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
**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
**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
## Contact Information for Recruitment Sources

<table>
<thead>
<tr>
<th>Recruitment Source</th>
<th>Address/ Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association of LGBTQ Journalist</td>
<td><a href="https://www.nlgja.org/">https://www.nlgja.org/</a></td>
</tr>
<tr>
<td>Creative Sonoma</td>
<td><a href="https://www.creativesonoma.org/#">https://www.creativesonoma.org/#</a></td>
</tr>
<tr>
<td>Sonoma County Employment &amp; Development</td>
<td>2227 Capricorn Way, Suite #100</td>
</tr>
<tr>
<td></td>
<td>Santa Rosa, CA 95407</td>
</tr>
<tr>
<td></td>
<td>Manuel Benitez</td>
</tr>
<tr>
<td></td>
<td>707-565-5649</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:mbenitez@schsd.org">mbenitez@schsd.org</a></td>
</tr>
<tr>
<td>Berkeley School of Journalism</td>
<td>121 North Gate Hall</td>
</tr>
<tr>
<td></td>
<td>Berkeley, CA 94708</td>
</tr>
<tr>
<td></td>
<td>Betsy Rate</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:betsyrate@berkeley.edu">betsyrate@berkeley.edu</a></td>
</tr>
<tr>
<td>NCPM website / Internal referrals</td>
<td>5850 Labath Avenue</td>
</tr>
<tr>
<td></td>
<td>Rohnert Park, CA 94928</td>
</tr>
<tr>
<td></td>
<td>707-585-8522</td>
</tr>
<tr>
<td></td>
<td>Katira Bertling</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.norcalpublicmedia.org/employment">www.norcalpublicmedia.org/employment</a></td>
</tr>
<tr>
<td>Santa Rosa Press Democrat</td>
<td>427 Mendocino Avenue</td>
</tr>
<tr>
<td></td>
<td>P.O. Box 569</td>
</tr>
<tr>
<td></td>
<td>Santa Rosa, CA 95402</td>
</tr>
<tr>
<td></td>
<td>707-526-8553</td>
</tr>
<tr>
<td></td>
<td>Sandy Morales</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:sandy.morales@pressdemocrat.com">sandy.morales@pressdemocrat.com</a></td>
</tr>
<tr>
<td></td>
<td><a href="http://www.pressdemocrat.com">www.pressdemocrat.com</a></td>
</tr>
<tr>
<td>California Broadcasters Assoc. (CBA)</td>
<td><a href="http://www.yourcba.com">www.yourcba.com</a></td>
</tr>
<tr>
<td>CPB (NPR &amp; PBS)</td>
<td>635 Massachusetts Ave., NW</td>
</tr>
<tr>
<td></td>
<td>Washington, DC 20001</td>
</tr>
<tr>
<td></td>
<td>202-513-2731</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.cpb.org">www.cpb.org</a></td>
</tr>
<tr>
<td>Organization</td>
<td>Address/Location</td>
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<tr>
<td>--------------------------------------------------</td>
<td>-----------------------------------------</td>
</tr>
<tr>
<td>Craigslist</td>
<td>1381 9th Avenue, San Francisco, CA 84122</td>
</tr>
<tr>
<td>Current.org</td>
<td><a href="http://www.current.org">www.current.org</a></td>
</tr>
<tr>
<td>Development Executives Roundtable</td>
<td><a href="http://www.dersf.org">www.dersf.org</a></td>
</tr>
<tr>
<td>Greater Public</td>
<td><a href="http://www.greaterpublic.org">www.greaterpublic.org</a></td>
</tr>
<tr>
<td>Indeed.com</td>
<td><a href="http://www.indeed.com">www.indeed.com</a></td>
</tr>
<tr>
<td>Idealist.org</td>
<td><a href="http://www.idealist.org">www.idealist.org</a></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>LinkedIn.com</td>
</tr>
<tr>
<td>myPBS</td>
<td><a href="https://mypbs.org">https://mypbs.org</a></td>
</tr>
<tr>
<td>Handshake (Sonoma State University)</td>
<td><a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a></td>
</tr>
<tr>
<td>American Women in Radio and TV</td>
<td>8405 Greensboro Drive, Suite 800, McLean, VA 22102</td>
</tr>
<tr>
<td>Handshake (Santa Rosa Junior College)</td>
<td><a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a></td>
</tr>
<tr>
<td>FaceBook</td>
<td><a href="http://www.facebook.com">www.facebook.com</a></td>
</tr>
<tr>
<td>TVjobs.com / Radiojobs.com</td>
<td>Broadcast Employment Services, P.O. Box 4116, Oceanside, CA 92052</td>
</tr>
<tr>
<td>Media Alliance</td>
<td>1904 Franklin Street, Suite 500, Oakland, CA 94612</td>
</tr>
</tbody>
</table>
### Bay Area Video Coalition (BAVC)

<table>
<thead>
<tr>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>2727 Mariposa Street, 2nd Floor</td>
<td>415-558-2152</td>
<td><a href="mailto:rina@bavc.org">rina@bavc.org</a></td>
</tr>
<tr>
<td>San Francisco, CA 94110</td>
<td>415-861-3282</td>
<td><a href="mailto:krista@bavc.org">krista@bavc.org</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:jobpostings@bavc.org">jobpostings@bavc.org</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="http://www.bavc.org">www.bavc.org</a></td>
</tr>
</tbody>
</table>

### National Diversity Newspaper Job Bank

<table>
<thead>
<tr>
<th>Address</th>
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<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morris Communications</td>
<td></td>
<td></td>
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<tr>
<td>Corporate Human Resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P.O. Box 936</td>
<td>800-622-6358, ext. 3310</td>
<td></td>
</tr>
<tr>
<td>Augusta, GA 30903</td>
<td></td>
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### Public Media Business Association

<table>
<thead>
<tr>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>NETA contact – Cynthia Dobek</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:cdobek@netaonline.org">cdobek@netaonline.org</a></td>
</tr>
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</table>

### National Assoc. of Black Journalists

<table>
<thead>
<tr>
<th>Address</th>
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<th>Email</th>
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<tbody>
<tr>
<td>National Assoc. of Black Journalists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Maryland</td>
<td>301-445-7100</td>
<td><a href="mailto:nabj@nabj.org">nabj@nabj.org</a></td>
</tr>
<tr>
<td>8701-A Adelphi Road</td>
<td></td>
<td><a href="http://www.nabj.org">www.nabj.org</a></td>
</tr>
<tr>
<td>Adelphi, MD 20783</td>
<td></td>
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</tbody>
</table>

### Asian American Journalists Assoc. (AAJA)

<table>
<thead>
<tr>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian Amer. Journalists Assoc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1182 Market Street</td>
<td>415-346-2051</td>
<td><a href="mailto:AlbertL@aaja.org">AlbertL@aaja.org</a></td>
</tr>
<tr>
<td>San Francisco, CA 94102</td>
<td></td>
<td><a href="mailto:post@aaja.org">post@aaja.org</a></td>
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<td></td>
<td></td>
<td><a href="http://www.aaja.org">www.aaja.org</a></td>
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### Journalismjobs.com

<table>
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<tr>
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<tr>
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<td><a href="https://www.journalismjobs.com/">https://www.journalismjobs.com/</a></td>
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</table>

### National Assoc. of Hispanic Journalists (NAHJ)

<table>
<thead>
<tr>
<th>Address</th>
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<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Nat. Assoc. of Hispanic Journalists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1000 National Press Building</td>
<td>202-662-7428</td>
<td><a href="mailto:guillen@nahj.org">guillen@nahj.org</a></td>
</tr>
<tr>
<td>Washington, D.C. 20045</td>
<td></td>
<td><a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a></td>
</tr>
<tr>
<td></td>
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<td><a href="http://www.nahj.org">www.nahj.org</a></td>
</tr>
<tr>
<td>Organization</td>
<td>Contact Information</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------</td>
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<td></td>
</tr>
<tr>
<td>California Broadcasters Association</td>
<td>Lillie Player, <a href="mailto:lplayer@cabroadcasters.org">lplayer@cabroadcasters.org</a>, <a href="http://www.cabroadcasters.org">www.cabroadcasters.org</a></td>
<td></td>
</tr>
<tr>
<td>California Broadcasters Association</td>
<td>915 L Street, Suite 1150, Sacramento, CA 95814, 916-444-2237</td>
<td></td>
</tr>
<tr>
<td>Society of Broadcast Engineers (SBE)</td>
<td><a href="http://www.sbe.org">www.sbe.org</a></td>
<td></td>
</tr>
<tr>
<td>PRADO / DEI</td>
<td>S. Johnson, <a href="mailto:sjohnson@deiworksite.org">sjohnson@deiworksite.org</a>, <a href="http://www.deiworksite.org">www.deiworksite.org</a></td>
<td></td>
</tr>
<tr>
<td>Marin Independent Journal Newspaper</td>
<td><a href="mailto:bthatcher@marinij.com">bthatcher@marinij.com</a></td>
<td></td>
</tr>
<tr>
<td>Sonoma West Times Newspaper</td>
<td><a href="http://www.sonomawest.com">www.sonomawest.com</a></td>
<td></td>
</tr>
<tr>
<td>Silicon Valley Council of Nonprofits</td>
<td><a href="http://www.svcn.org">www.svcn.org</a></td>
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<tr>
<td>Community Voice Newspaper</td>
<td><a href="http://www.thecommunityvoice.com">www.thecommunityvoice.com</a></td>
<td></td>
</tr>
</tbody>
</table>
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.
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

- 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
#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.)*