

Equal Employment Opportunity  
Compliance Data: August 2023 – July 2024  
KRCB TV/ KRCB FM/ KRCG 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 used by interviewees (in parentheses) source from which interviewee was hired, indicated by \*\* (iii) sources in bold (iii)

**Full Time Vacancies**

Producer/Videographer/Editor (2 positions)

Filled August 8, 2023

**Total # of interviewees – 16**

Filled November 17, 2023

**Source and # of interviewees from each source:**

Community Voice Newspaper

CPB

Glassdoor

Greater Public

**Handshake (2)**

**Indeed \*\* (13)**

Los Cien

**NCPM Website\*\* (1)**

**Part Time Vacancy**

HR and Business Assistant

Filled March 18, 2023

**Total # of interviewees – 3**

**Source and # of interviewees from each source:**

Glass Door

**Indeed\*\* (3)**

Los Cien

NCPM Website

**Full Time Vacancy**

Director of Technology & Engineering

Filled April 29, 2024

**Total # of interviewees – 3**

**Source and # of interviewees from each source:**

California Broadcasters Association

CalJobs

CPB

Craigslist

**Current (2)**

Engineering & Science Career Network

Greater Public

**Indeed\*\* (1)**

Job Leads

Los Cien

NAB National Association of Broadcasters

National Federation of Community Broadcasters

National Labor Exchange

National Society of Professional Engineers

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Pink Jobs  
Silicon Valley Council for Non-Profits  
Society of Broadcast Engineers  
Society of Hispanic Professional Engineers  
Society of Women Engineers  
Southern California Broadcasters Association  
TVandradijobs.com  
Women in Engineering ProActive Network

**Full Time Vacancies**

Engineer/IT (2 positions) Filled June 13, 2024 and Filled July 1, 2024

**Total # of interviewees – 7**

**Source and # of interviewees from each source:**

AfricanAmericanJobSite.com  
California Broadcasters Association  
CPB  
Current.org  
Diversity-Job.com  
DiversityWorking.com  
Glassdoor  
Greater Public  
**Indeed\*\* (7)**  
Jobs4Women.net  
Latpro.com  
LGBTJobSite.com  
NCPM Website

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<b>Contact Information for Recruitment Sources</b>	
Recruitment Source Website	Address/ Contact Person/ Telephone /
<b>Asian American Journalists Assoc.</b>	1182 Market Street
	San Francisco, CA 94102
	415-346-2051
	Albert Lee
	<a href="mailto:AlbertL@aaaja.org">AlbertL@aaaja.org</a>
	<a href="http://www.aaaja.org">www.aaaja.org</a>
<b>Association of LGBTQ Journalist (NLGJA)</b>	<a href="https://www.nlgja.org/">https://www.nlgja.org/</a>
<b>Bay Area Video Coalition (BAVC)</b>	2727 Mariposa Street, 2 <sup>nd</sup> 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>
<b>Berkeley School of Journalism</b>	121 North Gate Hall
	Berkeley, CA 94708
	Betsy Rate
	<a href="mailto:betsyrate@berkeley.edu">betsyrate@berkeley.edu</a>
<b>California Broadcasters Association</b>	915 L St #1150
	Sacramento, CA 95814
	916-444-2237
	Joe Berry
	<a href="mailto:jberry@yourcba.com">jberry@yourcba.com</a>
	<a href="http://yourcba.com/post-a-job">yourcba.com/post-a-job</a>
<b>Caljobs/EDD</b>	<a href="http://www.caljobs.ca.gov">www.caljobs.ca.gov</a>
<b>College Central Network</b>	<a href="https://www.collegecentral.com/caccjobs/">https://www.collegecentral.com/caccjobs/</a>
<b>Community Voice Newspaper</b>	Yatin Shah
	707-919-0892
	<a href="mailto:ads@thecommunityvoice.com">ads@thecommunityvoice.com</a>
	<a href="http://www.thecommunityvoice.com">www.thecommunityvoice.com</a>
<b>CPB (NPR &amp; PBS)</b>	635 Massachusetts Ave., NW
	Washington, DC 20001
	202-513-2731

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	<a href="http://www.cpb.org">www.cpb.org</a>
<b>Craigslist</b>	1381 9 <sup>th</sup> Avenue
	San Francisco, CA
	415-566-6394
	<a href="mailto:questions@craigslist.org">questions@craigslist.org</a>
<b>Creative Sonoma</b>	<a href="https://www.creativesonoma.org/#">https://www.creativesonoma.org/#</a>
<b>Current.Org</b>	<a href="https://jobs.current.org/">https://jobs.current.org/</a>
	<a href="mailto:publicmediajobs@current.org">publicmediajobs@current.org</a>
	Amanda Iannuzzi Account Manager, Classified Ads, Publicmediajobs.org
AfricanAmericanJobSite.com*	412-780-9014 and YM Careers job posting
Diversity-Job.com*	
DiversityWorking.com*	
Jobs4Women.net*	
Latpro.com*	
LGBTJobSite.com*	
<b>Engineering &amp; Science Career Network</b>	<a href="https://www.escnnetwork.org/">https://www.escnnetwork.org/</a> 888-491-8833
<b>Facebook</b>	<a href="http://www.facebook.com">www.facebook.com</a>
<b>Foundation List</b>	<a href="http://www.foundationlist.org">www.foundationlist.org</a>
<b>Glassdoor</b>	<a href="http://www.glassdoor.com">www.glassdoor.com</a>
<b>Greater Public</b>	P.O. Box 303279
	Austin Texas, 78703
	Leah Manners
	612-548-3374
	<a href="mailto:greaterpublic@greaterpublic.org">greaterpublic@greaterpublic.org</a>
	<a href="http://www.greaterpublic.org">www.greaterpublic.org</a>
<b>Handshake Sonoma State University</b>	<a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a>
<b>Handshake Santa Rosa Junior College</b>	<a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a>
<b>Idealist</b>	<a href="http://www.idealist.org">www.idealist.org</a>

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<b>Indeed &amp; Glassdoor</b>	<a href="http://www.indeed.com">www.indeed.com</a>
<b>Job Leads</b>	<a href="https://www.jobleads.com/">https://www.jobleads.com/</a>
<b>Journalism Jobs</b>	<a href="https://www.journalismjobs.com/">https://www.journalismjobs.com/</a>
<b>LinkedIn</b>	<a href="http://www.linkedin.com">www.linkedin.com</a>
<b>Los Cien</b>	975 Corporate Center Parkway, Ste. 160 Santa Rosa, CA 95407
	<a href="mailto:careers@loskien.org">careers@loskien.org</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>
<b>myPBS</b>	<a href="https://mypbs.org">https://mypbs.org</a>
<b>National Assoc. of Black Journalists</b>	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>National Assoc. of Broadcasters</b>	<a href="https://nab.org/">https://nab.org/</a>
	1 M Street SE Washington, DC 20003
	<b>Email:</b> <a href="mailto:nab@nab.org">nab@nab.org</a> 202 429 5300
<b>National Assoc. of Hispanic Journalists</b>	
	1000 National Press Building
	Washington, D.C. 20045
	Eric Wee
	626-792-3847
	<a href="mailto:eric@journalismnext.com">eric@journalismnext.com</a>
<b>National Diversity Newspaper Job Bank</b>	P.O. Box 936

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	Augusta, GA 30903
	800-622-6358, ext. 3310
<b>National Federation of Community Broadcasters</b>	Gretchen Aston-Puckett
	<a href="mailto:gretchen@nfcfb.org">gretchen@nfcfb.org</a>
	<a href="https://nfcfb.org/community-radio-jobs/#form">https://nfcfb.org/community-radio-jobs/#form</a>
<b>National Labor Exchange</b>	<a href="https://usnlx.com/">https://usnlx.com/</a>
<b>National Society of Professional Engineers</b>	<a href="https://www.nspe.org">https://www.nspe.org</a> 1420 King St., Alexandria, VA 22314   888-285-NSPE 1420 King St., Alexandria, VA 22314   888-285-NSPE
<b>NCPM website / Internal referrals</b>	5850 Labath Avenue
	Rohnert Park, CA 94928
	707-584-2003
	Karen Murphy
	<a href="mailto:Karen_Murphy@norcalpublicmedia.org">Karen_Murphy@norcalpublicmedia.org</a>
	<a href="http://www.norcalpublicmedia.org/employment">www.norcalpublicmedia.org/employment</a>
<b>Pink Jobs</b>	<a href="http://www.pink-jobs.com">www.pink-jobs.com</a>
<b>Public Media Business Association</b>	NETA contact – Cynthia Dobek
	<a href="mailto:cdobek@netaonline.org">cdobek@netaonline.org</a>
<b>Radio Online</b>	<a href="https://menu.radio-online.com/content/frontpage">https://menu.radio-online.com/content/frontpage</a>
<b>Silicon Valley Council of Nonprofits</b>	<a href="http://www.svcn.org">www.svcn.org</a>
<b>Society of Broadcast Engineers (SBE)</b>	<a href="http://www.sbe.org">www.sbe.org</a> 1.312.596.5223 • <a href="mailto:hq@swe.org">hq@swe.org</a> 1.312.596.5223 • <a href="mailto:hq@swe.org">hq@swe.org</a>
<b>Society of Hispanic Professional Engineers</b>	<a href="https://shpe.org/">https://shpe.org/</a> 13181 Crossroads Parkway North, Suite 220 City of Industry, CA 91746 13181 Crossroads Parkway North, Suite 220 City of Industry, CA 91746 tel. 323.725.3970
<b>Society of Women Engineers</b>	<a href="https://swe.org/">https://swe.org/</a>
<b>Sonoma County Employment &amp; Development</b>	2227 Capricorn Way, Suite #100 Santa Rosa, CA 95407 Manuel Benitez
	707-565-5649

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	<a href="mailto:mbenitez@schsd.org">mbenitez@schsd.org</a>
<b>Southern CA Broadcasters Assoc.</b>	<a href="https://scba.com/">https://scba.com/</a>
<b>Sonoma West Times Newspaper</b>	<a href="https://www.soconews.org/#/">https://www.soconews.org/#/</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>Women in Engineering Proactive Network</b>	<a href="https://www.wepan.org">https://www.wepan.org</a>
	720.943.4587
	<a href="mailto:info@wepan.org">info@wepan.org</a>
	Washington, D.C.
<b>West Coast Media</b>	Mallory Carra
	<a href="mailto:westcoastmediajobs@substack.com">westcoastmediajobs@substack.com</a>
	<a href="https://www.westcoastmediajobs.com/">https://www.westcoastmediajobs.com/</a>
<b>ZipRecruiter</b>	<a href="https://www.ziprecruiter.com/">https://www.ziprecruiter.com/</a>

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

**No job postings or new hires were made by KRCB FM/KRCG FM during this time period.**

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

Initiatives undertaken:

**#1. Outreach and Intern Program**

NorCal participated in outreach efforts to local high schools, colleges, and universities to promote the Pat Geis Public Media Internship Program. The internship has successfully attracted a wide range of interns from schools throughout Sonoma County, the South Bay, and across the nation. Occasionally, internships have led to part-time and full-time hires.

Partial listing of schools:

- Abbey Road Institute, London
- Amherst College, Amherst, MA
- Diablo Valley College, Pleasant Hill and San Ramon
- Leland High School, San Jose
- Mission San Jose High School, San Jose
- San Francisco State University, San Francisco
- Santa Rosa Junior College, Santa Rosa
- Sonoma State University, Rohnert Park
- Syracuse University, Syracuse
- Tamalpais High School, Mill Valley
- UC Berkeley Graduate School of Journalism, Berkeley

Internship Supervisors:

- Social Media Interns: Kelly Olsen, Digital Content Manager
- Media Production Interns: Hannah Lee, Producer
- News Reporting Interns: Greta Mart, News Director
- Radio Interns: Kathryn Nelson, Radio Manager

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

All management personnel have been trained and counseled in methods which will ensure equal employment opportunity, equitable compensation, and discrimination prevention. Appropriate information on preventing and reporting discrimination is prominently posted. It is also included in the Employee Handbook which is updated each year and reviewed with each new hire.

- NETA Leadership Master Training Academy, Peer Executive Leadership
  - Attended by Darren LaShelle, President & CEO, Fall 2023-2024
- NETA Leadership Master Training Academy, One-on-One Leadership Coaching
  - Attended by Darren LaShelle, President & CEO, 2023-2024
- NETA Leadership Master Training Academy, One-on-One Leadership Coaching
  - Attended by Amy Boyd, COO August-Oct. 2023



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- Greater Public, Public Radio and DEI in the Next Decade
  - Attended by Amy Boyd, COO, Sept. 8, 2023
- Yale Online, Connected Leadership
  - Attended by Amy Boyd, COO, Fall 2023
- NAB, Retooling your Recruiting Strategy
  - Attended by Amy Boyd, COO, Feb. 1, 2024
- NAB, Diversity Speaks: Managing Multigeneration Workforce
  - Attended by Amy Boyd, COO, Feb. 7, 2024
- NETA Leadership Master Training Academy, Emerging Leaders Cohort Training
  - Attended by Amy Boyd, COO July 2024-
- A New Kind of Diversity: Generational Diversity
  - Attended by Sally Wicks, TV Program Manager, Nov. 27, 2023
- Accelerating Leadership Academy, NETA
  - Attended by Kathryn Nelson, Radio Manager, May-June 2024
- Next Level Leadership, NETA
  - Attended by Sally Wicks, TV Program Manager, Aug.2023 – Jan. 2024

NorCal's staff completes an annual online anti-harassment and anti-bias training via the Corporation for Public Broadcasting, and an every 2-year online harassment prevention training via the California Department of Fair Employment and Housing:

- California State Sexual Harassment Prevention Training: Fall 2023
- CPB Anti-Harassment and Bias Training: Fall 2023

**#3. Training programs designed to enable station personnel to develop skills to improve professional knowledge**

- NETA Annual Conference
  - Attended by Darren LaShelle, President & CEO, Kelly Olsen, Digital Content Manager, Sept. 10-14, 2023
- Public Media Learns - PBS Standards & Practices
  - Attended by Rick Bacigalupi, TV Producer, completed Jan. 26, 2024
- 2024 PBS Annual Conference
  - Attended by Darren LaShelle, President & CEO, Amy Boyd, COO, Kelly Olsen, Digital Content Manager, Charles Loi, TV Producer, Hannah Lee, TV Producer, Michael Field, TV Traffic Coordinator, May 13 – 15, 2024
- Greater Public, Audience Development Summit
  - Attended by Amy Boyd COO, Kelly Olsen, Digital Content Manager, Kathryn Nelson, Radio Manager, Sally Wicks, TV Program Manager, Tina Vierra, Events & Marketing, Alex Cantin, Membership Coordinator, Paul Swensen, TV Exec. Producer, Feb. 6-7, 2024
- The NPR App: To Unification & Beyond (NPR)
  - Attended by Kelly Olsen, Digital Content Manager, Nov. 14th, 2023
- AI's Effect on Search and Your Website Availability, AP
  - Attended by Kelly Olsen, Digital Content Manager, Nov. 14th, 2023
- Podcast Marketing 101 & The Podcast Network, NPR
  - Attended by Kelly Olsen, Digital Content Manager, Feb. 6th, 2024

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- Successful Google Search Campaigns for Membership and Marketing
  - Greater Public, attended by Kelly Olsen, Digital Content Manager, March 28, 2024
- How to Maximize Giving NOW, PBS
  - Attended by Kelly Olsen, Digital Content Manager June 10th, 2024
- PBS: Digital Fundraising for Public Media
  - Attended by Sally Wicks, TV Program Manager, June 2024
- Public Media Journalists Association Conference
  - Attended by Greta Mart, News Director and Noah Abrams, Multimedia Reporter, June 5 - 7, 2024
- Disability Reframed: In Media – “Not About Us, Without Us, Current.org
  - Attended by Greta Mart, News Director, June 27, 2024
- Building a More Inclusive Newsroom Culture: Working Past Our Differences, IRE
  - Attended by Greta Mart, News Director, April 4, 2024

**#4. Participation in events with local and educational institutions relating to career opportunities in broadcasting**

- CreaTV, San Jose, DocuMentorMe Workshop series
  - Attended and led by Rick Bacigalupi, TV Producer, Sept.- Dec. 2023.
- Sonoma State University Student Tour at Northern California Public Media
  - Hosted by Darren LaShelle, President & CEO, Paul Swensen, Executive Producer, Hannah Lee, TV Producer, Amy Boyd, COO, April 22, 2024
- Sheppard Elementary's Career Day for Children
  - Attended by Noah Abrams, Multimedia Reporter, Hannah Lee, TV Producer & Kelly Olsen, Digital Content Manager, April 18, 2024
- Engaging Youth in your Election 2024 Coverage, PBS NewsHour Student Reporting Labs
  - Attended by Greta Mart, News Director, May 1, 2024
- Developing Public Media/University Partnerships, hosted by the Center for Community News
  - Attended by Greta Mart, News Director, May 2, 2024
- CreaTV and Open San Jose, San Jose, Summer Documentary Institute
  - Attended by Rick Bacigalupi, TV Producer, July 2024

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

- Sonoma State University Part-time Job, Internship and Service Fair
  - Attended by Kelly Olsen, Digital Content Manager and Katira Bertling, Human Resources Manager, Aug. 30, 2023
- San Francisco State University Climate Justice Jobs Mixer
  - Speaker and Attendee, Hannah Lee, TV Producer: April 23, 2024

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**#6. Participation in events with community organizations/groups designed to further the goal of presenting broadcasting employment opportunities to people that might otherwise be unaware of such opportunities**

- One Small Step Initiative, Story Corps, Radio Station Hubs Partner
  - Attended and led by Kathryn Nelson, Radio Manager, Aug – Dec. 2023
- Los Cien Latino Cultural Experience,
  - Attended by Tina Vierra, Marketing & Events Coordinator and Kelly Olsen, Digital Content Manager, Aug 25, 2023
- Gravenstein Apple Fair, Sebastopol
  - Attended by Kelly Olsen, Digital Content Manager Aug. 12-13, 2023
- Live at Julliard Park, Santa Rosa
  - Attended by Tina Vierra, Events & Marketing Coordinator: Aug. 6,13, 2023
- Flag in the Map, Charting Rainbow Flag Stories, Napa
  - Attended by Darren LaShelle, President & CEO, Paul Swensen, Exec. TV Producer, Oct. 6, 2023
- Open San Jose Travel Event, San Jose
  - Attended by Darren LaShelle, President & CEO, Tina Vierra: Oct. 8, 2023
- Raising Liberty Square: Indie Lens Screening, Santa Rosa Main Library
  - Attended by Tina Vierra, Events & Marketing, Jan. 21, 2024
- Trust & Democracy featuring NPR's Ayesha Rascoe, SRJC
  - Attended by Bridgette Hutchinson, Project Assistant, Amy Boyd, COO, Darren LaShelle, President & CEO, Paul Swensen, Exec. TV Producer, March 13, 2024
- Santa Rosa Earth Day, Courthouse Square
  - Attended by Kathryn Nelson, Radio Manager, Alexandra Cantin, Membership Administrator, Tina Vierra, Marketing & Events Coordinator: April 20, 2024
- Fire and Earthquake Safety Expo, Cloverdale
  - Attended by Mark Prell, Radio Host and Greta Mart, News Director: May 19, 2024
- Sonoma Pride Festival, Downtown Santa Rosa
  - Attended by Tina Vierra, Marketing & Events Coordinator, Mark Prell, Radio Host, and Kathryn Nelson, Radio Manager: June 1, 2024
- Sonoma County Juneteenth Celebration, Santa Rosa
  - Attended by Kathryn Nelson, Radio Manager: June 15, 2024
- Northern California Public Media Food & Wine Awards, Santa Rosa
  - Attended by Darren LaShelle, President & CEO, Amy Boyd, COO, Tina Vierra, Events & Marketing, Kelly Olsen, Digital Content Manager, Paul Swensen, Exec. TV Producer, March 30, 2024
- Rivertown Revival, Petaluma
  - Attended by Brian Griffith, Radio Host, and Tina Vierra, Events & Marketing Coordinator: July 19 – 20, 2024
- Petaluma Music Festival, Petaluma
  - Attended by Brian Griffith, Radio Host, July 27, 2024
- Family Day, PBS Kids, Green Music Center, Sonoma State Univ. Rohnert Park
  - Attended by Darren LaShelle, President & CEO, Kelly Olsen, Digital Content Manager, Tina Vierra, Events & Marketing, April 6, 2024