

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**

|                           |                                |
|---------------------------|--------------------------------|
| <b>Recruitment Source</b> | <b>Address/ Contact Person</b> |
|                           | <b>Telephone / Website</b>     |

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

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

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|   |  |
|---|--|
| <b>Bay Area Video Coalition (BAVC)</b>                | 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                                    |
|   | <a href="mailto:jobpostings@bavc.org">jobpostings@bavc.org</a>   |
|   | <a href="http://www.bavc.org">www.bavc.org</a>                   |
|   |  |
| <b>National Diversity Newspaper Job Bank</b>          | Morris Communications  |
|   | Corporate Human Resources  |
|   | P.O. Box 936   |
|   | Augusta, GA 30903  |
|   | 800-622-6358, ext. 3310  |
|   |  |
| <b>Public Media Business Assoc.</b>                   | NETA contact – Cynthia Dobek                                     |
|   | <a href="mailto:cdobek@netaonline.org">cdobek@netaonline.org</a> |
|   |  |
|   |  |
| <b>National Assoc. of Black Journalists</b>           | National Assoc. of Black Journalists                             |
|   | University of Maryland   |
|   | 8701-A Adelphi Road  |
|   | Adelphi, MD 20783  |
|   | 301-445-7100   |
|   |  |
|   | <a href="mailto:nabj@nabj.org">nabj@nabj.org</a>                 |
|   | <a href="http://www.nabj.org">www.nabj.org</a>                   |
|   |  |
| <b>Asian American Journalists Assoc. (AAJA)</b>       | Asian Amer. Journalists Assoc.                                   |
|   | 1182 Market Street   |
|   | San Francisco, CA 94102  |
|   | 415-346-2051   |
|   | Albert Lee   |
|   | <a href="mailto:AlbertL@aaaja.org">AlbertL@aaaja.org</a>         |
|   | <a href="mailto:post@aaaja.org">post@aaaja.org</a>               |
|   | <a href="http://www.aaaja.org">www.aaaja.org</a>                 |
|   |  |
| <b>National Assoc. of Hispanic Journalists (NAHJ)</b> | Nat. Assoc. of Hispanic Journalists                              |
|   | 1000 National Press Building                                     |
|   | Washington, D.C. 20045   |
|   | 202-662-7428   |
|   | Janeth Guillen   |
|   | <a href="mailto:jguillen@nahj.org">jguillen@nahj.org</a>         |
|   | <a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>           |
|   | <a href="http://www.nahj.org">www.nahj.org</a>                   |

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

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

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.)*