

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

For the period commencing August 1, 2009 and ending July 31, 2010 (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
KQET (formerly KCAH )*	8214	TV	Watsonville, CA
KTEH	35663	TV	San Jose, CA
KQED-FM	35501	FM	San Francisco, CA
KQEI-FM*	20791	FM	North Highlands, CA

\*NCPB considers KQET 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>
Chief Executive Officer	KQED.org Spencer Stuart*
Lead Janitor	KQED.org Employee Referrals Craigslisr.org*
Project Manager, Events	KQED.org Employee Referrals Craigslisr.org*

<b>Job Title</b>	<b>Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)</b>
Development Associate	KQED.org Employee Referrals Craigslisr.org* Opportunity Knocks Idealist
Accounts Receivable Accountant	KQED.org Employee Referrals* Craigslisr.org
Assistant Director Facilities	KQED.org Employee Referrals Craigslisr.org*
Project Supervisor, Annual Major Giving	KQED.org Employee Referrals Craigslisr.org Association of Fundraising Professionals Golden Gate Chapter Association of Fundraising Professionals Silicon Valley Chapter Internal Promotion*
Director Annual Major Giving	KQED.org Employee Referrals* Craigslisr.org Corporation for Public Broadcasting Linked In Association of Fundraising Professionals Golden Gate Chapter Association of Fundraising Professionals Silicon Valley Chapter Opportunity Knocks
Project Supervisor, Grant Writer (2)	KQED.org Employee Referrals Craigslisr.org* Linked In Opportunity Knocks
IT Support Technician	KQED.org Employee Referrals Craigslisr.org*

<b>Job Title</b>	<b>Recruitment Sources Contacted (an asterisk marks the source that referred the hiree)</b>
Manager, External Affairs	KQED.org Employee Referrals Craigslis.org*
Financial Services Associate	KQED.org Employee Referrals Craigslis.org*
Announcer/Operator	KQED.org Employee Referrals Craigslis.org Internal Promotion*
Lead Janitor	Internal Promotion*
Reporter III/Host II	KQED.org* Employee Referrals Society of Professional Journalists Craigslis.org Corporation for Public Broadcasting Journalismjobs.com Asian American Journalists Association National Association of Black Journalists
Reporter II/Host I	KQED.org Employee Referrals Society of Professional Journalists Craigslis.org Corporation for Public Broadcasting Journalismjobs.com Internal Promotion* National Association of Black Journalists
Interactive Producer	KQED.org* Employee Referrals Job Thread
Interactive Producer	KQED.org Employee Referrals Job Thread Internal Promotion*

B. During the Report Term, a total of 74 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>	35
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

<b>Recruitment Source</b>	<b>Address/ Contact Person/ Telephone #/ Web site</b>	<b>Number of Interviewees Referred</b>
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>	14
Idealist.org	<a href="http://www.idealist.org">http://www.idealist.org</a>	0
JobThread.com	Job Thread, Inc. 295 Greenwich Street #235 New York, NY 10007 <a href="http://www.jobthread.com">http://www.jobthread.com</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>	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
Society of Professional Journalists	<a href="http://spj.org/jobpost.asp">http://spj.org/jobpost.asp</a>	0
Spencer Stuart	525 Market St., Suite 3700 San Francisco, CA 94105 Will Schutte	14

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 Training Internship Program. KQED-FM allows between one to a maximum of ten interns, depending on the type of Radio 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>.

**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.**

- Human Resources Manager participated in a Career Day for the Bernal Heights Neighborhood Youth Center which was attended by youth between the ages of 16 – 21. The purpose of this event was to educate individuals about careers in the broadcasting industry.
- KQED provided information about broadcasting issues and employment needs to individuals and groups throughout the community including the following presentations and tours of the facility.

<b>Date</b>	<b>Organization / Event</b>
May 28, 2010	<b>Peninsula Works Projects</b> – As part of the training and employment services to job seekers, KQED provided a tour of the facilities for 10 adults in the area who have been laid off.
April 17, 2010	<b>KQED’s Educational Services together with Bay Area ESL Instructors</b> – provided a tour of KQED for 30 people from the Bay Area.

March 3, 2010	<b>Castilleja School Career Day Activity</b> – 4-8 students toured KQED’s facility.
March 16, 2010	<b>Digital Safari Academy of Mt. Diablo High School Career Exploration Program</b> – KQED’s Executive Producer, Fawn Ring, provided a presentation and tour of the facility.

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

- Participated in the following career/internship fairs:

<b>Date</b>	<b>Event/School</b>
October 6, 2009	Stanford University Career Fair
October 7, 2009	St. Mary’s College Career Fair
October 14, 2009	Santa Clara University Career Fair
October 15, 2009	San Jose State University Career Fair
October 21, 2009	University of California at Berkeley Career Fair
October 30, 2009	San Francisco State University Career Fair
March 3, 2010	Stanford University Career Fair
April 9, 2010	San Francisco State University Career Fair
April 14, 2010	San Jose State University Career Fair
April 21, 2010	University of California at Berkeley Career Fair

**4. 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.