

2008 ANNUAL EEO PUBLIC FILE REPORT

MENDOCINO COUNTY PUBLIC BROADCASTING

Stations:	KZYX(FM-NCE), Philo, CA KZYZ(FM-NCE), Willits, CA
Reporting Period:	July 22, 2007 – July 21, 2008
No. of Full-time Employees:	Between 5 – 10
Small Market Exemption:	Yes

During the Reporting Period, a total of four full time positions filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Brought in an intern for the news & music departments July – August 2007. We provided training in the following skills: Engineering, Field Reporting, use of recording equipment, digital audio editing, writing, voice and news announcements, news archiving, research, computer literacy, interview techniques and radio specific skills.

This was part of a program sponsored by Anderson Valley Education Foundation in cooperation with the Anderson Valley High School in Boonville. The student worked here during summer break most weekdays to help produce our community news, which airs every weekday evening. The student received a stipend from the non-profit to work with us.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Provided training for station personnel in management and leadership skill building, such as the Media Arts Leadership Institute. Personnel were also provided opportunities to attend professional conferences held in the region.

Our Morning News Host attended the Investigative Reporter and Editors; Better Watchdog Workshop from KQED in SF, Ca. January 19th, 2008. As well as the NAMAC-National Alliance for Media Arts and

Culture NAMAC Leadership Institute Silver Falls State Park, Ore. June 8th – 12th, 2008.

Our Morning host and Program Director attended a Fred Pryor seminar on internal communication. In May of 2008 in Santa Rosa, Ca.

In March of 2008 our Membership & Events Coordinator attended the Sonoma County Non-Profit Conference put on by the Volunteer Network of Sonoma County. The 3 workshops included: Diversity, Utilizing media, and Fundraising strategies (focused on events and volunteer coordination).

Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

AV High School internship outreach day – August, 17 2007. Our program director acted as an advisor and judge for an AV High School senior project in audio engineering and public affairs dealing with land use issues.

Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.

In March of 2008 at the Sonoma County Non-Profit Conference put on by the Volunteer Network of Sonoma County. The Membership & Events Coordinator participated in workshops on Diversity and non-profit demographics where she learned about tools for planning events and overseeing volunteers, fundraising software options, website ideas, tools and studies for increasing diversity in all facets of the organization.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10/15/2007	Membership & Events Coordinator	Idealist.org
10/22/2007	Operations Director	University Posting
4/12/2008	News Director	RTNDA
4/28/2008	Business Support Coordinator	Word of Mouth

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 12

Total Number of Persons Interviewed for Membership & Events Coordinator during the Reporting Period: 3

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Ukiah Daily Journal	1
Ideallist.org	2
Cal Jobs - Employment Development Website	0
National Federation of Community Broadcasters Listserv	0
Humboldt State University Career Center	0
Fort Bragg Advocate-News & Mendocino Beacon	0

Total Number of Persons Interviewed for Operations Director during the Reporting Period: 3

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Ukiah Daily Journal	0
Ideallist.org	0
Cal Jobs - Employment Development Website	0
National Federation of Community Broadcasters Listserv	0
Humboldt State University Career Center	1
Fort Bragg Advocate-News & Mendocino Beacon	0

Total Number of Persons Interviewed for News Director during the Reporting Period: 4

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Ukiah Daily Journal	0
Ideallist.org	0
Radio Television News Director Association	2
Cal Jobs - Employment Development Website	0
National Federation of Community Broadcasters Listserv	1
Fort Bragg Advocate-News & Mendocino Beacon	0

Total Number of Persons Interviewed for Business Support Coordinator during the Reporting Period: 2

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Ukiah Daily Journal	0
Ideallist.org	0
Cal Jobs - Employment Development Website	0
National Federation of Community Broadcasters Listserv	0
Fort Bragg Advocate-News & Mendocino Beacon	0

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Ukiah Daily Journal	N	590 S. School St. Ukiah, CA 95482	Classified Advertising Department	707-468-0123
Humboldt State University Career Center	N	Nelson Hall West 130 HSU 1 Harpst St. Arcata, Ca. 95521	Career Center	707-826-3341 http://www.humboldt.edu/~career/
Ideallist.org	N	Action Without Borders/Idealist.org 1220 SW Morrison, 10th Floor Portland, OR 97205	Classified Advertising	646-290-7725 www.ideallist.org
Anderson Valley Advertiser	N	Box 459 Boonville, CA 95415	Classified Advertising	(707) 895-3016
Fort Bragg Advocate-News & Mendocino Beacon	N	450 N. Franklin St. P. O. Box 1188 Fort Bragg, CA 95437	Classified Ads	(707) 964-5642 classads@mcn.org
Radio Television News Director Association	N	RTNDA/RTNDF 4121 Plank Road, #512, Fredericksburg, VA 22407	Classified Advertising	202.659.6510
Cal Jobs - Employment Development Website	N	310 E. Redwood Avenue Ft. Bragg, CA	http://www.caljobs.ca.gov/	707 964-3295
National Federation of Community Broadcasters Listserv	N	1790 Broadway #100 Oakland, CA 94612	http://nfcfb.org	510-451-8200

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.