

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

For the period commencing August 1, 2008 and ending July 31, 2009 (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 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 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.

<b>Job Title</b>	<b>Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)</b>
Accounting Assistant	Craigslist.org* <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> NCPB Employee Referrals
Administrator, Interactive, Education Network and FM Radio	Craigslist.org <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> NCPB Employee Referrals Internal Promotion*
Announcer Operator	Craigslist.org <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> NCPB Employee Referrals Internal Promotion*
Development Assistant	Craigslist.org <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> NCPB Employee Referrals Internal Promotion* Opportunity Knocks
Development Associate	Craigslist.org* <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> NCPB Employee Referrals Opportunity Knocks Idealist Corporation for Public Broadcasting San Jose State University Santa Clara University Stanford University FoundationsCenter.org Association of Funding Professionals - Silicon Valley Chapter
Executive Assistant	Craigslist.org* <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> NCPB Employee Referrals

<b>Job Title</b>	<b>Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)</b>
Individual Major Gifts Officer – Mid-Peninsula	Craigslist.org <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> * NCPB Employee Referrals Opportunity Knocks Idealist Corporation for Public Broadcasting San Jose State University Santa Clara University Stanford University FoundationsCenter.org
Janitor (2)	Craigslist.org* <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> NCPB Employee Referrals Internal Promotion* NCPB Employee Referrals
Local Marketing Director	Craigslist.org <a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> NCPB Employee Referrals* LinkedIn EntertainmentCareers.net NCPB Employee Referrals
Major Gifts Officer – South Bay	Craigslist.org Chronicle of Philanthropy Corporation for Public Broadcasting Opportunity Knocks Association of Funding Professionals* NCPB Employee Referrals
Membership Clerk	Internal Promotion*
Membership Systems Manager	Internal Promotion*

Job Title	Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)
News Editor	Craigslist.org AM/FM Jobs Corporation for Public Broadcasting National Association of Hispanic Journalists Society of Professional Journalists Asian American Journalists Association JournalismJobs.com National Association of Black Journalists Poynter Institute Radio and Television News Directors Association <a href="http://www.keqed.org/about/jobs">http://www.keqed.org/about/jobs</a> Internal Promotion* NCPB Employee Referrals
Pledge Coordinator	Internal Promotion*
Project Supervisor Foundations and Government Projects (2)	<a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> * Idealist Stanford Blackboard Suite University of San Francisco University of California at Berkeley - CalJobs Opportunity Knocks Internal Promotion* NCPB Employee Referrals
Senior Manager Leadership Gifts	<a href="http://www.kqed.org/about/jobs">http://www.kqed.org/about/jobs</a> * Idealist Opportunity Knocks Corporation for Public Broadcasting FoundationCenter.org Craigslist.org NCPB Employee Referrals
Senior Producer	NCPB Employee Referrals*

B. During the Report Term, a total of 44 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>	13
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>	21
AM/FM Jobs	<a href="http://www.amfmjobs.com">www.amfmjobs.com</a>	0
Asian American Journalists Association	1182 Market Street, Suite 320 San Francisco, CA 94102 Albert Lee – <a href="mailto:AlbertL@aaja.org">AlbertL@aaja.org</a> or <a href="mailto:post@aaja.org">post@aaja.org</a> 415 346-2051 <a href="http://www.aaja.org">http://www.aaja.org</a>	0
Association of Funding Professionals	Christine Jeffers President of Silicon Valley Chapter. <a href="mailto:CJeffers@kteh.org">CJeffers@kteh.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>	9
Entertainment Careers	<a href="http://www.entertainmentcareers.net">www.entertainmentcareers.net</a>	0
Foundations Center	<a href="http://www.foundationcenter.org">www.foundationcenter.org</a>	1
Idealist.org	<a href="http://www.idealists.org">http://www.idealists.org</a>	0

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
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>	0
LinkedIn.com	LinkedIn Corporation 2029 Sterlin Court Mountain View, CA 94043 <a href="http://www.linkedin.com">http://www.linkedin.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>	0
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
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>	0
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
Santa Clara University	<a href="https://scu-csm.symplicity.com/employers/index.php?ck=1&amp;au=&amp;ck=">https://scu- csm.symplicity.com/employers/index.php?cc k=1&amp;au=&amp;ck=</a>	0
Society of Professional Journalists	<a href="http://spj.org/jobpost.asp">http://spj.org/jobpost.asp</a>	0
San Jose State University	<a href="http://www.careercenter.sjsu.edu/">http://www.careercenter.sjsu.edu/</a>	0
Stanford University – Blackboard Suite	<a href="http://www.stanfordalumni.org">www.stanfordalumni.org</a>	0
University of California at Berkeley – CalJobs	<a href="https://berkeley-csm.symplicity.com/employers/index.php?signin_tab=0&amp;js_disabled=0">https://berkeley- csm.symplicity.com/employers/index.php?si gnin_tab=0&amp;js_disabled=0</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 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 members 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 or programs sponsored by educational institutions relating to career opportunities in broadcasting.**

- Participated in the following career/internship fairs:

Date	Event/School
October 8, 2008	Santa Clara University Career and Internship Fair
October 16, 2008	San Jose State University Career and Internship Fair
March 4, 2009	Stanford University – Non-Profit Career Fair
April 3, 2009	San Francisco State Career Fair

- Renewed our membership in 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 provided us with visibility on the Stanford Career Center website home page as a partner employer.

- Human Resources Manager served on a panel at Berkeley City College. The topics were: *Skills You Need to Benefit from Job Opportunities in the New Economy: Perspectives for Successful Business Strategies. How businesses are converting their operations to reflect the new Green economy.* The purpose was to provide students with insight into careers in the broadcasting industry and how the industry is connecting to the green movement.

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

- Training was conducted for all Managers and Supervisors in legal issues surrounding employment and other issues critical to preventing discrimination and ensuring equal employment opportunity such as wage and hour laws and regulations as well as leaves of absence laws and regulations.

**4. Participate in other activities than the ones listed that the licensee has designed to further the goal of disseminating information about employment opportunities.**

- Hosted 2 different groups of students from Immaculate Conception Academy. Provided the students with a tour of the facility, information about careers in broadcasting as well as conducting an informational session on communication in the workplace and appropriate workplace behavior. The goal of this was to assist Immaculate Conception Academy students as they prepare to enter the workforce.