

SAS-TV FY16

Grantee Information

| | |
|---------------|--------------|
| ID | 1709 |
| Grantee Name | KRCB-TV |
| City | Rohnert Park |
| State | CA |
| Licensee Type | Community |

1.1 Employment of Full-Time Television and Joint Employees

Please enter the number of FULL-TIME TELEVISION and JOINT employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

Jump to question: 1.1

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

| Major Job Category / Job Code / Joint Employee | African American Females | Hispanic Females | Native American Females | Asian/Pacific Females | White, Non-Hispanic Females | Total |
|--|--------------------------|------------------|-------------------------|-----------------------|-----------------------------|-------|
| Officials - 1000 - TV Only | | | | | | 0 |
| Officials - 1000 - Joint | | | | | | 0 |
| Managers - 2000 - TV Only | | | | | 1 | 1 |
| Managers - 2000 - Joint | | | | | 2 | 2 |
| Professionals - 3000 - TV Only | | | | | | 0 |
| Professionals - 3000 - Joint | | | | | 2 | 2 |
| Technicians - 4000 - TV Only | | | | | | 0 |
| Technicians - 4000 - Joint | | | | | | 0 |
| Sales Workers - 4500 - TV Only | | | | | | 0 |
| Sales Workers - 4500 - Joint | | | | | 1 | 1 |
| Office and Clerical - 5100 - TV Only | | | | | | 0 |
| Office and Clerical - 5100 - Joint | | | | | 2 | 2 |
| Craftspersons (Skilled) - 5200 - TV Only | | | | | | 0 |
| Craftspersons (Skilled) - 5200 - Joint | | | | | | 0 |
| Operatives (Semi-Skilled) - 5300 - TV Only | | | | | | 0 |
| Operatives (Semi-Skilled) - 5300 - Joint | | | | | | 0 |

Laborers (Unskilled) - 5400 - TV Only

Service Workers - 5500 - TV Only

Service Workers - 5500 - Joint

Total

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: **1.1**

Major Job Category / Job Code / Joint Employee

African American Males

Hispanic Males

Native American Males

Asian/Pacific Males

White, Non-Hispanic Males

Total

Officials - 1000 - TV Only

Officials - 1000 - Joint

Managers - 2000 - TV Only

Managers - 2000 - Joint

Professionals - 3000 - TV Only

Professionals - 3000 - Joint

Technicians - 4000 - TV Only

Technicians - 4000 - Joint

Sales Workers - 4500 - TV Only

Sales Workers - 4500 - Joint

Office and Clerical - 5100 - TV Only

Office and Clerical - 5100 - Joint

Craftspersons (Skilled) - 5200 - TV Only

Craftspersons (Skilled) - 5200 - Joint

Operatives (Semi-Skilled) - 5300 - TV Only

Operatives (Semi-Skilled) - 5300 - Joint

Laborers (Unskilled) - 5400 - TV Only

Laborers (Unskilled) - 5400 - Joint

Service Workers - 5500 - TV Only

Service Workers - 5500 - Joint

Total

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: **1.1**

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000 - TV Only

Officials - 1000 - Joint

Managers - 2000 - TV Only

| | |
|--|----------------------|
| Managers - 2000 - Joint | <input type="text"/> |
| Professionals - 3000 - TV Only | <input type="text"/> |
| Professionals - 3000 - Joint | <input type="text"/> |
| Technicians - 4000 - TV Only | <input type="text"/> |
| Technicians - 4000 - Joint | <input type="text"/> |
| Sales Workers - 4500 - TV Only | <input type="text"/> |
| Sales Workers - 4500 - Joint | <input type="text"/> |
| Office and Clerical - 5100 - TV Only | <input type="text"/> |
| Office and Clerical - 5100 - Joint | <input type="text"/> |
| Craftspersons (Skilled) - 5200 - TV Only | <input type="text"/> |
| Craftspersons (Skilled) - 5200 - Joint | <input type="text"/> |
| Operatives (Semi-Skilled) - 5300 - TV Only | <input type="text"/> |
| Operatives (Semi-Skilled) - 5300 - Joint | <input type="text"/> |
| Laborers (Unskilled) - 5400 - TV Only | <input type="text"/> |
| Laborers (Unskilled) - 5400 - Joint | <input type="text"/> |
| Service Workers - 5500 - TV Only | <input type="text"/> |
| Service Workers - 5500 - Joint | <input type="text"/> |
| Total | <input type="text"/> |

1.1 Employment of Full-Time Television and Joint Employees

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female)

Jump to question:

1 White Non-Hispanic Female

1.2 Major Programming Decision Makers

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

Jump to question:

| | | | | | | |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| | African American | Hispanic | Native American | Asian/Pacific | White, Non-Hispanic | Total |
| Female Major Programming Decision Makers | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Male Major Programming Decision Makers | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Total | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

1.2 Major Programming Decision Makers

Jump to question:

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees, employees having the responsibility for making major

programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.3 Employment of Part-Time Television and Joint Employees

Jump to question [1.3](#)

Please enter the number of PART-TIME employees, both TV-only and Joint, in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Television and Joint Employees

Jump to question [1.3](#)

| Major Job Category / Job Code | African American Females | | Hispanic Females | | Native American Females | | Asian/Pacific Females | | White, Non-Hispanic Females | | Total |
|----------------------------------|--------------------------|--|------------------|--|-------------------------|--|-----------------------|--|-----------------------------|--|-------|
| | | | | | | | | | | | |
| Officials - 1000 | | | | | | | | | 1 | | 1 |
| Managers - 2000 | | | | | | | | | | | 0 |
| Professionals - 3000 | | | | | | | | | 1 | | 1 |
| Technicians - 4000 | | | | | | | | | 0 | | 0 |
| Sales Workers - 4500 | | | | | | | | | | | 0 |
| Office and Clerical - 5100 | | | 1 | | | | | | 3 | | 4 |
| Craftspersons (Skilled) - 5200 | | | | | | | | | | | 0 |
| Operatives (Semi-skilled) - 5300 | | | | | | | | | 1 | | 1 |
| Laborers (Unskilled) - 5400 | | | | | | | | | | | 0 |
| Service Workers - 5500 | | | | | | | | | | | 0 |
| Total | 0 | | 1 | | 0 | | 0 | | 6 | | 7 |

1.3 Employment of Part-Time Television and Joint Employees

Jump to question [1.3](#)

| Major Job Category / Job Code | African American Males | | Hispanic Males | | Native American Males | | Asian/Pacific Males | | White, Non-Hispanic Males | | Total |
|----------------------------------|------------------------|--|----------------|---|-----------------------|--|---------------------|--|---------------------------|--|-------|
| | | | | | | | | | | | |
| Officials - 1000 | | | | | | | | | | | 0 |
| Managers - 2000 | | | | | | | | | | | 0 |
| Professionals - 3000 | | | | | | | | | 2 | | 2 |
| Technicians - 4000 | | | 0 | | | | 0 | | 0 | | 0 |
| Sales Workers - 4500 | | | | | | | | | | | 0 |
| Office and Clerical - 5100 | | | | | | | | | | | 0 |
| Craftspersons (Skilled) - 5200 | | | | | | | | | | | 0 |
| Operatives (Semi-skilled) - 5300 | | | | 1 | | | | | 2 | | 3 |
| Laborers (Unskilled) - 5400 | | | | | | | | | | | 0 |
| Service Workers - 5500 | | | | | | | | | | | 0 |
| Total | 0 | | 1 | | 0 | | 0 | | 4 | | 5 |

1.3 Employment of Part-Time Television and Joint Employees

Jump to question [1.3](#)

| Major Job Category / Job Code | Persons with Disabilities |
|----------------------------------|--------------------------------|
| Officials - 1000 | <input type="text"/> |
| Managers - 2000 | <input type="text"/> |
| Professionals - 3000 | <input type="text"/> |
| Technicians - 4000 | <input type="text" value="0"/> |
| Sales Workers - 4500 | <input type="text"/> |
| Office and Clerical - 5100 | <input type="text"/> |
| Craftspersons (Skilled) - 5200 | <input type="text"/> |
| Operatives (Semi-skilled) - 5300 | <input type="text" value="1"/> |
| Laborers (Unskilled) - 5400 | <input type="text"/> |
| Service Workers - 5500 | <input type="text"/> |
| Total | <input type="text" value="1"/> |

1.4 Part-Time Employment
Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment
Number working less than 15 hours per week
Jump to question:

1.4 Part-Time Employment
Number working 15 or more hours per week
Jump to question:

1.5 Full-Time Hiring
Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring
No full-time employees were hired (check here if applicable) ☐

1.5 Full-Time Hiring
Jump to question:

| Major Job Category / Job Code | Minority Female | Non-Minority Female | Minority Male | Non-Minority Male | Total |
|--------------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Officials - 1000 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Managers - 2000 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Professionals - 3000 | <input type="text"/> | <input type="text" value="1"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="1"/> |
| Technicians - 4000 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Sales Workers - 4500 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Office / Service Workers - 5100-5500 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Total | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> |

1.6 Full-Time and Part-Time Job Openings
Jump to question:

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Number of full-time and part-time job openings

Jump to question:

1.7 Hiring Contractors

During the fiscal year, did you hire independent contractors to provide any of the following services?

Jump to question:

1.7 Hiring Contractors

None

Jump to question:
Check all that apply

Development Activities

☒

Legal Services

☐

Human Resources Services

☐

Accounting/Payroll Services

☐

Computer Operations

☐

Engineering

☐

Comments

Question

Comment

No Comments for this section

2.1 Average Salaries FULL TIME EMPLOYEES ONLY

Jump to question:

| | # of Employees | Avg. Annual Salary | Average Tenure |
|---|-----------------------------------|--|---------------------------------|
| Chief Executive Officer - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Chief Executive Officer - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Chief Operations Officer - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Chief Operations Officer - Joint | <input type="text" value="1.00"/> | \$ <input type="text" value="99,008"/> | <input type="text" value="20"/> |
| Chief Financial Officer - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Chief Financial Officer - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Publicity, Program Promotion Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Publicity, Program Promotion Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Communication and Public Relations, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Communication and Public Relations, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Programming Director - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Programming Director - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Production, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Production, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Executive Producer - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |

| | | | |
|--|-----------------------------------|--|---------------------------------|
| Executive Producer - Joint | <input type="text" value="1.00"/> | \$ <input type="text" value="85,000"/> | <input type="text" value="2"/> |
| Producer - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Producer - Joint | <input type="text" value="3.00"/> | \$ <input type="text" value="40,509"/> | <input type="text" value="1"/> |
| Director - (Television Production ONLY) | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Development, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Development, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Member Services, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Member Services, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Membership Fundraising, Chief - TV Only | <input type="text" value="1.00"/> | \$ <input type="text" value="55,000"/> | <input type="text" value="1"/> |
| On-Air Fundraising, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| On-Air Fundraising, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Auction Fundraising, Chief - TV Only | <input type="text" value="1.00"/> | \$ <input type="text" value="49,773"/> | <input type="text" value="21"/> |
| Auction Fundraising, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Underwriting, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Underwriting, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Corporate Underwriting, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Corporate Underwriting, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Foundation Underwriting, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Foundation Underwriting, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Government Grants Solicitation, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Government Grants Solicitation, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Operations and Engineering, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Operations and Engineering, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Engineering Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Engineering Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Broadcast Engineer 1 - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Broadcast Engineer 1 - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Production Engineer - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Production Engineer - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Facilities, Satellite and Tower Maintenance, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Facilities, Satellite and Tower Maintenance, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Technical Operations, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Technical Operations, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Education, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Education, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |

| | | | | |
|--|------|----|---------|----|
| Information Technology, Director - TV Only | | | | |
| Information Technology, Director - Joint | | \$ | | |
| Instructional Services Director - TV Only | | \$ | | |
| Parent / Pre-School Coordinator - TV Only | | \$ | | |
| Volunteer Coordinator - TV Only | | \$ | | |
| Volunteer Coordinator - Joint | | \$ | | |
| News / Current Affairs Director - TV Only | | \$ | | |
| News / Current Affairs Director - Joint | 1.00 | \$ | 59,370 | 18 |
| Announcer / On-Air Talent - TV Only | | \$ | | |
| Announcer / On-Air Talent - Joint | | \$ | | |
| Reporter - TV Only | | \$ | | |
| Reporter - Joint | | \$ | | |
| Cinema / Videographer - TV Only | | \$ | | |
| Video Film Editor - TV Only | | \$ | | |
| Unit / Studio Supervisor - TV Only | | \$ | | |
| Public Information Assistant - TV Only | | \$ | | |
| Public Information Assistant - Joint | | \$ | | |
| Broadcast Supervisor - TV Only | | \$ | | |
| Broadcast Supervisor - Joint | | \$ | | |
| Director of Continuity / Traffic - TV Only | 1.00 | \$ | 36,417 | 12 |
| Director of Continuity / Traffic - Joint | | \$ | | |
| Events Coordinator - TV Only | | \$ | | |
| Events Coordinator - Joint | | \$ | | |
| Web Administrator/Web Master - TV Only | | \$ | | |
| Web Administrator/Web Master - Joint | | \$ | | |
| Total | | | 425,077 | 75 |

Comments

Question

No Comments for this section

Comment

3.1 Governing Board Method of Selection

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

Jump to question:

3.1 Governing Board Method of Selection

Ex-Officio (Automatic membership because of another office held)

Jump to question:

3.1 Governing Board Method of Selection

Jump to question:

Appointed by government legislative body (including school board)
or other government official (e.g. governor)

3.1 Governing Board Method of Selection
Elected by community/membership

Jump to question: ▼

3.1 Governing Board Method of Selection
Elected by board of directors itself (self-perpetuating body)

Jump to question: ▼

3.1 Governing Board Method of Selection
Other (please specify below)

Jump to question: ▼

3.1 Governing Board Method of Selection

Jump to question: ▼

3.1 Governing Board Method of Selection

Jump to question: ▼

Total number of board members (Automatic total of the above)

3.2 Governing Board Members

Jump to question: ▼

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members

Jump to question: ▼

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members

Jump to question: ▼

| | African American | Hispanic | Native American | Asian / Pacific | White, Non-Hispanic | Total |
|----------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------------|---------------------------------|
| Female Board Members | <input type="text" value=""/> | <input type="text" value=""/> | <input type="text" value=""/> | <input type="text" value=""/> | <input type="text" value="3"/> | <input type="text" value="3"/> |
| Male Board Members | <input type="text" value="1"/> | <input type="text" value=""/> | <input type="text" value=""/> | <input type="text" value=""/> | <input type="text" value="8"/> | <input type="text" value="9"/> |
| Total | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="11"/> | <input type="text" value="12"/> |

3.2 Governing Board Members

Jump to question: ▼

Number of Vacant Positions

3.2 Governing Board Members

Jump to question: ▼

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

3.2 Governing Board Members

Jump to question: ▼

Number of Board Members with disabilities

Comments

Question

Comment

No Comments for this section

4.1 Local Community Outreach

Jump to question: ▼

In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

Community outreach and engagement efforts, for more than three decades, have been core to KRCB's mission and these activities continued to be central to this joint licensee in 2016. Our major community and production initiatives include Community Health Connections and North

Bay Bountiful. Community Health Connections focuses on the social determinants of health and goals for improvement, we worked with a wide range of partners – government, nonprofits, community volunteers and businesses – to craft community action and outreach to address the goals of the initiative. Underserved and unserved populations are most at risk relative to those social determinant factors. North Bay Bountiful is an initiative that connects KRCB to the community, and the community to content, through discussion of environmental and agricultural sustainability factors, social justice for those who grow and sell the food we eat, alternative energy exploration and conservation of land and water. In addition to the production of content, KRCB designed and implemented a robust community engagement plan, which included: launching a community calendar; screening Community Health Connections and North Bay Bountiful productions in community settings; as well as screening content that encourages family literacy and access to early childhood education; holding public events to discuss the role of public engagement in a robust and healthy democracy; and coordinating and overseeing a student-based effort to report on environmental issues in the San Francisco North Bay region. Content screenings and events were held in accessible places and environments such as low income senior housing, local poverty agency presentations and low income housing sites. Surveys and evaluations were distributed, gathered and reviewed to gauge the educational outputs. The feedback from these events and screenings are used as a springboard for potential future content for subsequent news stories and productions, providing true community outreach and engagement.

4.2 Production Activity

In what production activity has your station been involved that supports unserved or underserved audiences?

Jump to question: **4.2** 

Our healthcare reporting work is strongly production-based as well as community focused. Much of the production has been focused on topics that are of particular importance to underserved and unserved communities. Major productions during 2016 include: a series of reports on homelessness as well as our continuing civic parable approach to content with the production and presentation of a report on the grassroots development of a parent-led effort to distribute healthcare information to Latino communities. These productions also illuminated the need for access to early childhood education for people of all economic and social classes, and the efforts being undertaken in our community to achieve better rates of fair housing and living wage equality. Our Center for Environmental Reporting presented a series of productions that studied land preservation, water conservation, energy policy and food and agricultural practices. Stories ranged from examinations of the effects of climate change in the Northern California, to in-depth reports on the continuing drought and flood cycle in our region. KRCB works with a variety of local businesses, nonprofit agencies and governmental departments in these community efforts.

4.3 Program Content in Other Languages

Do you provide program content in languages other than English? If so, please list your services in this area

Jump to question: **4.3** 

KRCB has a strong commitment to Spanish language programming for children and adults. When children's programs are available with Spanish language SAP, KRCB provides that service to our youngest viewers and their families. We actively promote through on-air messaging and our website in an effort to inform parents how to find those programs. Our Health Connections radio reports are provided to the local Spanish language community radio station, KBBF, where the stories are translated and aired as a critical service to the unserved and underserved Spanish-speaking members of our community. A great deal of our Community Health Connections production work is translated and presented in Spanish as well as English for on air, website presentation and community screening events. Our series of reports on young people affected by their tenuous position within the Deferred Action for Childhood Arrivals (DACA) were offered in both English and Spanish language versions.

4.4 Governance Structure

Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.

Jump to question: **4.4** 

Your response should include but is not limited to:
What are the direct and indirect reporting relationships?
What committees are active and what is their function?
Does your Board have an Audit and Finance Committee?
What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

KRCB is a community licensee with a self-appointing Board of Directors. The 12 member board meets approximately 9 times a year. The President and CEO reports directly to the Board. Standing committees include: Finance (budget monthly financials); Audit; Personnel (benefits, grievances, personnel policies); Nominating (Board members); and Distribution (issues related to signal distribution). KRCB also has a Community Advisory Council, the Chair of which is an ex-officio member of the Board of Directors.

4.5 Community Outreach

CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

Jump to question: **4.5** 

KRCB is engaged in a series of discussions with community partners to further our work, and seek continuing funding for, our Community Health Connections project, so that our production and community outreach and engagement work will continue as a strong and vital initiative for KRCB. We have formed an alliance with the Sonoma County Library system to purchase and distribute free books to children in our county. Our target families are low income with special bilingual needs. The books will be offered in both English and Spanish, as well as in bilingual versions. Our North Bay Bountiful initiative has funding commitments through 2018, allowing us the ability to continue to create hard-hitting, high-quality material. Last year we expanded the effort into full-length documentary-style programs. We will continue that effort. Programs are planned to discuss social justice issues in relation to agricultural workers, wildlife that is threatened by development and human activity, and the latest developments in climate science. In addition, KRCB is launching a podcast initiative in conjunction with NPR One to report on environmental issues in Northern California that have nationwide significance. We will continue to gauge audience engagement through public events, evaluations and discussion groups. The community has helped us shape these initiatives and will continue to do so as we listen to them and study the research.

Comments
Question
No Comments for this section

Comment

5.1 Journalists

Jump to question: [5.1](#)

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

5.1 Journalists

Jump to question: [5.1](#)

| Job Title | Full Time | Part Time | Contract | Male | Female | African-American | Hispanic | Native-American | Asian/Pacific | White, Non-Hispanic | Other |
|---|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| News Director | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Assistant News Director | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Managing Editor | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Senior Editor | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Editor | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Executive Producer | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Senior Producer | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Producer | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Associate Producer | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Reporter/Producer | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Host/Reporter | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Reporter | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Beat Reporter | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Anchor/Reporter | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Anchor/Host | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Videographer | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Video Editor | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Other positions not already accounted for | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |
| Total | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="0"/> |

Comments
Question
No Comments for this section

Comment