

Equal Employment Opportunity
Compliance Data: August 2024 – July 2025
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)

New job postings or new hires by KRCB TV/KPJK TV during this time period:

Full Time Vacancy

TV Promotions/Editor/Producer

Filled February 18, 2025

Total # of interviewees – 4

Source and # of interviewees from each source:

The Community Voice

Glass Door

Indeed (2)

Los Cien

NCPM Website** (2)

Pink Jobs

Full Time Vacancy

Director of Development

Filled April 4, 2025

Total # of interviewees – 5

Source and # of interviewees from each source:

Current

Glass Door

Greater Public

Indeed** (5)

Los Cien

Pink Jobs

New job postings or new hires by KRCB FM & KRCG FM during this time period:

Full Time Vacancy

Radio Host, Content Producer

Filled October 14, 2024

Total # of interviewees – 2

Source and # of interviewees from each source:

American Association for Access, Equity and Diversity

Community Voice Newspaper

Current/PublicMedia Jobs.org

Glassdoor

Indeed

Los Cien

NCPM Website** (2)

Pink Jobs

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Contact Information for Recruitment Sources	
Recruitment Source	Address/ Contact Person/ Telephone / Website
Asian American Journalists Assoc.	1182 Market Street
	San Francisco, CA 94102
	415-346-2051
	Albert Lee
	AlbertL@aja.org
	www.aja.org
Association of LGBTQ Journalist (NLGJA)	https://www.nlgja.org/
Bay Area Video Coalition (BAVC)	2727 Mariposa Street, 2 nd Floor
	San Francisco, CA 94110
	415-558-2152
	415-861-3282
	Rina Ayuyang - rina@bavc.org
	Krista Baur - krista@bavc.org
	jobpostings@bavc.org
www.bavc.org	
Berkeley School of Journalism	121 North Gate Hall
	Berkeley, CA 94708
	Betsy Rate
	betsyrate@berkeley.edu
California Broadcasters Association	915 L St #1150
	Sacramento, CA 95814
	916-444-2237
	Joe Berry
	jberry@yourcba.com yourcba.com/post-a-job
Caljobs/EDD	www.caljobs.ca.gov
College Central Network	https://www.collegecentral.com/caccjobs/
Community Voice Newspaper	Yatin Shah
	707-919-0892
	ads@thecommunityvoice.com
	www.thecommunityvoice.com
CPB (NPR & PBS)	635 Massachusetts Ave., NW
	Washington, DC 20001

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	202-513-2731
	www.cpb.org
Craigslist	1381 9 th Avenue
	San Francisco, CA
	415-566-6394
	questions@craigslist.org
Creative Sonoma	https://www.creativesonoma.org/#
Current.Org & affiliated sites including YM Careers job posting	https://jobs.current.org/
	publicmediajobs@current.org Amanda Iannuzzi Account Manager, Classified Ads, Publicmediajobs.org 412-780-9014 *and YM Careers job posting, cross-posting to additional sites that may include the following*
Engineering & Science Career Network	https://www.escnnetwork.org/ 888-491-8833
Facebook	www.facebook.com
Foundation List	www.foundationlist.org
Glassdoor	www.glassdoor.com
Greater Public	P.O. Box 303279 Austin Texas, 78703 Leah Manners 612-548-3374 greaterpublic@greaterpublic.org www.greaterpublic.org
Handshake Sonoma State University	https://app.joinhandshake.com/login
Handshake Santa Rosa Junior College	https://app.joinhandshake.com/login
Idealist	www.idealist.org
Indeed & Glassdoor	www.indeed.com
Job Leads	https://www.jobleads.com/
Journalism Jobs	https://www.journalismjobs.com/

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LinkedIn	www.linkedin.com
Los Cien	975 Corporate Center Parkway, Ste. 160 Santa Rosa, CA 95407 careers@loscien.org .
Media Alliance	1904 Franklin Street, Suite 500 Oakland, CA 94612 510-832-9000 Kristina Rizga jobfile@media-alliance.org www.media-alliance.org
myPBS	https://mypbs.org
National Assoc. of Black Journalists	University of Maryland 8701-A Adelphi Road Adelphi, MD 20783 301-445-7100 nabj@nabj.org www.nabj.org
National Assoc. of Broadcasters	https://nab.org/ 1 M Street SE Washington, DC 20003 Email: nab@nab.org 202 429 5300
National Assoc. of Hispanic Journalists	1000 National Press Building Washington, D.C. 20045 Eric Wee 626-792-3847 eric@journalismnext.com
National Diversity Newspaper Job Bank	P.O. Box 936 Augusta, GA 30903 800-622-6358, ext. 3310
National Federation of Community	Gretchen Aston-Puckett

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Broadcasters	
	gretchen@nfcfb.org
	https://nfcfb.org/community-radio-jobs/#form
National Labor Exchange	https://usnlx.com/
National Society of Professional Engineers	https://www.nspe.org 1420 King St., Alexandria, VA 22314 888-285-NSPE 1420 King St., Alexandria, VA 22314 888-285-NSPE
NCPM website / Internal referrals	5850 Labath Avenue Rohnert Park, CA 94928 707-584-2003 Karen Murphy Karen_Murphy@norcalpublicmedia.org www.norcalpublicmedia.org/employment
Pink Jobs	www.pink-jobs.com
Public Media Business Association	NETA contact – Cynthia Dobek cdobek@netaonline.org
Radio Online	https://menu.radio-online.com/content/frontpage
Silicon Valley Council of Nonprofits	www.svcn.org
Society of Broadcast Engineers (SBE)	www.sbe.org 1.312.596.5223 • hq@swe.org 1.312.596.5223 • hq@swe.org
Society of Hispanic Professional Engineers	https://shpe.org/ 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
Society of Women Engineers	https://swe.org/
Sonoma County Employment & Development	2227 Capricorn Way, Suite #100 Santa Rosa, CA 95407 Manuel Benitez 707-565-5649 mбенitez@schsd.org
Southern CA Broadcasters Assoc.	https://scba.com/

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Sonoma West Times Newspaper	https://www.soconews.org/#/
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
	www.tvjobs.com
Women in Engineering Proactive Network	https://www.wepan.org 720.943.4587 info@wepan.org Washington, D.C.
West Coast Media	Mallory Carra
	westcoastmediajobs@substack.com
	https://www.westcoastmediajobs.com/
ZipRecruiter	https://www.ziprecruiter.com/

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, East Bay, SF Peninsula, and across the nation. Occasionally, internships have led to part-time and full-time hires.

Paid internships in 2024-2025 were awarded to students representing the following Colleges and Universities:

- Santa Rosa Junior College, Santa Rosa (3)
- UC Berkeley Graduate School of Journalism, Berkeley (2)

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

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#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 2024-2025
- NETA Leadership Master Training Academy, Leadership Training
 - Attended by Kelly Olsen, Digital Manager, March 2025-July 2025
- NETA Leadership Master Training Academy, Cohort Leadership Training
 - Attended by Amy Boyd, COO September 2024-June 2025

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 2024
- CPB Anti-Harassment and Bias Training: Fall 2024

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

- NETA Annual Conference, 9/15-17/2024
- Attended by Darren LaShelle, President & CEO, Sally Wicks, TV Program Manager, Kelly Olsen, Digital Content Manager, Chuck Cooper, Director of Technology
- Connecting With Libraries (NETA) 9/17/2024
 - Attended by Kathryn Nelson, Radio Manager
- Secure 2.0: What's Coming in 2025, Mutual of America, 12/10/2024
 - Attended by Amy Boyd, COO
- Greater Public, Audience Development Summit, February 11-12, 2025
 - 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
- FCC Underwriting and Compliance Workshop (Greater Public) 2/19/2025
 - Attended by Kathryn Nelson, Radio Manager, Amy Boyd, COO, Mike Flynn, Underwriting and Community Partnerships Manager, Tina Vierra, Events & Marketing
- Harnessing The Power of AI for Radio (Eastlan Ratings), 2/20/2025
 - Attended by Kathryn Nelson, Radio Manager
- Podcasting Q& A with Rebecca Lavoie, 2/27/2025
 - Attended by Kelly Olsen, Digital Content Manager, Kathryn Nelson, Radio Manager

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- Key FCC Rules For Public Television (PBS Station Services) 3/20/2025
 - Attended by Kathryn Nelson, Radio Manager, Amy Boyd, COO, Mike Flynn, Underwriting and Community Partnerships Manager
- AI Literacy Summit, The Tech Interactive 3/28/25
 - Attended by Rick Baciagalupi, TV Producer
- 2024 PBS Annual Conference – May 19-21, 2025
 - Attended by Darren LaShelle, President & CEO, Sally Wicks, TV Programming Manager, Kelly Olsen, Digital TV Producer, Hannah Lee, TV Producer
- NETA Professional Development Day – June 24, 2025
 - Attended by Jeremy Jue, TV Producer, Kelly Olsen, Digital Content Manager, Hannah Lee, TV & Multimedia Producer, Amy Boyd, COO, James Woodward, Database Manager, Alex Cantin, Membership
- Public Media Journalists Association Conference, June 25 -27, 2025
 - Attended by Greta Mart, News Director and Noah Abrams, Multimedia Reporter
- America's Awesome Kids (NETA) 7/8/2025
 - Attended by Kathryn Nelson, Radio Manager
- CA News Fellowship & Report For America (CA News Fellowship) 7/21/2025
 - Attended by Kathryn Nelson, Radio Manager
- Cyber Peer Learning Community, (NETA) Monthly Meetings and Trainings (NETA) 2024-2025
 - Attended by Justin Thompson, Broadcast Engineer and IT Technician, Amy Boyd, COO

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

- Sonoma County Middle School Career Day 10/24/2024
 - Attended by Karen Murphy, HR Admin, Tina Vierra, Events & Marketing
- DocuMentorME CreaTV Training Seminar, 11/2-12/14/2024
 - Guest Mentor, Rick Baciagalupi, TV Producer
- San Jose State University – Communications Class – Climate CA Screening 11/13/2024
 - Attended by Rick Baciagalupi, TV Producer
- Sonoma State University Student Tour of KRCB Station, 3/12/2025
 - Tour guides: Paul Swensen, Executive TV Producer, Jeremy Jue, TV Producer, Hannah Lee, TV & Multimedia Producer, Charles Loi, TV Producer, Miguel Brierly, TV Promotions Producer, Editor
- West County High Schools in association with Russian River Watershed, Student Video Contest, 4/14/2025
 - Attended by Rick Baciagalupi, TV Producer

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

- Sonoma State University Job Fair, 9/24/2024
 - Attended by Hannah Lee, TV & Multimedia Producer
- Sonoma State University Career Fest, 3/7/2025
 - Attended by Chuck Cooper, Director of Technology, Hannah Lee, TV & Multimedia Producer

#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

- Public Debate, Measure J, Santa Rosa Central Library, 9/18/2024
 - Attended by Clark Wolf, Host, Max Allen, Audio Producer, Paul Swensen, TV Producer, Kathryn Nelson, Radio Manager, James Woodward, Database Manager, Amy Boyd, COO
- Railroad Square Music Festival, Santa Rosa, 9/22/2024
 - Attended by Don Winkle, KRCB Community Advisory Committee member
- Mosaic Festival, History Park, San Jose, 10/6/2024
 - Attended by Lindajoy Fenley, Radio Host, Rick Baciagalupi, TV Producer
- Trust & Democracy Series, Studio Theater, Napa Valley College, 10/20/2024
 - Attended by, Darren LaShelle, President & CEO, Greta Mart, News Director
- Hope in the Water, Screening, Fort Mason, 11/20/2024
 - Attended by Aspen Bennett, Broadcast Engineer, Jeremy Jue, TV Producer, Hannah Lee, Presenter & TV & Multimedia Producer, Tina Vierra, Events & Marketing, Terry Abrams, Board member
- Climate California Focus Group Screening, San Francisco State University, San Francisco Public Library, 12/11/2024, 4/20/2025, 7/8/2025
 - Hosted by Charles Loi, TV Producer, Director, Hannah Lee, TV & Multimedia Producer, Jeremy Jue, TV Producer
- Independent Lens Screenings & Discussions, San Mateo Public Library, Santa Rosa Central Library, Trail House Santa Rosa, Raven Theater, Healdsburg 2/23/2025, 3/9/2025, 4/17/2025
 - Attended by Bianka Brunson and Sabreen Wilkes, Radio Hosts, Darren LaShelle, President & CEO, Aspen Bennet, Broadcast Engineer, Max, Allen, Audio Engineer, Tina Vierra, Events & Marketing
- Family Day, PBS Kids, Green Music Center, Sonoma State Univ. Rohnert Park 4/5/2025
 - Attended by Darren LaShelle, President & CEO, Kelly Olsen, Digital Content Manager, Max Allen, Audio Producer, Lindajoy Fenley, Radio Host, Tina Vierra, Events & Marketing
- Santa Rosa Earth Day, Courthouse Square, 4/26/2025
 - Attended by Kathryn Nelson, Radio Manager, Diyana Dobberteen, Development Director, Tina Vierra, Events & Marketing
- Northern California Public Media Food & Wine Awards, Santa Rosa 5/10/2025

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- Attended by Darren LaShelle, President & CEO, Paul Swensen, Exec. TV Producer, Noah Abram, News Reporter, Charles Loi, TV Producer, Tina Vierra, Events & Marketing, Kelly Olsen, Digital Content Manager, Jeremy Jue, TV Producer, Amy Boyd, COO
- Sonoma Pride Festival, Downtown Santa Rosa 5/31/2025
 - Attended by Debbie Van Dyke, Diyana Dobberteen, Development Director, Aspen Bennett, Broadcast Engineer, Gary Carnivale, Radio Host
- Sonoma County Wildfire & Earthquake Expo, Sonoma County Fairgrounds 6/1/2025
 - Attended by Mark Prell, Radio Host, Mark Nicholas, Radio Host, Johnny Bazzano, Radio Host
- Sonoma Wild, 6/7/2025
 - Attended by Diyana Dobberteen, Development Director, Kathryn Nelson, Radio Manager, Greta Mart, News Director
- Healdsburg Jazz Festival, Healdsburg, 6/13-22/2025
 - Attended by Doug Jayne, Interviewer & Radio Host, Amy Boyd, COO
- Rivertown Revival, Petaluma, 7/19-20/2025
 - Attended by Brian Griffith, Radio Host, and Tina Vierra, Events & Marketing
- Petaluma Music Festival, Petaluma, July 26, 2025
 - Attended by Brian Griffith, Radio Host
- Gravenstein Apple Fair, Sebastopol, 8/10-8/11/2025
 - Attended by Brian Griffith, Stage MC & Radio Host, Doug Jayne, Brian Elie, Amy Contardi and Johnny Bazzano, Radio Hosts, Tina Vierra, Events & Marketing