

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

For the period commencing July 30, 2006 and ending July 31, 2007 (the “Report Term”).

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

This report covers the following employment units:

Call Sign	Facility ID No.	Type of Station	Community of Service
KQED	35500	TV	San Francisco, CA
KQED-DT	35500	DT (digital television)	San Francisco, CA
KCAH (KQET as of 8/12/07)*	8214	TV	Watsonville, CA
KCAH-DT (KQET-DT as of 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 KCAH, KCAH-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)
Administrative Assistant, Mid Level Giving – Leadership Circle	NCPB Employee Referrals – Internal Promotion* http://www.kqed.org/about/jobs
Administrator, Content	NCPB Employee Referrals http://www.kqed.org/about/jobs * Craigslislist.org
Associate Director, Education Services	NCPB Employee Referrals* http://www.kqed.org/about/jobs Craigslislist.org

Job Title	Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)
Business Manager Projects – Finance	NCPB Employee Referrals http://www.kqed.org/about/jobs * Craigslisr.org Corporation for Public Broadcasting TVJobs.com Idealist.org <i>Current</i>
Chief Content Officer	NCPB Employee Referrals*
Clerk 3 Membership	NCPB Employee Referrals*
Designer II	NCPB Employee Referrals * http://www.kqed.org/about/jobs Craigslisr.org
Development Associate, Signal Society	NCPB Employee Referrals http://www.kqed.org/about/jobs Craigslisr.org *
Development Associate, Producer’s Circle	NCPB Employee Referrals http://www.kqed.org/about/jobs Craigslisr.org*
Director Facilities Services	NCPB Employee Referrals http://www.kqed.org/about/jobs *
Director Foundation Relations and Government	NCPB Employee Referrals* Craigslisr.org http://www.kqed.org/about/jobs <i>Current</i> <i>Chronicle of Philanthropy</i> Association of Fundraising Professionals PBS Connect Forums
Director Individual Major Gifts KTEH	NCPB Employee Referrals http://www.kqed.org/about/jobs * Association of Fundraising Professionals Craigslisr.org <i>Current</i> Pamela Cook – Professional Search Firm
Director, KQED Presents	NCPB Employee Referrals* http://www.kqed.org/about/jobs <i>Current</i> TVJobs.com MediaBistro.com Craigslisr.org

Job Title	Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)
Executive Director Communications	NCPB Employee Referrals http://www.kqed.org/about/jobs MediaBistro.com* Craigslislist.org BAJobs.com PBS Connect Forums
Executive Director Television	NCPB Employee Referrals* http://www.kqed.org/about/jobs
Gift Planning Associate	NCPB Employee Referrals http://www.kqed.org/about/jobs Craigslislist.org <i>Opportunity Knocks</i> Jewish Vocational Services Idealist.org Association of Fundraising Professionals <i>Philanthropy News Digest</i>
Gift Planning Coordinator	NCPB Employee Referrals http://www.kqed.org/about/jobs * Craigslislist.org Idealist.org Association of Fundraising Professionals National Committee on Planned Giving BAJobs.com PBS Connect Forums Young Nonprofit Professionals Network <i>Opportunity Knocks</i>
HR Manager, Employment	NCPB Employee Referrals http://www.kqed.org/about/jobs Northern California Human Resources Council* Craigslislist.org
IT Support Technician	NCPB Employee Referrals* http://www.kqed.org/about/jobs
Legal Affairs Specialist	NCPB Employee Referrals* http://www.kqed.org/about/jobs Craigslislist.org American Lawyer Media
Maintenance Engineer, KQED	NCPB Employee Referrals* http://www.kqed.org/about/jobs * TVJobs.com <i>TV Technology</i> – Online and Print
Manager Community Engagement	NCPB Employee Referrals – Internal Promotion*

Job Title	Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)
Manager Foundation and Government Projects	NCPB Employee Referrals http://www.kqed.org/about/jobs Craigslis.org Young Nonprofit Professionals Network*
Manager, Member Publications	NCPB Employee Referrals http://www.kqed.org/about/jobs * Craigslis.org
Membership Experience Manager	NCPB Employee Referrals*
Office Administrator – Education Network	NCPB Employee Referrals http://www.kqed.org/about/jobs * Craigslis.org Jewish Vocational Services
Project Supervisor, Early Learning	NCPB Employee Referrals http://www.kqed.org/about/jobs JobLatino.com LatPro.com BAJobs.com Idealist.org PBS Connect Forums <i>Opportunity Knocks</i> * Craigslis.org NACELink Network <i>SF Weekly/Backpage.com</i> <i>East Bay Express/Backpage.com</i>
Project Supervisor, Early Learning - KTEH	NCPB Employee Referrals* http://www.kqed.org/about/jobs * Craigslis.org
Radio Continuity/Web Archivist	NCPB Employee Referrals – Internal Promotion* http://www.kqed.org/about/jobs Craigslis.org
Radio Host – Pacific Time	NCPB Employee Referrals * http://www.kqed.org/about/jobs <i>Current</i> PBS Connect Forums Center for Integration & Improvement of Journalism @ San Francisco State University’s Journalism Dept The National Diversity Newspaper Job Bank UC Berkeley School of Journalism Radio-Television News Directors Association Asian American Journalists Association <i>Asian Week</i> <i>Adweek</i>

Job Title	Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)
Radio News Director	NCPB Employee Referrals* http://www.kqed.org/about/jobs Craigslislist.org <i>Current</i> Asian American Journalists Association
Reporter III/ Host II, The California Report	NCPB Employee Referrals http://www.kqed.org/about/jobs Asian American Journalists Association AMFM Jobs <i>Current</i> <i>SF Weekly</i> /Backpage.com <i>Asian Week</i> PBS Connect Forums Radio-Television News Directors Association National Association of Black Journalists JournalismJobs.com*
Reporter III/ Host II, The California Report	NCPB Employee Referrals http://www.kqed.org/about/jobs Asian American Journalists Association AMFM Jobs <i>Current</i> JournalismJobs.com*
Scheduling Coordinator	NCPB Employee Referrals http://www.kqed.org/about/jobs Craigslislist.org* PBS Connect Forums BAJobs.com
Senior Editor – Radio News	NCPB Employee Referrals* http://www.kqed.org/about/jobs Craigslislist.org AMFM Jobs Dice.com BAJobs.com <i>ScienceCareers.org</i>
Senior Producer, Special Projects – Interactive	NCPB Employee Referrals http://www.kqed.org/about/jobs * Craigslislist.org Dice.com BAJobs.com <i>ScienceCareers.org</i>
Station Relations Coordinator	NCPB Employee Referrals – Internal Promotion*

Job Title	Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)
Technologist	NCPB Employee Referrals* http://www.kqed.org/about/jobs Craigslislist.org Dice.com LinkedIn.com

- B. During the Report Term, a total of 99 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.

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
NCPB employee referrals	2601 Mariposa Street, San Francisco, CA 94110 LanAnh Hoang/Adrienne Cabanatuan – hr@kqed.org 415 553-2307 http://www.kqed.org/about/jobs	17
NCPB internal postings	2601 Mariposa Street San Francisco, CA 94110 LanAnh Hoang/Adrienne Cabanatuan – hr@kqed.org 415 553-2307 http://www.kqed.org/about/jobs	1
NCPB job hotline	2601 Mariposa Street San Francisco, CA 94110 LanAnh Hoang/Adrienne Cabanatuan – hr@kqed.org Job Hotline: 415 553-2209 http://www.kqed.org/about/jobs	0
NCPB web site http://www.kqed.org/about/jobs/ 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 LanAnh Hoang /Adrienne Cabanatuan– hr@kqed.org 415 553-2307 http://www.kqed.org/about/jobs	40
Active Voice * - Television Race Initiative American Documentary Point of View	600 Townsend Street, #140 San Francisco, CA 94103 Ellen Schneider ellen@activevoice.net or info@activevoice.net 415 487-2000 http://www.activevoice.net	0
<i>Adweek</i>	800 7-ADWEEK http://www.adweekjobs.com	0
American Lawyer Media	http://www.lawjobs.com	0

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
AMFM Jobs.com	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 Fax: 760 754-2115 jobs@tvjobs.com http://www.AMFMjobs.com	0
Asian American Journalists Association	1182 Market Street, Suite 320 San Francisco, CA 94102 Albert Lee – AlbertL@aaja.org or post@aaja.org 415 346-2051 http://www.aaja.org	0
<i>Asian Week</i>	809 Sacramento Street San Francisco, CA 94108 advertising@asianweek.com 415 397-0220 http://www.asianweek.com	0
Association of Fundraising Professionals	4300 Wilson Boulevard, Suite 300 Arlington, VA 22203 703 684-0410 http://www.afpnet.org http://afpnet.jobcontrolcenter.com	0
BAJobs *	652 Bair Island Road, Suite 301 Redwood City, CA 94063 Andrew Gardiner – andrew@advancerecruitment.com 650 298-8100 http://www.BAJobs.com	0
Center for Integration and Improvement of Journalism @ San Francisco State University's Journalism Dept.	1600 Holloway Avenue San Francisco, CA 94132 Eva Martinez – emartine@sfsu.edu 415 338-7434 (Source also forwards to mailing list of alumni & diversity-oriented media organizations.) http://www.journalism.sfsu.edu/www/ciij/ciij.htm	0
<i>Chronicle of Philanthropy</i>	1255 23rd Street N.W., Suite 700 Washington D.C., 20037 http://philanthropy.com/jobs	0

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
Corporation for Public Broadcasting	401 Ninth Street, NW Washington, DC 20004-2129 202 879-9600 or 800 272-2190 http://www.cpb.org/jobline	0
Craigslist.org	1381 9th Avenue San Francisco, CA 94122 Annette Ha – annette@craigslist.org or questions@craigslist.org 415 566-6394 http://www.craigslist.org	27
<i>Current</i>	6930 Carroll Avenue, Suite 350 Takoma Park, MD 20912 301 270-7240 classifieds@current.org www.current.org	0
Dice.com	4101 NW Urbandale Drive Urbandale, IA 50322 Doug Cummings 877 386-3323 http://www.Dice.com	1
<i>East Bay Express /</i> Backpage.com	1335 Stanford Avenue Emeryville, CA 94608 510 879-3700 http://www.backpage.com	0
Idealist.org	http://www.idealist.org	0
Jewish Vocational Services	225 Bush Street, Suite 400 San Francisco, CA 94104 http://www.jvs.org	0
JobLatino.com	4604 Via Ventura Mesquite, TX 75150 972 203-1436 human@joblatino.com http://www.JobLatino.com	0
JournalismJobs.com *	Berkeley, California Dan Rohn – dan@journalismjobs.com 510 524-2007 http://www.journalismjobs.com	3
LatPro.com	LatPro, Inc. 3050 Universal Boulevard, Suite 120 Weston, FL 33331 954 727-3844 http://www.LatPro.com	0

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
LinkedIn.com	LinkedIn Corporation 2029 Sterlin Court Mountain View, CA 94043 http://www.linkedin.com	0
Media Alliance *	1904 Franklin Street, Suite 500 Oakland, CA 94612 Nyeema Brown jobffile@media-alliance.org 510 832-9000 http://www.media-alliance.org	0
MediaBistro.com inc.	494 Broadway, 4 th Floor New York, NY 10012 212 929-2588 http://www.MediaBistro.com	2
NACELink Network	National Association of Colleges and Employers 62 Highlands Avenue Bethlehem, PA 18017 610 868-1421 http://www.nacelink.com	0
National Association of Black Journalists	1714 Franklin Street, #100-260 Oakland, CA 94610 http://www.nabj.org	0
National Committee on Planned Giving	233 McCrea Street, Suite 400 Indianapolis, IN 46225 317 269-6274 http://www.ncpg.org	0
The National Diversity Newspaper Job Bank	P.O. Box 936 Augusta, GA 30903 800 622-6358 x3310 http://www.newsjobs.com	0
Northern California Human Resources Association	http://www.nchra.org	1
<i>Opportunity Knocks</i>	580 California Street, Suite 200 c/o The Management Center San Francisco, CA 94104-1008 knocks@tmcenter.org or tmc@tmcenter.org 415 399-2635 or 800 344-6627, ext. 2635 http://www.opportunityknocks.org	2
Pamela Cook – Search Firm	Pamela A. Cook, ACFRE 27 Minor Court San Rafael, CA 94903 415-785-2895	3

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
<i>Philanthropy News Digest</i> (a service of The Foundation Center)	Alice Itty, Editorial Assistant ai@foundationcenter.org http://foundationcenter.org/pnd/jobs	0
PBS Connect Forums, SystemwideInfo, JobPostings	Georgia Nasios – gnasios@pbs.org http://connect.pbs.org	0
Radio-Television News Directors Association & Foundation	1600 K Street NW, Suite 700 Washington, DC 20006-2838 202 659.6510 http://www.rtnda.org	0
SanFranciscoCareers *	800 346-5658 http://www.SanFranciscoCareers.com	0
<i>ScienceCareers.org</i> American Association for the Advancement of Science (AAAS)	<i>Science/AAAS</i> 1200 New York Avenue NW Washington, DC 20005 202 326-6550 Leonard Marshall lmarschal@aaas.org http://www.sciencecareers.org	4
<i>SF Weekly/Backpage.com</i>	175 Berry, Lobby 4, Suite 3800 San Francisco, CA 94107 415 (536) 8100 http://www.backpage.com	0
TVJobs.com	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 Fax: 760 754-2115 jobs@tvjobs.com http://www.TVJobs.com	0
<i>TV Technology</i>	IMAS Publishing (USA) Inc. PO Box 1214 Falls Church, VA 22041 703 998-7600 http://www.TVTechnology.com www.TVTechnology.com/industry_jobs/	0
UC Berkeley's Career Center "Cal Jobs"	Career Center 2111 Bancroft Way Berkeley, CA 94720-4350 510 642-1716 http://career.berkeley.edu	0

Recruitment Source	Address/ Contact Person/ Telephone #/ Web site	Number of Interviewees Referred
UC Berkeley School of Journalism	121 North Gate Hall #5860 University of California at Berkeley Berkeley, CA. 94720-5860 jcareers@berkeley.edu 650 642-3383 or andrew@advancerecruitment.com 650 298-8100 http://journalism.berkeley.edu	0
Young Nonprofit Professionals Network	Dee Dee Mendoza – dmendoza@berkeley.edu http://www.ynpn.org	1

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 two 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 serve as mentors for the interns.

NCPB conducts an ongoing internship program for students. Currently NCPB has eleven types of internships each term throughout various departments including television production, allowing up to a maximum of two interns per type of internship each term. The goal is to help the interns gain experience within the broadcast environment while enhancing their education inside the classrooms. Internship eligibility requirements, schedules, descriptions, and application procedures can be found at <http://www.kqed.org/about/internships>.

KQED-FM also has an ongoing Radio Practical Training Internship Program for the community. One does not have to be a student to be eligible, but should possess a serious desire to gain intensive radio experience from a choice of four types of internships. KQED-FM allows between one to a maximum of six interns, depending on the type of Radio Practical Internship each term. 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 <http://www.kqed.org/about/internships/#practical>.

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.

- Association for Education in Journalism and Mass Communication (AEJMC) – NCPB’s Human Resources Manager, Employment participated as a panelist at the AEJMC conference on August 3, 2006. The panel was entitled the Internships and Career Interest Group and the session title was *Interns & Beginners, What Employers Want*.
- Digital Clubhouse of Silicon Valley – A KTEH producer attended the World War II Ceremony event and met with high school students interested in digital storytelling and multi-media projects. This event was hosted by the San Jose City Council and Digital Clubhouse of Silicon Valley on May 22, 2007.
- Girl Scouts of San Francisco Bay Area, Career Exploration – As part of the *Girl Scouts Girls Go Tech and Girl Scouts Save the Bay* initiatives, a KQED producer participated in a full day of activities that introduced girls to the career fields of science, technology, engineering and math. Activities included hosting a table showcasing episodes of *QUEST* at a career event attended by the girls and their parents. Participants learned what it means to be a producer and what it takes to be a good producer, and engaged in a

dialogue about the careers they wanted to pursue. This event took place on February 24, 2007.

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

- San Francisco State University Center for Integration and Improvement of Journalism - Journalism Job and Internship Fair, October 24, 2006.
- DeAnza College – A KTEH producer made a presentation at the Television Production class to 22 students about working as a producer and provided general information about PBS. The students were shown film clips of recent KTEH productions. This event took place on March 8, 2007.
- NCPB’s Manager of External Affairs, Interactive Director and Chief Content Officer met with a group of journalism students from UC Berkeley to provide insight and education on the media environment and careers in broadcast and internet media. Students also received a tour of KQED facilities. This event took place on April 27, 2007.
- Santa Clara University – A KTEH Producer attended the “Last Minute Internship” event and staffed the KTEH table. She spoke with students about employment opportunities and internship opportunities. This event took place on May 9, 2007.

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 a goal to provide managers the tools to allow 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 it provided 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.
- Mandatory on-site web training sessions for management covering methods for ensuring equal employment opportunity and preventing discrimination and sexual harassment per California Law §12950.1 was presented by Jennifer Brown Shaw, Esq. of Jackson Lewis LLP for all NCPB supervisors on May 2, 2007.

5. Providing training to personnel of outside non-profit recruitment organizations that would enable them to better refer job candidates for broadcast positions.

- NCPB hosted employees of the Peninsula Works facility at KQED’s offices on April 27, 2007, to better-equip Peninsula Works Career Counselors to refer qualified candidates for vacancies in the industry. The visitors were taken on an in-depth docent-led tour of the studios and facility and participated in a presentation by the Human Resources Manager,

Employment on employment opportunities and careers in broadcasting in mass communication.