

# Equal Employment Opportunity Compliance Data: August 2005 – July 2006

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**

*Traffic Manager* - filled November, 2005

## **Recruitment Sources (for address see attached listings)**

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

Asian American Journalist's Assoc.

National Assoc. of Black Journalists

National Assoc. of Hispanic Journalists

## **Full Time Vacancy**

*Volunteer Coordinator* - filled December, 2005

## **Recruitment Sources (for address see attached listings)**

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

Asian American Journalist's Assoc.

National Assoc. of Black Journalists

National Assoc. of Hispanic Journalists

## **Part Time Vacancy**

*Radio Engineer* - filled December, 2005

## **Recruitment Sources (for address see attached listings)**

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  
Asian American Journalist's Assoc.  
National Assoc. of Black Journalists  
National Assoc. of Hispanic Journalists

**Full Time Vacancy**

*TV Producer* - filled March, 2006

**Recruitment Sources (for address see attached listings)**

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

**Full Time Vacancy**

Membership Manager - filled July, 2006

**Recruitment Sources (for address see attached listings)**

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

**Part Time Vacancy**

*Auction Administrative Assistant* - filled July, 2006

**Recruitment Sources (for address see attached listings)**

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

### **Part Time Vacancy**

*Volunteer, Outreach, and Event Coordinator* - filled July, 2006

### **Recruitment Sources**

*KRCB Internal Referral* \*\*

## ***Contact Information for Recruitment Sources***

Recruitment Source	Address/ Contact Person Telephone / Website
Goodwill Industries of the Redwood Empire  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>
American Red Cross So. Co. Chapter  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>
KRCB website	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>
Santa Rosa Press Democrat	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>

Volunteer Center of Sonoma County	153 Stony Circle, Suite 100 Santa Rosa, CA 95401 707-573-3399 Darlene Tamayo <a href="http://www.volunteernow.org">www.volunteernow.org</a>
Craigslist	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>
National Public Radio (NPR)	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 <a href="mailto:mdelarosa@awrt.org">mdelarosa@awrt.org</a> <a href="http://www.awrt.org">www.awrt.org</a>
gaywork.com	7336 Santa Monica Blvd., Ste. 6L Los Angeles, CA 90046 323-512-2922  <a href="mailto:info@gaywork.com">info@gaywork.com</a> <a href="http://www.gaywork.com">www.gaywork.com</a>
TVjobs.com	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>
Media Alliance	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>
Bay Area Video Coalition (BAVC)	2727 Mariposa Street, 2nd Floor San Francisco, CA 94110 415-558-2152 415-861-3282 Rina Ayuyang - <a href="mailto:rina@bavc.org">rina@bavc.org</a> Krista Baur - <a href="mailto:krista@bavc.org">krista@bavc.org</a> <a href="mailto:jobpostings@bavc.org">jobpostings@bavc.org</a> <a href="http://www.bavc.org">www.bavc.org</a>

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)

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](http://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](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)

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)

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)

Center for Volunteer and Non-profit  
Leadership Marin  
Center for Leadership Marin  
555 Northgate Drive  
San Rafael, CA 94903  
(415) 479-5710  
Rafael Rivero  
[rrivero@cvnf.org](mailto:rrivero@cvnf.org)  
[www.centerforleadershipmarin.org](http://www.centerforleadershipmarin.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](mailto:sjohnson@deiworksite.org)  
[www.deiworksite.org](http://www.deiworksite.org)

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)

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

Interviews for Traffic Manager – 13      Successful hire from internal referral.  
Interviews for Volunteer Coordinator – 3      Successful hire from Internal Referral - volunteer  
Interviews for Radio Engineer – 4      Successful hire from Craigslist.  
Interviews for TV Producer – 16      Successful hire from Internal Referral.  
Interviews for Membership Manager - 5      Successful hire from Craigslist.  
Interviews for Auction Administrative Assistant – 2

Successful hire from Volunteer Center  
Interviews for Volunteer, Outreach, and Event Coordinator – 1

Successful hire from Internal Referral

Total number of interviews 44.

Total interviewees from:

- Internal Referrals - 6
- KRCB Website - 10
- Santa Rosa Press Democrat - 4
- Volunteer Center, Sonoma County - 1
- Craigslist – 26
- All others - 0

Total number of hires from:

- Internal Referrals – 4
- Craigslist – 2
- Volunteer Center, Sonoma County – 1
- 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 has successfully attracted a wide range of interns and volunteers. These include:

- Santa Rosa Junior College
- 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 at AARP 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 7 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
- Cotati Accordion Festival
- Breaking the Silence Outreach Events
- Infineon Classic Cars