

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

Jump to question: 1.1 ▼

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.

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	More Than One Race Females	Total
Officials - 1000 - TV Only							0
Officials - 1000 - Joint						1	1
Managers - 2000 - TV Only	1				1		2
Managers - 2000 - Joint		1			1	1	3
Professionals - 3000 - TV Only					1		1
Professionals - 3000 - Joint					2		2
Technicians - 4000 - TV Only							0
Technicians - 4000 - Joint							0
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint							0
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint					1		1
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							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total	1	1	0	0	6	2	10

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	More Than One Race Males	Total
Officials - 1000 - TV Only							0
Officials - 1000 - Joint					2		2
Managers - 2000 - TV Only					1		1
Managers - 2000 - Joint					1		1
Professionals - 3000 - TV Only							0
Professionals - 3000 - Joint					3		3
Technicians - 4000 - TV Only	1	1					2
Technicians - 4000 - Joint					2		2
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint					1		1
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint							0

Craftspersons (Skilled) - 5200 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-Skilled) - 5300 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-Skilled) - 5300 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="10"/>	<input type="text" value="0"/>	<input type="text" value="12"/>

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	<input type="text"/>
Officials - 1000 - Joint	<input type="text"/>
Managers - 2000 - TV Only	<input type="text"/>
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" value="0"/>

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

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

1.2 Major Programming Decision Makers

Jump to question: 1.2

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

1.2 Major Programming Decision Makers

Jump to question: 1.2

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>
Male Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<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="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>

1.2 Major Programming Decision Makers

Jump to question: 1.2

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	More Than One Race Females	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<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="1"/>	<input type="text"/>	<input type="text" value="1"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="4"/>	<input type="text"/>	<input type="text" value="5"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<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="7"/>	<input type="text" value="0"/>	<input type="text" value="8"/>

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	More Than One Race Males	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<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"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="2"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="3"/>	<input type="text"/>	<input type="text" value="3"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<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="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="5"/>	<input type="text" value="0"/>	<input type="text" value="5"/>

1.3 Employment of Part-Time Television and Joint Employees

Jump to question:

1.3

Major Job Category / Job Code

Officials - 1000

Managers - 2000

Professionals - 3000

Technicians - 4000

Sales Workers - 4500

Office and Clerical - 5100

Craftspersons (Skilled) - 5200

Operatives (Semi-skilled) - 5300

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

Persons with Disabilities

1.4 Part-Time Employment

Jump to question:

1.4

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

Jump to question:

1.4

Number working less than 15 hours per week

1.4 Part-Time Employment

Jump to question:

1.4

Number working 15 or more hours per week

1.5 Full-Time Hiring

Jump to question:

1.5

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

Jump to question:

1.5

No full-time employees were hired (check here if applicable)

☐

1.5 Full-Time Hiring

Jump to question:

1.5

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" value="1"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text" value="3"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Technicians - 4000	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>
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="2"/>	<input type="text" value="0"/>	<input type="text" value="3"/>	<input type="text" value="5"/>

1.6 Full-Time and Part-Time Job Openings

Jump to question: [1.6](#)

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

Jump to question: [1.6](#)

Number of full-time and part-time job openings

1.7 Hiring Contractors

Jump to question: [1.7](#)

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

1.7 Hiring Contractors

Jump to question: [1.7](#)

Check all that apply

- None ☐
- Development Activities ☐
- Legal Services ☒
- Human Resources Services ☐
- Accounting/Payroll Services ☒
- Computer Operations ☒
- Engineering ☐

Comments

Question Comment

No Comments for this section

2.1 Corporate Management

Jump to question: [2.1](#)

	# 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" value="1.00"/>	\$ <input type="text" value="130,000"/>	<input type="text" value="6"/>
Chief Operations Officer - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Operations Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
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"/>
Chief Digital Media Operations - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Digital Media Operations - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.1 Corporate Management

Jump to question: [2.1](#)

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions

Jump to question: [2.2](#)

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"/>

2.2 Communication and Promotions

Jump to question: [2.2](#)

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions

Jump to question: [2.3](#)

Programming Director - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Programming Director - Joint	<input type="text" value="1.00"/>	\$ <input type="text" value="78,000"/>	<input type="text" value="3"/>
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" value="1.00"/>	\$ <input type="text" value="90,000"/>	<input type="text" value="1"/>

Executive Producer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Producer</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Producer - Joint	<input type="text" value="2.00"/>	\$ <input type="text" value="52,500"/>	<input type="text" value="6"/>
<u>Director - (Television Production ONLY)</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.3 Programming and Productions

Jump to question: [2.3](#) ▼

Please list the Other Job titles in this sub-category not listed above

2.4 Development and Fundraising

Jump to question: [2.4](#) ▼

<u>Development, Chief</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Development, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Member Services, Chief</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Member Services, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Membership Fundraising, Chief</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Membership Fundraising, Chief - Joint	<input type="text" value="1.00"/>	\$ <input type="text" value="90,000"/>	<input type="text" value="1"/>
<u>Major Giving Fundraising Chief</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Major Giving Fundraising Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>On-Air Fundraising, Chief</u> - 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"/>
<u>Auction Fundraising, Chief</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.4 Development and Fundraising

Jump to question: [2.4](#) ▼

Please list the Other Job titles in this sub-category not listed above

2.5 Underwriting and Grant Solicitation

Jump to question: [2.5](#) ▼

<u>Underwriting, Chief</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Corporate Underwriting, Chief</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Foundation Underwriting, Chief</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Government Grants Solicitation, Chief</u> - 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"/>

2.5 Underwriting and Grant Solicitation

Jump to question: [2.5](#) ▼

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology

Jump to question: [2.6](#) ▼

<u>Operations and Engineering, Chief</u> - 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"/>
<u>Engineering Chief</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Broadcast Engineer 1</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1 - Joint	<input type="text" value="1.00"/>	\$ <input type="text" value="85,000"/>	<input type="text" value="14"/>
<u>Production Engineer</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Facilities, Satellite and Tower Maintenance, Chief</u> - 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"/>
<u>Technical Operations, Chief</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Information Technology, Director</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Web Administrator/Web Master</u> - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.6 Broadcast Engineering and Information Technology

Jump to question: [2.6](#) ▼

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: [2.7](#) ▼

News / Current Affairs Director - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
News / Current Affairs Director - Joint	<input type="text" value="1.00"/>	\$ <input type="text" value="72,000"/>	<input type="text" value="4"/>
Announcer / On-Air Talent - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="50,000"/>	<input type="text" value="2"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Cinema / Videographer - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Video Film Editor - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Unit / Studio Supervisor - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question:

2.7

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement

Jump to question:

2.8

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"/>
Instructional Services Director - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Parent / Pre-School Coordinator - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Section 2. Average Salary Totals	<input type="text" value="9.00"/>	<input type="text" value="647,500"/>	<input type="text" value="37"/>

2.8 Education and Community Engagement

Jump to question:

2.8

Please list the Other Job titles in this sub-category not listed above

Comments

Question

Comment

No Comments for this section

3.1 Governing Board Method of Selection

Jump to question:

3.1

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:

3.1 Governing Board Method of Selection

Jump to question:

3.1

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

3.1 Governing Board Method of Selection

Jump to question:

3.1

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

3.1 Governing Board Method of Selection

Jump to question:

3.1

Elected by community/membership

3.1 Governing Board Method of Selection

Jump to question:

3.1

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection

Jump to question:

3.1

Other (please specify below)

3.1 Governing Board Method of Selection

Jump to question:

3.1

3.1 Governing Board Method of Selection

Jump to question:

3.1

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

3.2 Governing Board Members

Jump to question:

3.2

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:

3.2

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

3.2 Governing Board Members

Jump to question: 3.2

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members					2		2
Male Board Members	1	2			8		11
Total	1	2	0	0	10	0	13

3.2 Governing Board Members

Jump to question: 3.2

Number of Vacant Positions

0

3.2 Governing Board Members

Jump to question: 3.2

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

13

3.2 Governing Board Members

Jump to question: 3.2

Number of Board Members with disabilities

0

Comments

Question	Comment
No Comments for this section	

4.1 Local Community Outreach

Jump to question: 4.1

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 are central to Northern California Public Media's mission and these activities continued to be the main focus of this joint licensee's activity in 2020. The worldwide COVID pandemic came early in the year and a series of large wildfires ravaged the region later in the year. NorCal Public Media is working with non-profits, governmental agencies, and other media outlets to connect people in need to continuing pandemic and disaster assistance information and resources. NorCal TV and radio are reliable places for families to find out about COVID health and safety information, as well as a trusted source for the crucial in-the-moment needs of wildfire evacuation areas, planned safety power outages, and where shelter can be found. In addition, our major community and production initiatives include the weekly, live interactive TV and radio series "Coronavirus: What You Need to Know," and our multi-Emmy nominated series "Bay Area Bountiful." "Bay Area Bountiful" is an initiative that connects NorCal Public Media 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. This year we explored land preservation, water conservation, and how farms and vineyards are coping during the pandemic. Our COVID coverage and live specials are conducted with weekly guests from the public health offices of the nine Bay Area counties, and healthcare professionals. The audience can ask questions during the live broadcast, via phone, email, and social media. NorCal Public Media conducted a robust community engagement plan which included screening independent and locally-produced films through online, virtual platforms, acting as the media sponsor and presenter at news and information forums, conducting ascertainment in lower income primarily Latino neighborhoods about health care issues, and holding community discussion events on media literacy and navigating "fake news." Content screenings and events dealing with bilingual community health concerns were held with community organizations with a mission to provide information and services. Surveys and evaluations were distributed via email and online polling to ascertain community need to focus our future efforts. 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

Jump to question: 4.2

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

Our new live, interactive community news multimedia program "Coronavirus: What You Need to Know," launched with the directive to engage underserved audiences. Each episode featured public health officials, live on camera, in a socially-distanced studio set up, or via Zoom/Skype, to answer audience questions. Public elected officials were guests in each program to address the reasons behind public health decisions. Some guests were in the TV studio and others we brought into the conversation through Zoom and Skype video technology from the Bay Area Peninsula region and from San Jose in the Bay Area South Bay. The series included discussion of the minority experience during the pandemic, focusing on Latino Spanish speaking neighborhoods and communities in particular. NorCal worked with a local Spanish language radio station to provide live translation of all of our programs. NorCal Public Media conducted an innovative series of news reports that followed Santa Rosa District One during local elections for City Council, School Board, and Mayor in 2020. District One is a predominantly Spanish speaking area, that was recently incorporated into the City of Santa Rosa. For the first time, this community had the opportunity to elect their own City Council representative. Our coverage of underserved communities impacted by the Wildfires of 2020 was an essential and impactful source of trusted and responsive information for the community during the 2020 wildfire season. We also began production of Season Two of our NPR One partnered podcast "Living Downstream" examining social and economic disparity as it relates to environmental impacts on communities.

4.3 Program Content in Other Languages

Jump to question: 4.3

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

NorCal Public media has a strong commitment to Spanish language programming for children and adults. We have fully established real-time Spanish language translation of live television and radio events through a unique partnership with a local commercial Spanish language radio station La Mejor 104 FM. Viewers can tune into local English language programs on KRCB and KPJK TV and tune their radios to 104.1 FM to hear real-time Spanish translation. When children's TV programs are available with Spanish language SAP, we provide that service to our youngest viewers and their families. We actively promote the service through on-air messaging and our website to inform parents how to find those programs. Community health reports throughout 2020 are provided to the local nonprofit Spanish language community radio station, where the stories are translated and aired as a critical service to the unserved and underserved Spanish-speaking members of our community. The video versions of these stories are subtitled in Spanish on the air, Zoom community screenings, and on the web. NorCal Public Media has once again increased our bilingual staffing within the organization to provide more robust bilingual services and to help facilitate bilingual communication services for our audiences. Our organization has developed a production pipeline set of procedures to have all our television programs translated at the same time we are having them closed captioned. Our "My American Dreams" project continues. These short stories about DACA recipients are presented in English with Spanish, and sometimes where appropriate, Chinese language tracks. This year "My American Dreams" featured a half hour special that examined families who returned to Mexico awaiting decisions on their immigration status. Usually, one person in the family is deported, or self-deports, and their entire family chooses to follow them across the border, even though the rest of the family are US citizens. Families want to stay together, and need to stay together.

4.4 Governance Structure

Jump to question: 4.4

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. 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.

Same as last year.

4.5 Community Outreach

Jump to question: 4.5

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?

NorCal has been engaged in a community relationship building project throughout FY 2019/2020 and the results of those connections and relationships have proven invaluable. As of this writing, our stations are still heavily involved in public information and reporting around the Coronavirus pandemic. Sonoma County, California, is not pulling out of the pandemic as quickly as other Bay Area counties. There is still much work to be done. Our relationship building project is paying dividends. We know who to call, and our partners know to call us, when disaster strikes. Our relationships built with government officials, and now public health officials, have led to many innovative media

partnerships that support community information, on broadcast media and live streaming on YouTube, our website, and Facebook live. The speed with which we put together this initiative couldn't have happened without the groundwork and connections made through our initiative. Our news reporters have been recognized by the community as impartial and trusted sources and have hosted forums and community discussions as trusted public media professionals, most recently a forum on media literacy and identifying and combating "fake news." We will continue this relationship building and community ascertainment in the future with the educational institutions in our region. Early childhood education, K-12 providers, and institutions of higher learning. 2020 found NorCal jumping into the realm of educational media, discussion guides, and classroom resources in concert of the other stations in California through the innovative Learn-at-Home initiative that was adopted nationwide. NorCal's President and CEO is the current Chair of the consortium of California's Public Television Stations.

Comments

Question Comment

No Comments for this section

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

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	
News Director	1			1						
Assistant News Director										
Managing Editor										
Senior Editor										
Editor										
Executive Producer										
Senior Producer										
Producer										
Associate Producer										
Reporter/Producer	1				1					
Host/Reporter										
Reporter										
Beat Reporter										
Anchor/Reporter										
Anchor/Host										
Videographer										
Video Editor										
Other positions not already accounted for										
Total	2	0	0	1	1	0	0	0	0	

Comments

Question Comment

No Comments for this section