 6, 2021
- **Sonoma State University Virtual Career Fair**
 - Attended by Katira Cepeda, Business Manager and Dianne Mahanes, Executive Assistant: November 10, 2020
- **Santa Rosa Junior College Virtual Job & Internship Fair**
 - Attended by Katira Cepeda, Business Manager and Dianne Mahanes, Executive Assistant: September 29, 2020

#5 Participation in events with community organizations/groups interested in broadcast employment issues, including conventions, career days, workshops, and similar activities

- **Sonoma Pride Drive-Thru Parade at Graton Resort & Casino**
 - Attended by Darren LaShelle, President & CEO, and Tina Vierra, Events & Marketing Coordinator: June 5, 2021
- **Sonoma Pride Movie Night at SOMO Village**
 - Attended by Darren LaShelle, President & CEO, Cindy Hilke, Development Director, and Tina Vierra, Events & Marketing Coordinator: June 19, 2021
- **Sonoma Pride Concert**
 - Attended by Tina Vierra, Marketing & Events Coordinator and Rick Bacigalupi, Producer: June 26, 2021
- **Santa Rosa Rotary Club speaking engagement**
 - Attended by Darren LaShelle, President & CEO: March 24, 2021
- **Marietta College – I Pioneer Series**
 - Attended by Darren LaShelle, President & CEO: February 24, 2021
- **Oakmont Sunday Symposium virtual speaking engagement**
 - Attended by Darren LaShelle, President & CEO: January 31, 2021
- **2020 Tastemakers virtual interview**
 - Attended by Darren LaShelle, President & CEO: October 29, 2020

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#6 Participation in job fairs by station personnel who have substantial responsibility in the making of hiring decisions

- **Sonoma State University Virtual Career Fair/Government & Nonprofit**
 - Attended by Katira Cepeda, Business Manager and Dianne Mahanes, Executive Assistant: April 6, 2021
- **Public Media Career Fair**
 - Attended by Katira Cepeda, Business Manager: March 31, 2021
- **Sonoma State University Virtual Career Fair**
 - Attended by Katira Cepeda, Business Manager and Dianne Mahanes, Executive Assistant: November 10, 2020
- **Santa Rosa Junior College Virtual Job & Internship Fair**
 - Attended by Katira Cepeda, Business Manager and Dianne Mahanes, Executive Assistant: September 29, 2020

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