

Equal Employment Opportunity  
Compliance Data: August 2021 – July 2022  
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 from which interviewee was hired (indicated by italics and \*\*) (iii)

**Full Time Vacancy**

Membership Services Administrator

Filled August 2, 2021

**Total # of interviewees – 5**

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

CPB

Craigslist

Creative Sonoma

Indeed – 3

LinkedIn – 1

*NCPM Website\*\** – 1

Sonoma County Employment & Development

Sonoma West Times Newspaper

**Full Time Vacancy**

Producer/Videographer/Editor

Filled August 30, 2021

**Total # of interviewees – 3**

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

Bay Area Video Coalition – 1

CPB

Craigslist

Current

FaceBook

Indeed

LinkedIn

*NCPM Website\*\** – 2

Santa Rosa Junior College

Sonoma West Times Newspaper

**Full Time Vacancy**

Broadcast Engineer & IT Technician

Filled October 11, 2021

**Total # of interviewees – 3**

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

California Broadcasters Association

CPB

Craigslist – 2

Indeed

LinkedIn

myPBS

*NCPM Internal Referrals\*\** – 1

NCPM Website

Sonoma West Times Newspaper

Equal Employment Opportunity  
Compliance Data: August 2021 – July 2022  
KRCB TV/ KRCB FM/ KRCG FM/ KPJK TV

**Full Time Vacancy**

Audio Journalist/Multimedia Reporter

Filled January 9, 2022

**Total # of interviewees – 5**

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

Berkeley School of Journalism  
CPB  
Craigslist  
Current  
Indeed – 2  
Journalismjobs.com  
LinkedIn  
National Association of Black Journalists  
National Association of Hispanic Journalists  
NCPM Internal Referrals – 1  
*NCPM Website\*\** – 2  
Sonoma West Times Newspaper  
Silicon Valley Council of Nonprofits

**Full Time Vacancy**

Promotions/Producer/Editor

Filled January 24, 2022

**Total # of interviewees – 7**

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

Bay Area Video Coalition  
CPB  
Craigslist – 1  
Current  
Greater Public  
Idealist  
Indeed – 3  
LinkedIn – 1  
*NCPM Website\*\** – 2  
Santa Rosa Junior College  
Sonoma West Times Newspaper  
Sonoma State University  
Silicon Valley Council of Nonprofits

**Full Time Vacancy**

TV Programming Assistant

Filled March 23, 2022

**Total # of interviewees – 4**

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

CPB  
Craigslist – 1  
Greater Public  
*Indeed\*\** – 1  
LinkedIn – 1  
NCPM Website – 1  
Santa Rosa Junior College  
Sonoma State University  
Sonoma West Times Newspaper

Equal Employment Opportunity  
Compliance Data: August 2021 – July 2022  
KRCB TV/ KRCB FM/ KRCG FM/ KPJK TV

**Full Time Vacancy**

Producer/Videographer/Editor

Filled April 27, 2022

**Total # of interviewees – 4**

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

*Bay Area Video Coalition\*\* – 1*

CPB

Craigslist – 1

Greater Public

Indeed

LinkedIn – 1

NCPM Website – 1

Sonoma West Times Newspaper

**Full Time Vacancy**

TV Program Manager

Filled June 20, 2022

**Total # of interviewees – 1**

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

Association of LGBTQ Journalist

CPB

Craigslist

Current

Greater Public

Indeed.com

LinkedIn

*NCPM Internal Referrals\*\* – 1*

NCPM Website

Silicon Valley Council of Nonprofits

Sonoma West Times Newspaper

Tvjobs.com

Equal Employment Opportunity  
Compliance Data: August 2021 – July 2022  
KRCB TV/ KRCB FM/ KRCG FM/ KPJK TV

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

<b>Recruitment Source</b>	<b>Address/ Contact Person Telephone / Website</b>
<b>Association of LGBTQ Journalist</b>	<a href="https://www.nlgja.org/">https://www.nlgja.org/</a>
<b>Creative Sonoma</b>	<a href="https://www.creativesonoma.org/#">https://www.creativesonoma.org/#</a>
<b>Sonoma County Employment &amp; Development</b>	2227 Capricorn Way, Suite #100
	Santa Rosa, CA 95407
	Manuel Benitez
	707-565-5649
	<a href="mailto:mbenitez@schsd.org">mbenitez@schsd.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>NCPM website / Internal referrals</b>	5850 Labath Avenue
	Rohnert Park, CA 94928
	707-585-8522
	Katira Bertling
	<a href="http://www.norcalpublicmedia.org/employment">www.norcalpublicmedia.org/employment</a>
<b>Santa Rosa Press Democrat</b>	427 Mendocino Avenue
	P.O. Box 569
	Santa Rosa, CA 95402
	707-526-8553
	Sandy Morales
	<a href="mailto:sandy.morales@pressdemocrat.com">sandy.morales@pressdemocrat.com</a>
	<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
	Washington, DC 20001
	202-513-2731
	<a href="http://www.cpb.org">www.cpb.org</a>

Equal Employment Opportunity  
Compliance Data: August 2021 – July 2022  
KRCB TV/ KRCB FM/ KRCG FM/ KPJK TV

<b>Craigslist</b>	1381 9 <sup>th</sup> Avenue
	San Francisco, CA 84122
	415-566-6394
	questions@craigslist.org
<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>LinkedIn</b>	<a href="https://www.linkedin.com">Linkedin.com</a>
<b>myPBS</b>	<a href="https://mypbs.org">https://mypbs.org</a>
<b>Handshake (Sonoma State University)</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>Handshake (Santa Rosa Junior College)</b>	<a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a>
<b>FaceBook</b>	<a href="https://www.facebook.com">www.facebook.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>

Equal Employment Opportunity  
Compliance Data: August 2021 – July 2022  
KRCB TV/ KRCB FM/ KRCG FM/ KPJK TV

<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 Association</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>Journalismjobs.com</b>	<a href="https://www.journalismjobs.com/">https://www.journalismjobs.com/</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>

Equal Employment Opportunity  
Compliance Data: August 2021 – July 2022  
KRCB TV/ KRCB FM/ KRCG FM/ KPJK TV

<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>Silicon Valley Council of Nonprofits</b>	www.svcn.org
<b>Community Voice Newspaper</b>	www.thecommunityvoice.com

Equal Employment Opportunity  
Compliance Data: August 2021 – July 2022  
KRCB TV/ KRCB FM/ KRCG FM/ KPJK TV

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

Interviews for Membership Services Administrator	Successful hire from NCPM Website
Interviews for Producer/Videographer/Editor	Successful hire from NCPM Website
Interviews for Broadcast Engineer & IT Technician	Successful hire from NCPM Internal
Interviews for Audio Journalist/Multimedia Reporter	Successful hire from NCPM Website
Interviews for Promotions/Producer/Editor	Successful hire from NCPM Website
Interviews for TV Programming Assistant	Successful hire from Indeed
Interviews for Producer/Videographer/Editor Coalition	Successful hire from Bay Area Video
Interviews for TV Program Manager	Successful hire from NCPM Internal

Total number of interviews – 32

Total interviewees from:

Bay Area Video Coalition – 2  
Craigslist – 5  
Indeed.com – 9  
LinkedIn – 4  
NCPM Internal Referrals – 3  
NCPM Website – 9

Total number of hires from:

Bay Area Video Coalition – 1  
Indeed – 1  
NCPM Internal Referrals – 2  
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.



Equal Employment Opportunity  
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KRCB TV/ KRCB FM/ KRCG FM/ KPJK TV

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

Initiatives undertaken:

### #1. Establishment of Pat Geis Internship Program

In recognition of the late Pat Geis and his lifelong commitment to youth and education, NorCal has established the Pat Geis Public Media Internship Program. Geis' innovative bequest to NorCal Public Media is used to sustain a competitive, paid internship program for college and high school students, and the NorCal Podcast Lab. This startup funding helps NorCal develop digital audio projects as online audio becomes more important in people's lives. This internship has successfully attracted a wide range of interns in schools throughout Sonoma County and the nation.

- 2022 Summer Internship June 1 – July 29, 2022
  - Supervisors:
    - Social Media Intern: Darren LaShelle, President & CEO
    - Media Production Intern: Amy Boyd, COO
    - News Reporting Intern: Greta Mart, News Director
    - Radio Podcast Intern: Anthony Garcia, Associate Producer

### #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 and prevent discrimination. 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.

- **Building Diversity, Equity & Inclusion**
  - Attended by Katira Bertling, Human Resources Manager: November 10, 2021
- **Discrimination Today: Current Trends and Tips for the Workplace**
  - Attended by Katira Bertling, Human Resources Manager: November 11, 2021
- **Managing Uncertainty with Curiosity, Courage and Connection**
  - Attended by Katira Bertling, Human Resources Manager: December 9, 2021
- **A Guide to Starting Diversity, Equity and Inclusion Work**
  - Attended by Katira Bertling, Human Resources Manager: December 17, 2021
- **Cultivating Culture**
  - Attended by Katira Bertling, Human Resources Manager and Paul Swensen, Executive TV Producer: February 22, 2022
- **The Coaching Solution**
  - Attended by Katira Bertling, Human Resources Manager: February 23, 2022
- **Creating and Implementing a Diversity and Inclusion Strategy**
  - Attended by Katira Bertling, Human Resources Manager: February 28, 2022
- **Leading the Way on DEI**
  - Attended by Katira Bertling, Human Resources Manager: April 5, 2022
- **Strengthening Internal DEI Communications**
  - Attended by Katira Bertling, Human Resources Manager: May 13, 2022
- **DEI Resources for Stations: PBS Conference**
  - Attended by Darren LaShelle, President & CEO: May 16, 2022
- **The Power of Collaboration in HR**
  - Attended by Katira Bertling, Human Resources Manager: June 1, 2022
- **Words Matter: Talking about Equal Pay and Leading Change**
  - Attended by Katira Bertling, Human Resources Manager: June 21, 2022
- **Commitment to DEI Focus**

Equal Employment Opportunity  
Compliance Data: August 2021 – July 2022  
KRCB TV/ KRCB FM/ KRCG FM/ KPJK TV

- Attended by Darren LaShelle, President & CEO, Amy Boyd, COO, Katira Bertling, Human Resources Manager, Jeremy Jue, Producer/Videographer/Editor: June 14, 2022
- **What's Next in the Future of HR**
  - Attended by Katira Bertling, Human Resources Manager: July 13, 2022
- **Strategic Planning Retreat: Justice, Diversity, Equity, Inclusion & Belonging**
  - Attended by NorCal Staff: July 15, 2022

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

- **CPB Anti-Harassment and Bias Training:** July 2022
- **California State Sexual Harassment Prevention Training:** August 2022

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

- **Career Technical Education Foundation Sonoma County CareerFest (Virtual)**
  - Attended by Katira Cepeda, Human Resources Manager: March 8-9, 2022
- **Sonoma State University Career Fair**
  - Attended by Katira Cepeda, Human Resources Manager: March 15, 2022
- **Sonoma State University Virtual Career Fair/Government & Nonprofit**
  - Attended by Katira Bertling, Human Resources Manager: April 18, 2022

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

- **Los Cien Partnership Lunch**
  - Attended by Darren LaShelle, President & CEO: August 13, 2021
- **Oakmont Rotary Club, Fake News and Media Literacy**
  - Attended by Darren LaShelle, President & CEO: September 23, 2021
- **Santa Rosa Junior College Podcast Partnership**
  - Attended by Darren LaShelle President & CEO: October 15, 2021
- **Open Space San Jose Community Meeting**
  - Attended by Darren LaShelle: March 15, 2022
- **Independent Lens Rialto Screening: Try Harder**
  - Attended by Cindy Hilke, Director of Development and Alexandra Cantin, Membership Services Administrator: April 20, 2022
- **Northern Sonoma County Fire and Earthquake Safety Expo 2022**
  - Attended by Tina Vierra, Events & Marketing Coordinator, Greta Mart, News Director, Mark Prell, Radio Host, and Marc Albert, News Reporter: May 1, 2022
- **Sonoma Pride Festival**
  - Attended by Tina Vierra, Marketing & Events Coordinator: June 4, 2022
- **Rivertown Revival Petaluma**
  - Attended by Brian Griffith, Radio Host, and Tina Vierra, Events & Marketing Coordinator: July 23, 2022
- **Live at Julliard Park**
  - Attended by Wendy Nicholson, Radio Administrative Coordinator: July 24, 2022
- **Sonoma County Pride's Family A-Fair**
  - Attended by Tina Vierra, Events & Marketing Coordinator: July 29, 2022

Equal Employment Opportunity  
Compliance Data: August 2021 – July 2022  
KRCB TV/ KRCB FM/ KRCG FM/ KPJK TV

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

- **Sonoma County Airport Job Fair**
  - Attended by Katira Bertling, Human Resources Manager: April 26, 2022
- **Roseland Job Fair**
  - Attended by Katira Bertling, Human Resources Manager: May 24, 2022
- **Becoming Independent Virtual Job Fair**
  - Attended by Katira Bertling, Human Resources Manager: July 18-22, 2022

*(Due to Covid-19 restrictions, outreach events and station tours were limited.)*