

**2011 VALLEY PUBLIC RADIO  
EEO PUBLIC FILE REPORT**

**Period Covered: August 1, 2010 – July 31, 2011**

This report covers the following employment unit:  
**KVPR(FM), Fresno, CA and KPRX(FM), Bakersfield, CA**

**A. Job vacancies filled during reporting period:**

<u>Job Title</u>	<u>Date filled</u>
1. Director of Program Content	8/20/10
2. Individual Gifts Manager	1/1/11
3. Corporate Marketing Representative	6/16/11

**B. The following recruitment sources were contacted for the 3 vacancies for the full-time jobs listed above:**

NAME OF ENTITY AND ADDRESS	CONTACT PERSON AND TELEPHONE #	TYPE OF ORGANIZATION OR ENTITY
Association of Fundraising Professionals P.O. Box 26085 Fresno, CA 93729 www.afp-cv.org	James Collier (559) 244-1585 <a href="mailto:james@jrcollier.com">james@jrcollier.com</a>	Fundraising Professionals Group
California State University, Fresno - Career Services Thomas, Suite 103, 5241 N Maple M/S TA61 Fresno, CA 93740-8027 www.Bulldoglink.com	Careerservices@csufresno.edu (559) 278-2381	Educational Institution
California State University, Fresno Department of Sociology – American Humanics 6340 N. Campus Drive, M/S SS97 Fresno, CA 93740	Dr. Matthew Jenedian, Chair matthewj@csufresno.edu (559) 278-2234 (559) 278-6468 fax	Educational Institution
Central California Workforce Collaborative Careers in the Valley www.careersinthevalley.com	careers-valley@workforce-connection.com	Employment Services Agency
Corporation for Public Broadcasting (CPB) 401 Ninth Street, NW Washington, DC 20004 www.cpb.org	(202) 879-9600	Public Broadcasting Organization
Craigslist Fresno <a href="http://fresno.craigslist.org/">http://fresno.craigslist.org/</a>		Online Classifieds
Current Newspaper 6930 Carroll Avenue, Suite 350 Takoma Park, MD 20912	Ronald Woods, Business & Circulation Director (301) 270-7240, ext. 38 <a href="mailto:Menla@current.org">Menla@current.org</a>	Public Broadcasting Newspaper
DEI 401 N. 3rd St., Suite 370 Minneapolis, MN 55401 <a href="http://dei.nonprofitoffice.com">http://dei.nonprofitoffice.com</a>	Virginia Dambach 888-454-2314	Public Radio Fundraising & Marketing Service Organization

Employment Development Department www.caljobs.ca.gov/	(800) 758-0398	Employment Services Agency
Fresno Arts Council 1245 Van Ness Avenue Fresno, CA 93721	Maria Franco (559) 237-9734	Cultural Arts Group List-Serv
<i>Fresno Bee</i> Newspaper 1626 E Street Fresno, CA 93786	Rick Bentley (559) 441-6355 rbentley@fresnobee.com	Newspaper
Fresno City College Employment Resource Center 1101 E. University Fresno, CA 93741	(559) 442-8294 erc@fresnocitycollege.edu	Educational Institution
Fresno Coalition for Art, Science & History (FCASH) 1544 Van Ness Avenue Fresno, CA 93721	Cynthia Cooper (559) 286-8282 info@fcash.org	Cultural Arts Group
FresnoJobs.org www.fresnojobs.org	chiefrecruiter@fresnojobs.org	Community Job Posting Website
Fresno Pacific University – Career Center 1717 S. Chestnut Fresno, CA 93702	(559) 453-2220 crc@fresno.edu	Educational Institution
Fresno Regional Workforce Investment Board Workforce Connection 3302 N. Blackstone Avenue, Suite 221 Fresno, CA 93726	James Freeny & Randy Welch (559) 230-4073	Employment Services Agency
Mind-hub.org	mindhub-info@mindhub.org	Central Valley Creative Professionals List-Serv
National Educational Telecommunications Association P.O. Box 50008 Columbia, SC 29250 <a href="http://Netaonline.org/jobs.htm">http://Netaonline.org/jobs.htm</a>	Maryanne Schuessler (803) 799-5517 Maryanne@netaonline.org	Professional Public Broadcasting Association
Public Broadcasting Management Association 939 South Stadium Road Columbia, SC 29201 www.pbma.org	Maryanne Schuessler (803) 799-5517 Maryanne@netaonline.org	Professional Public Broadcasting Association
Public Radio Association of Development Officers 401 N. 3rd St., Suite 370 Minneapolis, MN 55401	(888) 454-2314 www.pradoweb.org	Fundraising Professionals Group List-Serv
Public Radio Program Director's Association 38 Milford Street Hamilton, NY 13346 www.prpd.org	David Hollis, Office Manager (315) 824-8226 info@prpd.org	Professional Public Radio Association
Valley Public Radio 3437 W. Shaw Avenue #101 Fresno, CA 93711 www.kvpr.org	Mariam Stepanian (559) 275-0764 mariam@kvpr.org	Public Radio Station

**C. A total of 25 people were interviewed for the three vacancies. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:**

<b>Recruitment Source</b>	<b>Total # of Interviewees <u>Director of Program Content</u></b>	<b>Total # of Interviewees <u>Individual Gifts Manager</u></b>	<b>Total # of Interviewees <u>Corporate Marketing Rep.</u></b>
Corporation for Public Broadcasting (CPB)	11		
Fresno Bee	3		
Fresnojobs.org		1	
Fresno Regional Workforce Connection Board			1
Valley Public Radio Website (kvpr.org)			2
Mind-hub.org		1	2
Word-of-Mouth	1 (ultimate hiree)	2 (1 ultimate hiree)	1 (ultimate hiree)

**D. Outreach activities during reporting period:**

**1. VOLUNTEER INTERN TRAINING**

November 2010 – July 31, 2011

Intern: Kiah Tiftick – California State University, Fresno – Marketing Major

Station Activities: business department, marketing, development, production/programming

December 2010 – July 31, 2011

Intern: Kristen Furtado – California State University, Fresno – Communications Major

Station Activities: business department, development, production/programming

**2. MEETINGS WITH OTHER PUBLIC RADIO, MEDIA, AND NON-PROFIT PROFESSIONALS TO DISCUSS IDEAS AND OPPORTUNITIES**

August 2010 – June 2011

Fresno Coalition for Arts, Science & History (FCASH) monthly membership meetings

Participant: Renee Machi

August 2010 – July 2011

Association of Fundraising Professionals (AFP) monthly luncheons

Participants: Virginia Coningsby (10/19/10), John English (8/19/10), Renee Machi (monthly)

August 30, 2010

“Cultural Data” training session presented by the James Irvine Foundation

Participant: Renee Machi

September 8, 2010

“Financial Statements & Budget Monitoring” workshop presented by Northern California Community Loan Fund

Participant: Renee Machi

November 16, 2010

National Philanthropy Day Luncheon presented by the Association of Fundraising Professionals (AFP)  
Participants: Ren Carter, Virginia Coningsby, John English, Mariam Stepanian, Renee Machi, Joe Moore, Caitlin Tiftick, Don Weaver

November 17, 2010

Directors of Volunteers in Agencies (DOVIA) quarterly meeting presented by Hands On Central California  
Participant: Virginia Coningsby

March 22, 2011

"Improving Sales Performance" presented by Sadler Training  
Participant: Ren Carter

March 23, 2011

Kern Economic Summit  
Participants: Carolyn Carter, Renee Machi, Joe Moore, Mariam Stepanian, Caitlin Tiftick

March 30, 2011

Madera EDC "State of the County" luncheon  
Participant: Ren Carter

April 2, 2011

Panel Discussion on the "Impact of New Media on Government" presented by the League of Women Voters – Fresno  
Panel Participant: Joe Moore; Attendee: Carolyn Carter

May 4, 2011

Webinar: "Getting the Most From Your DEI Membership" and air check critiques presented by DEI  
Participant: Carolyn Carter

May 25, 2011

Roundtable discussion with NEA Chairman presented by Alliance for California Traditional Arts  
Participant: Renee Machi

May 31, 2011

Panel discussion on "Emerging Skills of Tomorrow's Journalist" with Fresno Social Media Club  
Participant: Joe Moore

June 29, 2011

Central California Hispanic Chamber of Commerce monthly member luncheon  
Participant: Diana Hernandez

July 7, 2011

"Sales Training for a Great Second Quarter" workshop presented by Clovis Chamber of Commerce  
Participant: Diana Enriquez

July 13-16, 2011

Public Media Development & Marketing Development Exchange Conference  
Participant: Renee Machi

3. CONFERENCES ON CAREER DEVELOPMENT, BUSINESS, AND NETWORKING SKILLS FOR YOUNG WOMEN

September 15, 2010

Fresno Women's Conference

Participants: Ren Carter, Renee Machi

March 8, 2011

Bakersfield International Women's Day Ceremony & Dinner

Participants: Carolyn Carter, Mariam Stepanian, Renee Machi, Kristina Herrick

March 22, 2011

Fresno County Women's Chamber of Commerce Luncheon

Participant: Ren Carter

4. PRESENTATIONS TO COMMUNITY GROUPS TO TALK ABOUT THE STATION

August 18, 2010

Presentation to East Fresno Rotary Club

Participant: Mariam Stepanian

September 1, 2010

Presentation to Twilight Rotary Club of Bakersfield

Participants: Kristina Herrick, Mariam Stepanian

October 1, 2010

Community booth at San Joaquin River Partnership Conference

Participants: Ren Carter, John English, Jay Parks

October 16, 2010

Community booth at Fresno Arts Council's Festival of Art & Wine

Participants: Ren Carter, John English, Renee Machi

Attendees: Virginia Coningsby, Joe Moore, Mariam Stepanian, Caitlin Tiftick, Don Weaver

November 8, 2010

Station tour for Campfire USA girls' group to talk about job opportunities in media

Participants: John English, Renee Machi

November 9, 2010 (broadcast November 16, 2010)

Live recording of "Quality of Life" episode at College of the Sequoias (C.O.S.), Visalia; Topic: "Health Insurance Town Hall"

Participant: Terry Phillips

November 11, 2010

Presentation to CSU Bakersfield's Sixty Plus Club; Topic: "Journalism Under Fire"

Participant: Terry Phillips

December 1, 2010; February 23, 2011; May 25, 2011

Corporate Partner Business Breakfasts

Participants: Carolyn Carter, Ren Carter, Virginia Coningsby, Vince DiCiccio, John English, Renee Machi, Joe Moore, Mariam Stepanian, Caitlin Tiftick, Don Weaver

April 5, 2011

Presentation to CSUF Business Students – Non-Profit Management Class

Participant: Caitlin Tiftick

June 28, 2011

Community booth at Whole Foods Fundraising Event to benefit the station

Participants: Carolyn Carter, John English, Diana Enriquez, Kristen Furtado