

**EEO PUBLIC FILE REPORT FOR LICENSEE  
NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.**

For the period commencing August 1, 2007 and ending July 31, 2008 (the “Report Term”).

Prepared by Northern California Public Broadcasting, Inc. (“NCPB”).

This report covers the following employment units:

<b>Call Sign</b>	<b>Facility ID No.</b>	<b>Type of Station</b>	<b>Community of Service</b>
KQED	35500	TV	San Francisco, CA
KQED-DT	35500	DT (digital television)	San Francisco, CA
KQET (KCAH prior to 8/12/07)*	8214	TV	Watsonville, CA
KQET-DT (KCAH-DT prior to 8/12/07)*	8214	DT (digital television)	Watsonville, CA
KTEH	35663	TV	San Jose, CA
KTEH-DT	35663	DT (digital television)	San Jose, CA
KQED-FM	35501	FM	San Francisco, CA
KQEI-FM*	20791	FM	North Highlands, CA

\*NCPB considers KQET, KQET-DT, and KQEI-FM to be a part of NCPB’s Northern California broadcasting community and has thus included these stations within this report. Each of these three stations employs fewer than five employees.

- A. The following is a list of the job titles of all positions filled during the Report Term, followed by the recruitment sources contacted for each position. An asterisk (\*) indicates the recruitment source that referred the hiree for the position. The contact information for each recruitment source appears in Section B.

Job Title	Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)
Senior Editor, Forum	NCPB Employee Referrals* <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> AM/FM Jobs Asian American Journalists Association National Association of Hispanic Journalists National Association of Black Journalists Society of Professional Journalists Current Craigslist.org Poynter Institute Media Bistro
Senior Editor, On Line Content	NCPB Employee Referrals* <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> Craigslist.org National Association of Hispanic Journalists Journalismjobs.com
KTEH Administrative Assistant	NCPB Employee Referrals <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> Craigslist.org*
Development Associate Signal Society	NCPB Employee Referrals <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> Craigslist.org* Young Non-Profit Professionals Network Opportunity Knocks
Signal Society Manager	NCPB Employee Referrals – Internal Promotion*
NCPB Executive Director-San Jose/Executive Producer KTEH	NCPB Employee Referrals National Association of Broadcasters Corporation for Public Broadcasting National Association of Hispanic Journalists TVJobs.com* TVSpy Shoptalk Media Bistro Asian American Journalists Association National Association of Black Journalists Poynter Institute Radio Television and News Directors Association
Executive Director Sales and Marketing	Linked In* Current National Association of Broadcasters Corporation for Public Broadcasting

<b>Job Title</b>	<b>Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)</b>
Development Associate Producer's Circle	NCPB Employee Referrals <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> * Idealist Opportunity Knocks Craigslislist.org
Deputy General Counsel	NCPB Employee Referrals <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> Craigslislist.org* 365 Law Recruit
IT Director	NCPB Employee Referrals <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> Linked In Craigslislist.org The Ladders.com Dice* Women In Technology National Association of Broadcasters
Manager Financial Planning and Analysis	Stanford University St. Mary's College Craigslislist.org* San Jose State University
Content Administrator	NCPB Employee Referrals <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> * Craigslislist.org
Associate Director, Membership Marketing	NCPB Employee Referrals - Internal Promotion*
Legal Affairs Specialist	College of Extended Learning SF State St. Mary's College Robert Half Legal* Craigslislist.org
Producer III, Forum	NCPB Employee Referrals* <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a>

B. During the Report Term, a total of 47 people were interviewed for all full-time vacancies. The following table lists each recruitment source that NCPB contacted with respect to such vacancies, each resource's contact information and the total number of interviewees the resource referred to NCPB for such vacancies. Any recruitment sources that requested notification of job openings are marked with an asterisk.

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
NCPB employee referrals	2601 Mariposa Street, San Francisco, CA 94110 Adrienne Cabanatuan – <a href="mailto:hr@kqed.org">hr@kqed.org</a> 415 553-2307 <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a>	10
NCPB internal postings	2601 Mariposa Street San Francisco, CA 94110 Adrienne Cabanatuan – <a href="mailto:hr@kqed.org">hr@kqed.org</a> 415 553-2307 <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a>	0
NCPB web site <a href="http://www.kqed.org/about/jobs/">http://www.kqed.org/about/jobs/</a> Note: Prior to consulting the web site, some of these interviewees may have first learned of the position from informal, secondary sources such as friends of NCPB employees or NCPB vendors or associates who became aware of openings in the course of their dealings with NCPB.	2601 Mariposa Street, San Francisco, CA 94110 Adrienne Cabanatuan– <a href="mailto:hr@kqed.org">hr@kqed.org</a> 415 553-2307 <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a>	18
365 Law Recruit	<a href="http://www.365lawrecruit.com">www.365lawrecruit.com</a>	0
Asian American Journalists Association	1182 Market Street, Suite 320 San Francisco, CA 94102 Albert Lee – <a href="mailto:AlbertL@aja.org">AlbertL@aja.org</a> or <a href="mailto:post@aja.org">post@aja.org</a> 415 346-2051 <a href="http://www.aja.org">http://www.aja.org</a>	0
Corporation for Public Broadcasting	401 Ninth Street, NW Washington, DC 20004-2129 202 879-9600 or 800 272-2190 <a href="http://www.cpb.org/jobline">http://www.cpb.org/jobline</a>	0
Craigslist.org	1381 9th Avenue San Francisco, CA 94122 Annette Ha – <a href="mailto:annette@craigslist.org">annette@craigslist.org</a> or <a href="mailto:questions@craigslist.org">questions@craigslist.org</a> 415 566-6394 <a href="http://www.craigslist.org">http://www.craigslist.org</a>	13
Current	6930 Carroll Avenue, Suite 350 Takoma Park, MD 20912 301 270-7240 <a href="mailto:classifieds@current.org">classifieds@current.org</a> <a href="http://www.current.org">www.current.org</a>	0

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
Dice.com	4101 NW Urbandale Drive Urbandale, IA 50322 Doug Cummings 877 386-3323 <a href="http://www.Dice.com">http://www.Dice.com</a>	1
Idealist.org	<a href="http://www.idealist.org">http://www.idealist.org</a>	0
JournalismJobs.com *	Berkeley, California Dan Rohn – <a href="mailto:dan@journalismjobs.com">dan@journalismjobs.com</a> 510 524-2007 <a href="http://www.journalismjobs.com">http://www.journalismjobs.com</a>	1
LinkedIn.com	LinkedIn Corporation 2029 Sterlin Court Mountain View, CA 94043 <a href="http://www.linkedin.com">http://www.linkedin.com</a>	1
MediaBistro.com inc.	494 Broadway, 4 <sup>th</sup> Floor New York, NY 10012 212 929-2588 <a href="http://www.MediaBistro.com">http://www.MediaBistro.com</a>	0
National Association of Hispanic Journalists	<a href="http://www.nahj.org">www.nahj.org</a> <a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>	
National Association of Black Journalists	1714 Franklin Street, #100-260 Oakland, CA 94610 <a href="http://www.nabj.org">http://www.nabj.org</a>	0
National Association of Broadcasters	<a href="http://www.nab.org">www.nab.org</a>	0
Opportunity Knocks	580 California Street, Suite 200 c/o The Management Center San Francisco, CA 94104-1008 <a href="mailto:knocks@tmcenter.org">knocks@tmcenter.org</a> or <a href="mailto:tmc@tmcenter.org">tmc@tmcenter.org</a> 415 399-2635 or 800 344-6627, ext. 2635 <a href="http://www.opportunityknocks.org">http://www.opportunityknocks.org</a>	1
Poynter Institute	<a href="http://careers.poynter.org/hr">http://careers.poynter.org/hr</a>	0
Radio Television and News Directors Association	<a href="http://www.rtnda.org">www.rtnda.org</a>	0
Robert Half Legal	Michelle Seiffert 50 California, 10 <sup>th</sup> Floor San Francisco, CA 94111 (415) 982-2001	1
Society of Professional Journalists	<a href="http://spj.org/jobpost.asp">http://spj.org/jobpost.asp</a>	0
San Francisco State University – College of Extended Learning	<a href="http://www.cel.sfsu.edu/paralegal/jobs/">http://www.cel.sfsu.edu/paralegal/jobs/</a>	0

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
San Jose State University	<a href="http://www.careercenter.sjsu.edu/">http://www.careercenter.sjsu.edu/</a>	0
St. Mary's College	<a href="http://www.stmarys-ca.edu/community-and-visitors/for-employers/post-full-time-opportunities.html">http://www.stmarys-ca.edu/community-and-visitors/for-employers/post-full-time-opportunities.html</a>	0
Stanford University	<a href="http://www.stanfordalumni.org">www.stanfordalumni.org</a>	0
The Ladders	<a href="http://www.theladders.com">www.theladders.com</a>	0
TVJobs.com	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 Fax: 760 754-2115 jobs@tvjobs.com <a href="http://www.TVJobs.com">http://www.TVJobs.com</a>	1
TVSpy –Shoptalk	<a href="http://www.tvspy.com">www.tvspy.com</a>	0
Young Nonprofit Professionals Network	Dee Dee Mendoza – <a href="mailto:dmendoza@berkeley.edu">dmendoza@berkeley.edu</a> <a href="http://www.ynppn.org">http://www.ynppn.org</a>	0
Women In Technology	<a href="http://www.witi.org">www.witi.org</a>	0

C. During the Report Term, NCPB engaged in the following recruitment initiatives:

**1. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.**

- ∞ **NCPB has several categories of ongoing internship programs** to help interns gain experience within the broadcast environment while enhancing their skills and/or education inside the classrooms. Pre-selected staff members serve as mentors for the interns.
- ∞ **NCPB conducts ongoing internship programs for students.** Currently, NCPB has eleven types of internships each term throughout various departments including television production, allowing a maximum of two interns per program each term. The goal is to help the interns gain experience within the broadcast environment while enhancing their classroom education. Internship eligibility requirements, schedules, descriptions, and application procedures can be found at [www.kqed.org/about/internships](http://www.kqed.org/about/internships).
- ∞ **KQED-FM also has an ongoing Radio Practical Training Internship Program** for the community. Participants are not required to be students in order to be eligible, but should possess a serious desire to gain intensive radio experience from their choice of four types of internships. KQED-FM allows between one to six interns, depending on the type of Radio Practical Internship available.

The goal is to help the interns gain experience within the broadcast environment while enhancing their skills. Internship eligibility requirements, schedules, descriptions, and application procedures can be found at [www.kqed.org/about/internships/#practical](http://www.kqed.org/about/internships/#practical).

- ∞ **NCPB participated in the Achieve Program (the “Program”) which is aimed at underserved, low income high school students.** NCPB hosted a high school student for 5 weeks providing exposure to and opportunity to learn about community outreach and career possibilities in public broadcasting. The Program also includes training and opportunities to observe actual Radio broadcasting as well as the opportunity to complete an outreach project to other PBS Stations. The Program offers students a chance to be involved in public broadcasting for a short period of time and to learn first hand about career paths and opportunities in public media.

**2. Participation in the following events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.**

- ∞ **February 26, 2008 – Media Career Symposium**-HR Manager for Employment participated in this event as a panelist at the San Francisco State University Media Career Symposium. This panel was entitled “*Internships to Employment*” and focused on how students can prepare for internships and job opportunities in the broadcasting industry.

**3. Participation in the following events or programs sponsored by educational institutions relating to career opportunities in broadcasting.**

- ∞ **November 12, 2007 – Non-Profit Career Night** at University of California at Berkeley the HR Manager for employment attended and addressed students informing them about job opportunities and career paths in public broadcasting.

- ∞ Participated in the following career events and job/internship fairs:

<u>Date</u>	<u>Event/School</u>
August 30, 2007	Part Time Job Fair 2007/ San Francisco State University
September 6, 2007	Non-Profit Expo/ University of San Francisco
September 11, 2007	Career Fair/ University of California at Berkeley
October 9, 2007	Fall Career Fair/ Stanford University
October 17, 2007	Fall Job Internship and Graduate Fair/ California State University East Bay
November 12, 2007	Non-Profit Career Night/ University of California at Berkeley
January 30, 2008	Internship Fair/ California State University East Bay

March 3, 2008	Idealist.org Non-Profit Career Fair/Hosted by Stanford University
March 7, 2008	University of San Francisco/ 20 <sup>th</sup> Annual Career and Internship Fair
March 28, 2008	Career Expo '08/ California College of the Arts
April 16, 2008	Spring Career Fair/Santa Clara University
April 17, 2008	Career Internship Summer Fair /San Jose State University

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

- ∞ **Performance Management Training** was conducted for managers who supervise employees with the goal of providing managers with the tools to encourage all employees the opportunity to reach their full potential at NCPB. This training covered setting individual performance expectations, providing feedback and on-the-job coaching. Additionally, participants were given guidelines for handling performance problems that would be applied uniformly to all employees and are in concert with providing equal employment opportunities for all employees of NCPB.
- ∞ **Interview Skills Training** was conducted for managers and supervisors who interview candidates for internships as well as paid positions within the organization. This training covered; a) how to effectively conduct an interview, b) important legal/non-discrimination issues about employment, c) taking effective interview notes, and d) evaluating candidates effectively.

**5. Participation in activities other than the ones listed, that NCPB designed to enhance community participation in order to further the goal of disseminating information about employment opportunities.**

- ∞ **Joined the Stanford Career Development Center for Nonprofit Employer Partners Program.** This sponsorship assisted the career center in developing programming for the annual career conference for the academic year. In addition, this participation allowed NCPB more visibility on the Stanford Career Center website home page as a partner employer.