



Craftpersons (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
<b>Total</b>	0	0	0	0	7	7

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	
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	1
Craftpersons (Skilled) - 5200 - TV Only	
Craftpersons (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	
<b>Total</b>	1

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 White, Non-Hispanic 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	Total
Female Major Programming Decision Makers	1					1
Male Major Programming Decision Makers					1	1
<b>Total</b>	1	0	0	0	1	2

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	Total
Officials - 1000					1	1

Managers - 2000						0
Professionals - 3000					1	1
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100	0	1			2	3
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300					1	1
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
<b>Total</b>	0	1	0	0	5	6

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
Sales Workers - 4500						0
Office and Clerical - 5100					1	1
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300	0	2			2	4
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
<b>Total</b>	0	2	0	0	5	7

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	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	1
Laborers (Unskilled) - 5400	
Service Workers - 5500	
<b>Total</b>	1

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					0
Managers - 2000		1			1
Professionals - 3000					

Technicians - 4000				2	2
Sales Workers - 4500				1	1
Office / Service Workers - 5100-5500	1				1
<b>Total</b>	1	1	0	3	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

12

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  
1 White, Non-Hispanic male

2.1 Average Salaries FULL TIME EMPLOYEES ONLY

Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - TV Only		\$	
Chief Executive Officer - Joint		\$	
Chief Operations Officer - TV Only		\$	
Chief Operations Officer - Joint	1.00	\$ 99,000	21
Chief Financial Officer - TV Only		\$	
Chief Financial Officer - Joint		\$	
Publicity, Program Promotion Chief - TV Only		\$	
Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief - TV Only		\$	
Communication and Public Relations, Chief - Joint		\$	
Programming Director - TV Only	1.00	\$ 75,000	1
Programming Director - Joint		\$	
Production, Chief - TV Only		\$	
Production, Chief - Joint		\$	
Executive Producer - TV Only		\$	
Executive Producer - Joint	1.00	\$ 85,000	3
Producer - TV Only		\$	
Producer - Joint	2.00	\$ 45,400	2
Director - (Television Production ONLY)		\$	
Development, Chief - TV Only		\$	
Development, Chief - Joint		\$	
Member Services, Chief - TV Only		\$	
Member Services, Chief - Joint		\$	
Membership Fundraising, Chief - TV Only		\$	
Membership Fundraising, Chief - Joint	1.00	\$ 55,000	2
On-Air Fundraising, Chief - TV Only		\$	
On-Air Fundraising, Chief - Joint		\$	
Auction Fundraising, Chief - TV Only	1.00	\$ 49,773	22
Auction Fundraising, Chief - Joint		\$	

Underwriting, Chief - TV Only		\$	
Underwriting, Chief - Joint		\$	
Corporate Underwriting, Chief - TV Only		\$	
Corporate Underwriting, Chief - Joint		\$	
Foundation Underwriting, Chief - TV Only		\$	
Foundation Underwriting, Chief - Joint		\$	
Government Grants Solicitation, Chief - TV Only		\$	
Government Grants Solicitation, Chief - Joint		\$	
Operations and Engineering, Chief - TV Only		\$	
Operations and Engineering, Chief - Joint		\$	
Engineering Chief - TV Only		\$	
Engineering Chief - Joint		\$	
Broadcast Engineer 1 - TV Only		\$	
Broadcast Engineer 1 - Joint	1.00	\$ 85,000	1
Production Engineer - TV Only		\$	
Production Engineer - Joint		\$	
Facilities, Satellite and Tower Maintenance, Chief - TV Only		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
Technical Operations, Chief - TV Only		\$	
Technical Operations, Chief - Joint		\$	
Education, Chief - TV Only		\$	
Education, Chief - Joint		\$	
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	\$ 65,000	1
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		\$	
Director of Continuity / Traffic - Joint		\$	
Events Coordinator - TV Only		\$	
Events Coordinator - Joint		\$	
Web Administrator/Web Master - TV Only		\$	
Web Administrator/Web Master - Joint		\$	
<b>Total</b>	<b>9.00</b>	<b>559,181</b>	<b>53</b>

Comments  
 Question Comment  
 No Comments for this section

3.1 Governing Board Method of Selection Jump to question:

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

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

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	Total
Female Board Members	<input type="text" value="0"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="3"/>	<input type="text" value="3"/>
Male Board Members	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="8"/>	<input type="text" value="10"/>
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="11"/>	<input type="text" value="13"/>

3.2 Governing Board Members

Jump to question: 3.2

Number of Vacant Positions

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.)

3.2 Governing Board Members

Jump to question: 3.2

Number of Board Members with disabilities

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 the core of KRCB's mission and these activities continued to be central to this joint licensee in 2017. The California North Bay Fires of 2017 figure large in KRCB's community outreach during, and since, the natural disaster. KRCB is working with non-profits, governmental agencies, and other media outlets to connect people in need to disaster assistance and resources. KRCB TV and radio are reliable places for families to find out about housing options, food banks, insurance help, and clean-up and building permit deadlines. In addition, our major community and production initiatives include North Bay Bountiful and Community Health Connections. 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. Community Health Connections focuses on the social determinants of health and goals for improvement, we work 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 un-served populations are most at risk relative to those social determinant factors. In addition to the production of content, KRCB conducted a robust community engagement plan which included screening independent and locally-produced films in community settings, acting as the media sponsor and presenter at community forums on sustainability in our region, holding public events to discuss the role of public engagement in a robust and healthy democracy, and coordinating and overseeing a student initiative that explores the role of art in a well-rounded and successful educational experience. Content screenings and events dealing with health related concerns, veteran's affairs and educational issues were held in accessible places such as low income senior housing, local poverty agency presentations and free public venues. Surveys and evaluations were distributed, gathered and reviewed to ascertain 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

Jump to question: 4.2

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

Our healthcare reporting work is strongly community-focused. Much of the production has been focused on topics that are of particular importance to underserved and un-served communities. Major productions during 2017 include, a full-length documentary exploring the future health effects of adverse childhood experiences (ACE), a series of reports on homelessness, an in-depth examination of the opioid crisis in our region, and the connection between climate change and health in low-income urban areas. 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 outreach to the Latino community is very strong. KRCB presented a new documentary film that examines the current situation of those with Deferred Action for Childhood Arrivals status (DACA). A community screening and workshop was held in conjunction with the film premiere. KRCB works with a variety of local businesses, nonprofit agencies and governmental departments in these community efforts.

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

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 the service 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, where the stories are translated and aired as a critical service to the un-served and underserved Spanish-speaking members of our community. Much of our Community Health Connections production work is translated and presented in Spanish for an air accessibility, website presentation and community screening events. In 2017, KRCB launched a community engagement activity centered on bilingual educational resources, in conjunction with the Sonoma County Library. A major on-air promotional campaign, in Spanish and English, alerted families that free Spanish language and bilingual children's books were available at library branches. This was made possible by a community grant secured by KRCB.

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?

KRCB is engaged in a series of discussions with the public, community partners, the KRCB Community Advisory Council, and our Board of Directors, to shape our future community engagement and production efforts. Of top-level concern is insuring that KRCB provides community engagement events, activities, and geographically-themed local productions to viewers in the San Francisco Peninsula and South Bay regions, as well as the East Bay, San Francisco urban areas, and of course the North Bay. In an effort of discovery, KRCB will be conducting a series of community discussions and on-air ascertainment to bring to light the issues of concern to residents of a wider geographical area. In addition, it is vitally important that we continue the community engagement work focused on the communities that were impacted by the North Bay Fires. KRCB intends to work with non-profit, governmental and community organizations to collect a myriad of concerns about the future rebuilding and recovery of the area. Our role as a public media institution will be to uncover those community concerns and share that information with agencies and institutions who oversee the recovery process so that every citizen has the opportunity to have their voice heard. 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 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	White, Nc Hispa	Jur
News Director	1	0	0	1	0	0	0	0	0		
Assistant News Director											
Managing Editor											
Senior Editor											
Editor											
Executive Producer											
Senior Producer											
Producer											
Associate Producer											
Reporter/Producer											
Host/Reporter											
Reporter											
Beat Reporter											
Anchor/Reporter											
Anchor/Host											
Videographer											
Video Editor											
Other positions not already accounted for											
<b>Total</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		

Comments

Question Comment

No Comments for this section