

**Equal Employment Opportunity  
Compliance Data: August 2006 – July 2007**

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)

**Part Time Vacancy**

*Radio Producer / Engineer*

filled September, 2006

Santa Rosa Press Democrat

KRCB Website

*\*\*KRCB Internal Referrals \*\**

Craig's List

Volunteer Center, Sonoma County

American Women in Radio & TV

Gaywork.com

NPR Website

TVJobs.com

Media Alliance

R.C. Maynard Institute

Bay Area Video Coalition

National Diversity Job Bank

National Assoc. of Black Journalists

National Assoc. of Hispanic Journalists

Becoming Independent

Goodwill Industries of the Redwood Empire

American Red Cross, Sonoma County Chapter

Caljobs / Employment Development Department

CAB – California Association of Broadcasters

**Full Time Vacancy**

Underwriting Representative

filled November, 2006

Santa Rosa Press Democrat

KRCB Website

KRCB Internal Referrals

*\*\*Craig's List \*\**

Volunteer Center, Sonoma County

American Women in Radio & TV

Gaywork.com

NPR Website

TVJobs.com

Media Alliance

R.C. Maynard Institute

Bay Area Video Coalition

National Diversity Job Bank

National Assoc. of Black Journalists

National Assoc. of Hispanic Journalists

Becoming Independent

Goodwill Industries of the Redwood Empire

American Red Cross, Sonoma County Chapter

Caljobs / Employment Development Department

CAB – California Association of Broadcasters

**Part Time Vacancy**

Radio FM – Afternoon Radio Board Operator

Filled September, 2006

Santa Rosa Press Democrat  
KRCB Website  
*\*\*KRCB Internal Referrals \*\**  
Craig's List  
Volunteer Center, Sonoma County  
American Women in Radio & TV  
Gaywork.com  
NPR Website  
TVJobs.com  
Media Alliance  
R.C. Maynard Institute  
Bay Area Video Coalition  
National Diversity Job Bank  
National Assoc. of Black Journalists  
National Assoc. of Hispanic Journalists  
Becoming Independent  
Goodwill Industries of the Redwood Empire  
American Red Cross, Sonoma County Chapter  
Caljobs / Employment Development Department  
CAB – California Association of Broadcasters

**Full Time Vacancy**

Broadcast Maintenance Engineer

filled March, 2007

Santa Rosa Press Democrat  
KRCB Website  
KRCB Internal Referrals  
*\*\*Craig's List \*\**  
Volunteer Center, Sonoma County  
American Women in Radio & TV  
Gaywork.com  
NPR Website  
TVJobs.com  
Media Alliance  
R.C. Maynard Institute  
Bay Area Video Coalition  
National Diversity Job Bank  
National Assoc. of Black Journalists  
National Assoc. of Hispanic Journalists  
Becoming Independent  
Goodwill Industries of the Redwood Empire  
American Red Cross, Sonoma County Chapter  
Caljobs / Employment Development Department  
CAB – California Association of Broadcasters

**Full Time Vacancy**

Volunteer and Outreach Coordinator

filled May, 2007

Santa Rosa Press Democrat  
KRCB Website  
*\*\*KRCB Internal Referrals \*\**  
Craig's List  
Volunteer Center, Sonoma County  
American Women in Radio & TV  
Gaywork.com  
NPR Website  
TVJobs.com  
Media Alliance  
R.C. Maynard Institute  
Bay Area Video Coalition  
National Diversity Job Bank  
National Assoc. of Black Journalists  
National Assoc. of Hispanic Journalists  
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Goodwill Industries of the Redwood Empire  
American Red Cross, Sonoma County Chapter  
Caljobs / Employment Development Department  
CAB – California Association of Broadcasters

**Part Time Vacancy**

Master Control Operator

filled April, 2007

Santa Rosa Press Democrat  
KRCB Website  
KRCB Internal Referrals  
*\*\*Craig's List \*\**  
Volunteer Center, Sonoma County  
American Women in Radio & TV  
Gaywork.com  
NPR Website  
TVJobs.com  
Media Alliance  
R.C. Maynard Institute  
Bay Area Video Coalition  
National Diversity Job Bank  
National Assoc. of Black Journalists  
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American Red Cross, Sonoma County Chapter  
Caljobs / Employment Development Department  
CAB – California Association of Broadcasters

**Part Time Vacancy**

*Administrative Assistant - Radio*

filled July, 2007

Santa Rosa Press Democrat  
KRCB Website  
**\*\*KRCB Internal Referrals \*\***  
Craig's List  
Volunteer Center, Sonoma County  
American Women in Radio & TV  
Gaywork.com  
NPR Website  
TVJobs.com  
Media Alliance  
R.C. Maynard Institute  
Bay Area Video Coalition  
National Diversity Job Bank  
National Assoc. of Black Journalists  
National Assoc. of Hispanic Journalists  
Becoming Independent  
Goodwill Industries of the Redwood Empire  
American Red Cross, Sonoma County Chapter  
Caljobs / Employment Development Department  
CAB – California Association of Broadcasters

**Part Time Vacancy**

*Administrative Assistant – Voice of Youth*

filled July, 2007

Santa Rosa Press Democrat  
KRCB Website  
**\*\*KRCB Internal Referrals \*\***  
Craig's List  
Volunteer Center, Sonoma County  
American Women in Radio & TV  
Gaywork.com  
NPR Website  
TVJobs.com  
Media Alliance  
R.C. Maynard Institute  
Bay Area Video Coalition  
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Becoming Independent  
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American Red Cross, Sonoma County Chapter  
Caljobs / Employment Development Department  
CAB – California Association of Broadcasters

**Part Time Vacancy**

*Web Design and Content Manager*  
unfilled, hiring on hold

Santa Rosa Press Democrat  
KRCB Website  
KRCB Internal Referrals  
Craig's List  
Volunteer Center, Sonoma County  
American Women in Radio & TV  
Gaywork.com  
NPR Website  
TVJobs.com  
Media Alliance  
R.C. Maynard Institute  
Bay Area Video Coalition  
National Diversity Job Bank  
National Assoc. of Black Journalists  
National Assoc. of Hispanic Journalists  
Becoming Independent  
Goodwill Industries of the Redwood Empire  
American Red Cross, Sonoma County Chapter  
Caljobs / Employment Development Department  
CAB – California Association of Broadcasters

## Contact Information for Recruitment Sources

Recruitment Source	Address/ Contact Person Telephone / Website
<b>Goodwill Industries of the Redwood Empire</b>  Community Partner	651 Yolanda Avenue Santa Rosa, CA 95404 707-523-0550 (x 281) Peggy Parlee <a href="mailto:pparlee@gire.org">pparlee@gire.org</a> <a href="http://www.gire.org">www.gire.org</a>
<b>American Red Cross Sonoma County Chapter</b>  Community Partner	5297 Aero Drive Santa Rosa, CA 95403 707-577-7600 fax - 707-543-8523 Sally Parks <a href="mailto:sparks@sonomacounty.redcross.org">sparks@sonomacounty.redcross.org</a> <a href="http://www.sonomacounty.redcross.org">www.sonomacounty.redcross.org</a>
<b>KRCB website / Internal referrals</b>	5850 Labath Avenue Rohnert Park, CA 94928 707-585-8522 Shafiq Spanos <a href="mailto:krcbjobs+@krcb.org">krcbjobs+@krcb.org</a> <a href="http://www.krcb.org/inside/jobs.html">www.krcb.org/inside/jobs.html</a>
<b>Santa Rosa Press Democrat</b>	427 Mendocino Avenue P.O. Box 569 Santa Rosa, CA 95402 707-526-8552 Marueen Levy <a href="mailto:mlevy@pressdemocrat.com">mlevy@pressdemocrat.com</a> <a href="http://www.pressdemocrat.com">www.pressdemocrat.com</a>
<b>Volunteer Center of Sonoma County</b>	153 Stony Circle, Suite 100 Santa Rosa, CA 95401 707-573-3399 Darlene Tamayo <a href="http://www.volunteernow.org">www.volunteernow.org</a>
<b>Craigslist</b>	1381 9th Avenue San Francisco, CA 94122 415-566-6394 Anette <a href="mailto:anette@craigslist.org">anette@craigslist.org</a> <a href="mailto:questions@craigslist.org">questions@craigslist.org</a> 415-566-6394 <a href="http://www.craigslist.com">www.craigslist.com</a>
<b>National Public Radio (NPR)</b>	635 Massachusetts Avenue, N.W. Washington, D.C. 20001 202-513-2731 Dana Gatewood <a href="mailto:dgatewood@npr.org">dgatewood@npr.org</a> <a href="mailto:stationjobops@npr.org">stationjobops@npr.org</a>

**American Women in Radio and TV**

8405 Greensboro Drive, Suite 800  
McLean, VA 22102  
703-506-3290  
Michelle Delarosa  
[mdelarosa@awrt.org](mailto:mdelarosa@awrt.org)  
[www.awrt.org](http://www.awrt.org)

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**gaywork.com**

7336 Santa Monica Blvd., Ste. 6L  
Los Angeles, CA 90046  
323-512-2922  
[info@gaywork.com](mailto:info@gaywork.com)  
[www.gaywork.com](http://www.gaywork.com)

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**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](mailto:admin@tvjobs.com)  
[www.tvjobs.com](http://www.tvjobs.com)

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**Media Alliance**

1904 Franklin Street, Suite 500  
Oakland, CA 94612  
510-832-9000  
Kristina Rizga  
[jobfile@media-alliance.org](mailto:jobfile@media-alliance.org)  
[www.media-alliance.org](http://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](mailto:rina@bavc.org)  
Krista Baur - [krista@bavc.org](mailto:krista@bavc.org)  
[jobpostings@bavc.org](mailto:jobpostings@bavc.org)  
[www.bavc.org](http://www.bavc.org)

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**Robert C. Maynard Institute  
for Journalism Education**

409 Thirteenth Street, 9th Floor  
Oakland, CA 94612  
510-891-9202  
Steven Chin  
[schin@maynardije.org](mailto:schin@maynardije.org)  
[www.maynardije.org](http://www.maynardije.org)

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**National Diversity Newspaper Job Bank**

Morris Communications  
Corporate Human Resources  
P.O. Box 936  
Augusta, GA 30903  
800-622-6358, ext. 3310

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**National Assoc. of Black Journalists**

[www.newsjobs.com](http://www.newsjobs.com)  
National Assoc. of Black Journalists  
University of Maryland  
8701-A Adelphi Road  
Adelphi, MD 20783  
301-445-7100  
[nabj@nabj.org](mailto:nabj@nabj.org)  
[www.nabj.org](http://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@aaja.org](mailto:AlbertL@aaja.org)  
[post@aaja.org](mailto:post@aaja.org)  
[www.aaja.org](http://www.aaja.org)

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**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](mailto:jguillen@nahj.org)  
[jobbank@nahj.org](mailto:jobbank@nahj.org)  
[www.nahj.org](http://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](mailto:lplayer@cabroadcasters.org)  
[www.cabroadcasters.org](http://www.cabroadcasters.org)

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**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](mailto:sjohnson@deiworksite.org)  
[www.deiworksite.org](http://www.deiworksite.org)

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**Opportunity Knocks**

50 Hurt Plaza, Suite 845  
Atlanta, GA 30303  
888-OKNOCKS  
678-916-3070  
404-521-0487  
[support@opportunityknocks.org](mailto:support@opportunityknocks.org)

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**Becoming Independent**

1425 Corporate Center Parkway  
Santa Rosa, CA 95407  
707-524-6600  
707-527-1206  
Susan Heskette  
[sheskette@becomingindependent.org](mailto:sheskette@becomingindependent.org)  
[www.becomingindependent.org](http://www.becomingindependent.org)

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**EDD / Caljobs**

State of California  
606 Healdsburg Avenue  
Santa Rosa, CA 95401  
707-576-2360 - Sonoma County  
Pauline Fong  
[pfong2@edd.ca.gov](mailto:pfong2@edd.ca.gov)  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov)

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

Interviews for Radio Producer – 3	Successful hire from Craigslist.
Interviews for Underwriting Rep. – 7	Successful hire from Internal Referral.
Interviews for Radio Board Operator – 9	Successful hire from Internal Referral.
Interviews for Broadcast Maintenance Eng. – 5	Successful hire from Internal Referral.
Interviews for Volunteer, and Outreach Coordinator – 3	Successful hire from Internal Referral
Interviews for Master Control Operator – 12	Successful hire from Craigslist.
Interviews for Administrative Assistant Radio – 18	Successful hire from internal referral.
Interviews for Administrative Assistant – Voice of Youth – 18	Successful hire from internal referral.

Total number of interviews 57.

Total interviewees from:

- Internal Referrals - 8
- KRCB Website - 18
- Santa Rosa Press Democrat - 8
- Volunteer Center, Sonoma County - 1
- Craigslist – 21
- CBA - 1
- All others - 0

Total number of hires from:

- Internal Referrals – 6
- Craigslist – 2
- All others - 0

All responses to job postings are sent to an e-mail address, [krcbjobs+@krcb.org](mailto:krcbjobs+@krcb.org), on our website. 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)

Initiative undertaken:

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

- Sonoma State University

The *Voice of Youth* radio program has been very successful in training high school students in preparing and producing radio programs. KRCB airs these programs weekly. A majority of the students involved in the program are minorities. At least half a dozen of the students have been hired by the station to work in this training program. KRCB holds regular and frequent outreach meetings at county high schools to recruit young people. High schools include:

- Airway High School
- Piner High School
- MacBride High School
- Roseland University Prep
- Elsie Allen High School
- Casa Grande High School
- Analy High School

In addition, KRCB deals with a program called Experience Works for training and placing older workers who are in need of jobs and lack skills to be competitive in the job market. KRCB has, in fact, hired several part-time workers through these programs.

#2 All management personnel have been schooled and counseled in methods which will ensure equal employment opportunity and prevent discrimination.

#3 KRCB lists each upper-level category opening with media trade groups whose membership includes substantial participation of women and minorities, e.g. American Women in Radio & TV, [www.gaywork.com](http://www.gaywork.com), National Association of Hispanic Journalists.

#4 KRCB participates in job fairs, intern fairs and classroom presentations with Sonoma State University as well as Santa Rosa Junior College and many area high schools.

#5 KRCB regularly provides tours of the stations for local groups. These tours include information about possible future employment. In this year there have been 4 tours for cub scout troops and a group from the Healdsburg High School Media Program (~40 students).

#6 Other outreach events include:

- Sonoma County Task Force on the Homeless
- Sonoma County Jewish Film Series
- Wine Library Associates
- Santa Rosa Parks and Recreation Department events
- Wild Iris Folk Festival
- Sonoma County Book Festival
- The Hitchhikers Cabaret Cauldron
- Sebastopol Celtic Festival
- Infineon Classic Cars
- Gravenstein Apple Fair
- Farmers' Markets in Healdsburg, Santa Rosa, Sebastopol
- Harmony Festival
- Bioneers Conferences
- Amy Goodman in Conversation at the Marin JCC
- Community Conversation with high school students
- Revolutionary Tea Party