

ANNUAL EEO REPORT

For the period commencing October 1, 2007 and ending September 30, 2008

Prepared by Oregon Public Broadcasting. The report below lists all full-time vacancies during the reporting period for KOAB-FM/Bend, KOPB-AM/Eugene, KOGL-FM/ Gleneden Beach, KOTD-FM/The Dalles, KRBM-FM/Pendleton, KOPB-FM/Portland, KOAC-TV/Corvallis, KOAB-TV/Bend, KTVR-TV/LaGrande, KEPB-TV/ Eugene, KTMK-FM/Tillamook, KOPB-TV/Portland.

FULL TIME VACANCIES: (all full time vacancies are located in Portland, OR unless noted)

Job Title	Total Interviewed for the Position	Recruitment Sources / Total Number Referred by Recruitment Source	Recruitment Source the Referred the Hiree
Sr. Fiscal Payroll Coordinator	5	Oregonian newspaper OPB Web site OPB First Class Staff Lounge Local Affirmative Action (see attached listing) OPB Job Line PBS Connect Craigslis Career Builder American Payroll Assn (various chapters) Community Nonprofit Resources Group (CNRG) Public Broadcasting Management Assn External Staffing Source (5)	External Staffing Source
Corporate Support Associate	13	Oregonian (3) OPB Web site (4) OPB First Class (2) Staff Lounge Local Affirmative Action (see attached listing) OPB Job Line Craigslis (2) Willamette Valley Development Officers Assn, (WVDO) (1)	Craigslis

		Public Relations Society of America Portland Ad Federation Unknown Source (1)	
Volunteer Resources Coordinator	12	Oregonian (1) OPB Staff Lounge OPB Web site (3) Local Affirmative Action (see attached listing) OPB First Class (1) CNRG (1) NW Oregon Volunteer Admin Assn (NOVAA) Institute for Nonprofit Mgmt (INPM) (1) Craigslist (5)	Craigslist
Volunteer Resources Coordinator	6	Oregonian OPB Staff Lounge OPB Web site (1) OPB Job Line Local Affirmative Action (see attached listing) OPB First Class (1) PBS Connect Craigslist (3) CNRG NOVAA (1) INPM WVDO	Craigslist
Accounting Tech	6	Oregonian (3) OPB Job Line OPB Staff Lounge OPB Web site Local Affirmative Action (see attached listing) OPB First Class (1) Craigslist (2)	Oregonian
Corporate Support Associate	7	Oregonian OPB Staff Lounge OPB Web site (1) Local Affirmative Action (see attached listing) OPB First Class	CNRG

		Craigslist (3) PRSA Public Relations Society of America WVDO CNRG (1) PBS Connect Portland Ad Federation (PAF) Unknown Source (2)	
Maintenance Engineer (Two positions)	4	Oregonian OPB Staff Lounge OPB Web site (1) Local Affirmative Action (see attached listing) OPB First Class (2) Craigslist Socy of Broadcast Engineers (SBE) Oregon Assn of Broadcasters (OAB) Current Unknown Source (1)	Both hires through OPB First Class
Promotions Editor/Producer	6	Oregonian OPB Web site (3) OPB First Class Staff Lounge Local Affirmative Action (see attached listing) Craigslist Unknown Source (3)	OPB Web Site
Asst Director, Government and Foundation Grants	7	Oregonian Local Affirmative Action (see attached listing) OPB Web site (2) OPB First Class (1) OPB Staff Lounge PBS Connect WVDO Current Corp for Public Broadcasting (CPB) (1) Chronicle of Philanthropy (1) Craigslist Unknown Source (2)	OPB First Class

Corporate Account Executive	6	Oregonian (1) Local Affirmative Action (see attached listing) OPB Web site (2) OPB First Class (3) OPB Staff Lounge Craigslis PBS Connect WVDO PRSA PAF	OPB Web Site
Graphic Designer	9	Oregonian OPB Staff Lounge OPB Web Site (1) OPB First Class (2) Local Affirmative Action (see listing) Craigslis (6)	OPB First Class
Morning Edition Host	6	Oregonian (1) OPB Staff Lounge OPB Web site (2) Local Affirmative Action (see attached listing) OPB First Class (2) Craigslis Radio Bilingue No. America Radio Netherlands JournalismJobs.com (1) JournalismNext.com	OPB Web Site
Accounting Tech	7	Oregonian (1) OPB Staff Lounge OPB Web site Local Affirmative Action (see attached listing) OPB First Class Craigslis (5) Unknown Source (1)	Craigslis
PR and Promotions Associate	5	Oregonian OPB Staff Lounge OPB Web site (1)	Craigslis

		Local Affirmative Action (see attached listing) OPB First Class (1) Craigslist (3) American Mktg Assn (AMA) PRSA PDXMindshare.com WVDO	
HR Coordinator	6	Oregonian OPB Staff Lounge OPB Web site (1) Local Affirmative Action (see attached listing) OPB First Class (1) Craigslist (4) PBS Connect INPM CNRG SHRM Society of HR Mgmt	OPB Web Site

RESOURCE AGENCIES:

Name / Title	Company	Address	Phone
Charlie	Affiliated Tribes of Northwest Indians	atni@spiritone.com	503-249-1443
	American Payroll Assn (national, Portland and Salem chapters)	www.americanpayroll.org www.apa.portland.org/ www.apaheartor.org	
	CareerBuilder	www.careerbuilder.com	800-891-8880
Christine Lau	Chinese Service Center	3430 SE Powell Portland, OR 97202	(503)-872-8822
	Community Nonprofit Resource Group	cnrg@cnrg.portland.org	
	Corporation for Public Broadcasting	401 Ninth Street, NW Washington, DC 20004-2129 www.cpb.org	202-879-9600
	Craigslist	www.craigslist.com jobs@craigslist.com	
	Current	1612 K St NW, Suite 704 Washington, DC 20006	202-463-7055
Teresa Baldwin PRONG 2	Goodwill Job Connection	tbaldwin@gicw.org	
Sharon Hasenjaeger	Institute for Nonprofit Mgmt	INPM@pdx.edu	
	Journalism Jobs (Columbia Journalism Review)	www.journalismjobs.com	510-653-1521
	Journalists of Color	P O Box 30846 Bethesda, MD 20824	703-629-0178
	Local SBE chapter (Portland area)	www.sbe124.org	
L Nevius PRONG 2	Marys Woods	LNevious@maryswoods.com	
	National Association of Hispanic Journalists	1000 National Press Building 529 14 St, NW Washington, DC 20045-2001 www.nahj.org	202-662-7145

Noah Waxman	North America Radio Netherlands	Noah.waxman@rnw.nl	
LouAnne Tabada	NW Oregon Volunteer Administrators Assn	ltabada@soor.org	
PRONG 2	Oregon Advocacy Commission's Office (OACO)	<u>OACO.mail@das.state.or.us</u>	
	Oregon Assn of Broadcasters (OAB)	<u>www.theoab.org</u>	
Everette Rice PRONG 2	Oregon Commission on Black Affairs (OCBA)	Ocba!qwest.net	
	PBSX / Public Broadcasting Express, Connect	1320 Braddock Place Alexandria, VA 22314	703-739-5090
	Portland Advertising Federation	<u>www.portlandadfederation.com</u>	
Renee Mitchell	Portland Association of Black Journalists	<u>rmitch@news.oregonian.com</u>	
	Public Broadcasting Management Assn	<u>www.pbma.org</u>	
	Public Relations Society of America	<u>www.prsa-portland.org</u>	
	Radio Bilingue, Inc.	<u>hmeza@radio.org</u>	
	Society of Broadcast Engineers (SBE)	<u>www.sbe.org</u>	
Taylor David	The Klamath Tribes Newsletter	<u>taylor.david@klamathtribes.com</u>	541-783-2219 *147
Jeanette Hopson	The Oregonian <u>www.oregonlive.com</u>	1320 Broadway Portland, OR 97201	503-221-8402
	Urban League of Portland	10 N. Russell Portland, OR 97227	503-280-2600
Sharon Wood	Willamette Valley Development Officers <u>www.wvdo_or.org</u>	619 SW 11 th Avenue, Suite 1121 Portland, OR 97205	503-274-1977

SUPPLEMENTAL OUTREACH ACTIVITIES:

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

OPB's internships are updated and enhanced annually. This past year we added internships in our Radio department as a part of our live show Think Out Loud. In addition to two internships with stipends, we offer internships throughout the organization. See Internship descriptions beginning on page 10.

The John R. Tuttle Internship is a summer internship with a stipend in telecommunications and broadcast journalism that enables an outstanding college or university student to spend the summer studying the field full time in a hands-on environment. Eligible applicants must contribute to diversity in his or her community. The Maynard E. Orme Internships with stipends were established in honor of Maynard's considerable contributions to OPB to encourage students to cultivate skills in the development and production of high-quality news and public affairs programming.

12. Listing of upper-level category openings in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

See local Affirmative Action listings below.

14. Providing of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Human Resources has in-depth conversations with search committee members prior to interviews in regards to appropriate interviewing styles. Human Resources are also present, and participate, with all interviews.

16. Participation in activities, other than the fifteen listed options.

OPB senior level staff participate in class events at University of Oregon, speaking to students, reviewing and critiquing student projects (some student projects may air on OPB TV), etc. News reporters, our managing editor and the VP of News and Public Affairs speak several times a year each with middle school, high school and/or college students about careers in public broadcasting. Our news staff and local TV producers also host about 4 or 6 job shadow students (both high school and college). The students' day often includes observes our live show Think Out Loud, following a radio reporter, and/or going on a local TV production shoot.

OPB Tour Program – regular tours held for groups and individuals, providing information regarding radio and television broadcasting, at their request.

OPB Open House – held at least annually, opening television and radio studios, providing information about OPB to all who wish to come. Includes opportunities to talk to a variety of staff about careers in broadcasting.

PRONG 2 ORGANIZATIONS – See Local Affirmative Action Listing Below

Goodwill Job Connection
Marys Woods at Marylhurst
Oregon Commission on Black Affairs
Oregon Advocacy Commission

LOCAL AFFIRMATIVE ACTION:

Urban League of Portland
10 N. Russell
Portland, OR 97227
Phone: (503)280-2600

Chinese Service Center
Christine Lau
3430 SE Powell Blvd
Portland, OR 97202
info@ahscpx.org
Phone: (503)872-8822

Oregon Commission on Black Affairs
Everette L. Rice, Commissioner
Everette.L.Rice@state.or.us
ocba@qwest.net
Phone: (971)673-1286

Marys Woods
LNevious@maryswoods.com

Klamath Tribal Health
Laurel Robinson
3949 S. Sixth Street
Klamath Falls, OR 97603-4746
larobinson@klm.portland.ihs.gov
Phone: (541)882-1487

Portland Association of Black Journalists
Renee Mitchell at:
rmitch@news.oregonian.com

Oregon Advocacy Commission
3218 Pringle Rd SE, Suite 270
Salem, OR 97302
OACO.mail@das.state.or.us

Affiliated Tribes of Northwest Indians
Attn: Charlie
1827 NE 44th Avenue, Suite 130
Portland, OR 97213-1443
atni@spiritone.com

The Klamath Tribes Newsletter
Attn: Taylor David
P.O. Box 436
Chiloquin, OR 97624
Taylor.david@klamathtribes.com

Goodwill Job Connection
Teresa Baldwin
tbaldwin@gicw.org

NATIONAL AFFIRMATIVE ACTION:

Corporation for Public Broadcasting
401 Ninth Street, NW
Washington, DC 20004
www.cpb.org/jobline

The Career Center
National Association of Broadcasters
1771 "N" Street, NW
Washington, DC 20036
www.nab.org/bcc

National Association of Black Journalists
3100 Taliaferro Hall
University of Maryland
College Park, MD 20742-7717
www.nabj.org

Native American Journalists Assn
University of S. Dakota
414 E. Clark St.
Vermillion, SD 57069
www.naja.com

National Association of Hispanic Journalists
Job Bank
1000 National Press Building
Washington, DC 20045
www.jobbank@nahj.org

Asian American Journalists Association
1182 Market Street, Suite 320
San Francisco, CA 94102
post@aja.org

California Chicano News Media Association
USC School of Journalism
3800 S. Figueroa Street
Los Angeles, CA 90037-1206
Sylvia Wells, Office Manager
ccnmaininfo@ccnma.org

Internship Descriptions

Production: Local/National Television

This internship involves the production of long-form television documentaries. Duties may include extensive library research, phone interviews, making set-up calls, dubbing, logging and transcribing tapes, keeping a file of written releases from interviewees, gathering taped releases and transferring them to a master tape, researching film rights, shipping tapes, and sitting in on editing and post production. Strong writing, interviewing, research and word processing skills are necessary. Basic knowledge of TV production techniques helpful.

Production: Project Development, National Television Productions

This internship involves the creation, research, development, and writing of proposals for documentary series and projects, web sites, and educational productions. Duties may include Internet and library research, phone interviews, brainstorming with project team, writing first drafts of proposals, dubbing tapes, reviewing the work of documentary filmmakers, and summarizing and conveying information to unit members. May also involve working with independent producers to further develop their proposals. The Think Tank does not engage in video production activities.

Production: *Oregon Art Beat* and *Oregon Field Guide*

Assist in the production of local programs on the arts and outdoors. Duties may include transcribing interviews; providing written description of video; dubbing tapes; writing promos; updating databases, promotional materials and Web site; and working in the field on a limited basis (may require carrying equipment). Interns will have opportunities to observe story editing and posting. Qualified interns may have the opportunity to produce, or assist in producing, a program segment. Intern must possess strong organizational and writing skills.

News

This internship involves assisting with reporting and production of OPB's daily news product. Duties include performing background research, assisting reporters in the field, gathering tape, using digital audio editing equipment, taking reports over the phone, assisting talk show producers with research and pre-interviewing guests, and assisting with production of online news content. Extensive coursework in broadcast journalism is necessary. A typical weekly time commitment is 12 hours.

Radio: Think Out Loud

This internship involves assisting with the daily production of OPB Radio's daily current affairs talk show, Think Out Loud. Duties include greeting guests, helping with last minutes prep for the show, screening calls, managing the contact database, preparing background research,

pre-interviewing potential guests, writing blog posts, doing show outreach, pitching show ideas and, potentially, producing entire programs. Experience in broadcast journalism, or a related field, is necessary. A typical weekly time commitment is 16 to 24 hours.

Television Programming

This internship will involve various aspects of public television programming including audience research, program auditioning, preparing and sending program information to PBS stations, researching and responding to station and individual program inquiries. The individual may have the opportunity to participate in program marketing and distribution activities. Basic mass communications preparation with good verbal and written skills required. Knowledge of TV production and promotion helpful. Computer literacy a must.

Educational Media

This internship provides opportunities to create Web-based content for teachers. These projects involve opportunities for video editing, design and other production skills. Strong written and oral communication skills and familiarity with personal computers and desktop publishing programs (Word, Photoshop) are necessary. Knowledge of Web design and Web research a plus. Ability to juggle several projects at one time, work independently, and lots of energy and enthusiasm are helpful!

Fund Raising: Corporate Support

This internship will involve assisting in efforts to secure support of the local broadcast of radio and television programs. Tasks and learning experiences will include: researching and collecting prospect information; preparing material and statistical information for client presentation; and preparing and updating a listing of programs available for sponsorship.

Volunteer Management

This internship is in the Volunteer Resources area of the Human Resources and Administration Department. Volunteer Resources is responsible for overseeing the involvement of all unpaid staff (about 2,500 volunteers, interns and work experience students). As a result, an internship would be specifically developed based on an accepted student's skills, background and interests. An internship would involve at least one of the following:

- Research (particularly in civic engagement and other issues related to engaging the community in an organization)
- Training and development
- Program development, management, and/or evaluation

An intern will leave their experience at OPB having furthered their skills in at least one of these areas with the additional benefit of having made an impact on the organization and the community.

Graphics

Work with an energetic creative team to conceive, design, and create graphics to support radio, TV programs, Web and other institutional needs. The intern should have a strong knowledge of design and production processes, typography, and proficiency with MAC software such as Adobe Photoshop, Illustrator, InDesign, QuarkXpress and After Effects. Knowledge of motion graphics is desired, but not required.

On-Air Design/ Marketing

Do you love television and visual media? Would you like to help develop the look and feel of OPB TV? This internship involves working with a team to develop on-air elements to support OPB's branding and marketing efforts. This internship may also include work on other projects based on specific program needs and the skills of the intern applicant. Knowledge of market demographics and a strong aesthetic sense are essential! Basic knowledge of mass communications and good verbal and written skills required. Knowledge of TV production and promotion helpful. Computer literacy a must. Ability to juggle several projects at one time, work independently and lots of energy and enthusiasm are helpful!

Fund Raising: Donor and Business Development

Work with Major Gifts Department to research current and potential donors' giving capacity. Assist in the development, implementation and operation of cultivation and stewardship programs. Research prospects for Business Partners, Capital Campaign, Gift Planning, and Major and Mid-Level Giving programs. Learn about all aspects of managing a development program from direct mail solicitation to donor recognition. Assist with production of cultivation special events as needed. Intern must be computer literate, familiar with Microsoft Word, Excel and Access, and a quick learner.

OPB.org Web Site

This internship involves assisting with OPB's Web site: www.opb.org. Primary duties include supporting site producers and news reporters in creating content for the site, including performing background research, assisting reporters in the field, formatting text and graphics for the Web and updating pages on the site. Skills required include strong oral and written communication, knowledge of Mac OS and familiarity with graphic applications such as Photoshop.

Music Program

This internship involves assisting with production of our local music stream. Duties may include assisting music hosts with in-studio performances and interviews, using digital recording and editing equipment, acquiring and organizing music/CDs, research and auditioning music for airplay. Prior volunteer or student experience with music and radio required. Experience with digital editing and/or digital music storage is preferred.