Grantee Information

Licensee Type	State	City	Grantee Name		
Community	CA	Rohnert Park	KRCB-FM	1309	

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Please enter the number of FULL-TIME RADIO employees in the grids below.

The first grid includes all fernale employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.1 Emplo	and the last
1.1 Employment of Full-Time Radio Employees	and the last grid includes all persons with disabilities
ne Radio Emplo	Sons with disabilite
yees	ÿ,

Managers - 2000	Officials - 1000	Major Job Cate Job Code / Joint Employee	1.1 Emplo	Total	Service Workers - 5500	Laborers (Unskilled) - 5400	Operatives (Semi- Skilled) - 5300	Craftsperso - 5200	Office and Clerical - 5100	Sales Workers - 4500	Technicians - 4000	Professionals - 3000	Managers - 2000	Officials - 1000	Major Job Cate Job Code / Joint Employee	1.1 Emplo
		Major Job Category / lob Code / loint Employee	yment of F		orkers -	Jnskilled) -		Craftspersons (Skilled) - 5200		(ers 4500	s - 4000	als - 3000	. 2000	000	Major Job Category / Job Code / Joint Employee	yment of F
		African American Males	1.1 Employment of Full-Time Radio Employees	0											African American Females	1.1 Employment of Full-Time Radio Employees
		Hispanic Males	mployees	0	11										Hispanic Females	mployees
		Native American Males		0											Native American Females	
		Asian/Pacific Males		0											Asian/Pacific Females	
1	H.	White, Non-Hispanic Males	Jum	The state of the s			The second secon								White, Non-Hispanic Females	Jum
1	-	Total	Jump to question: 1.1	of the community of the control of t	Q.	0	0	0)	0)		0)	0)		0	Total	Jump to question: 1.1

Officials - 1000	Major Job Category / Job Code / Johnt Employee	1.1 Employment of Full-Time Radio Employees	Total 0	Service Workers - 5500	Laborers (Unskilled) - 5400	Operatives (Semi- Skilled) - 5300	Craftspersons (Skilled) - 5200	Office and Clerical - 5100	Sales Workers - 4500	Technicians - 4000	Professionals - 3000
		S	0.								0
	P¢		0!								•
The state of the s	Persons with Disabilities	Jump to question: 1.1	4.		0		0.		9.00	P	

Technicians - 4000 Professionals - 3000 Managers - 2000

Craftspersons (Skilled) - 5200 Office and Clerical - 5100

Established the second

Sales Workers - 4500

Operatives (Semi-Skilled) - 5300

Service Workers - 5500 Laborers (Unskilled) - 5400

1.1 Employment of Full-Time Radio Employees

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]

Jump to question: [1.1]

0

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.

1.2 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: | 1.2

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1.2 Major Program	1.2 Major Programming Decision Makers	ers			Jump to question: 12	ion: 12
	African American	Hispanic	Native American As	Asian/Pacific No	White, Non-Hispanic	Total
Female Major Programming Decision Makers					1	<u>, , , , , , , , , , , , , , , , , , , </u>
Male Major Programming Decision Makers						0
Total		0,	Ω.	0	The state of the s	± .
1.3 Employment o	1.3 Employment of Part-Time Radio Employees Please enter the number of PART-TIME employees in the	imployees	ow The first grid		Jump to question: 1.3	1.3
Please enter the num includes all female en and the last grid inclu	Please enter the number of PART-TIME 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.	loyees in the grids bel rid includes all male er abilities.	ow. The first grid mployees,			
1.3 Employment o	1.3 Employment of Part-Time Radio Employees	imployees			Jum	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				The second secon	-	0
Managers - 2000	The state of the s	The state of the s	Made trade of the contract of transcenses.	The second of the second	Cold published the depth company of the party of the cold of the c	0
Professionals - 3000					0	0
Sales Workers - 4500						0
Office and Clerical - 5100		: · · · · · · · · · · · · · · · · · · ·				0
Craftspersons (Skilled) - 5200	9	10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				0,
Operatives (Semi- skilled) - 5300	1		***		The second secon	01
Laborers (Unskilled) - 5400				Control of the Contro	and the same of th	0)
Service Workers - 5500						0.
Total	0	0;	0	0)	0:	0
1.3 Employment o	1.3 Employment of Part-Time Radio Employees	mployees			Jum	Jump to question: 13
Major Job Category <i>I</i> Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000		. 1				0.
Managers - 2000			The same of the sa		The second of th	
Professionals - 3000			The same of the sa		2	2
Technicians - 4000						0
Sales Workers - 4500			:			0.

Office and Clerical - 5100		1 10 10 10 10 10 10 10 10 10 10 10 10 10	Francisco Control of the Control of	The state of the s	
Craftspersons (Skilled) - 5200		1	: . : :		
Operatives (Semi- skilled) - 5300			400		0
Laborers (Unskilled) - 5400		*			
Service Workers - 5500		Company of the compan	The state of the s	***************************************	0
Total	.0.	0;		2	N
1.3 Employment of Part-Time Radio Employees	io Employees			Jump to question: 1.3	1.3
Major Job Category / Job Code			ס	Persons with Disabilities	ties
Officials - 1000				1 4	
Managers - 2000					
Professionals - 3000					· · · · ·
Technicians - 4000					
Sales Workers - 4500					
Office and Clerical - 5100					:!
Craftspersons (Skilled) - 5200				the second decimal to the second	1*
Operatives (Semi-skilled) - 5300					
Laborers (Unskilled) - 5400					1
Service Workers - 5500					i.
Total				0	o
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	uestion 1.3, how many wor	ked less than 15 hours	per week and how ma	Jump to question: 1.4 iny	1,4
1.4 Part-Time Employment				Jump to question: 1.4	1.4
Number working less than 15 hours per week	week				
1.4 Part-Time Employment				Jump to question: 1.4	14)
Number working 15 or more hours per week	eek				N
1.5 Full-Time Hiring				Jump to question: 1.5	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.)	in each category hired dur do include employees who	ing the fiscal year. changed from part-time	to full-time status dur	ing the fiscal year.)	
1.5 Full-Time Hiring				Jump to question: [1.5]	1.5
No full-time employees were hired (check here if applicable)	k here if applicable)				
1.5 Full-Time Hiring				Jump to question: 1.5	1.5
Major Job Category / Job Code Minority Female	nale Non-Minority Female	male Minority Male	lale Non-Minority Male	/ Male	Total

	μ.	0.	0.	<u>o.</u>	Total
0	0				Office / Service Workers - 5100-5500
	1 4		; ; 		Sales Workers - 4500
					Technicians - 4000
· · · · · · · · · · · · · · · · · · ·		* · · · · · · · · · · · · · · · · · · ·			Professionals - 3000
					Managers - 2000
					Officials - 1000

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

Jump to question: 1.7

1.7 Hiring Contractors

No Comments for this section	Comments Comment Comment	None of the above	Program director activities	Engineering	Broadcasting engineering	Website content	Website design	Computer operations	Accounting/Payroll	Human Resource services	Legal services	Other development activities	Telemarketing	Direct Mail	Underwritting solicitation related activities	1.7 Hiring Contractors
		a)	8	116	÷.	7	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	1 100	73	ú	<u> </u>	ējī iz	, 100 grant 1	į Ti		Jump to question: 1.7 Check all that apply

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Foundation Originating, Criter - South	Consists Object Single	Foundation Underwriting, Chief	Corporate Underwriting, Chief - Joint	Corporate Underwriting, Chief		Underwriting, Chief - Joint	Underwriting, Chief	Auction Fundraising, Chief - Joint	Auction Fundraising, Chief		On-Air Fundraising, Chief - Joint	CITAL Fundidania, Chien	On Air Fundamining Obios	Membership Fundraising, Chief - Joint	melibership Fulldraishig, Criler	Monthorship Eupdanising Object	Member Services, Chief - Joint	Wember Services, Chief		Development, Chief - Joint	Development, Chief	Producer - Joint	Producer	Executive Producer - Joint	Executive Producer	Production, Chief - Joint	TO CONTROL OF THE CON	Production, Chief	Programming Director - Joint	Programming Director	Communication and Public Relations, Chief - Joint	Communication and Public Relations, Chief		Publicity, Program Promotion Chief - Joint	Publicity, Program Promotion Chief	Chief Financial Officer - Joint	Chief Financial Officer	cnier operations officer - Joint		Chief Operations Officer	Chief Executive Officer - Joint	Chief Executive Officer		2.1 Average Salaries	
-	-										Marie to the state of the state			1.00	the services of the services of the services of	The second second second second		*	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				 		The state of the s					1.00	*		The second second second					1.00		100 100 100 100 100 100 100 100 100 100	A ALACA TRACTAL TRACTAL		# of Employees		
.49		·va	v	· co	4	SO.	,-t/2.	- ξν	.va		.	4 0		\$ 40,000	5		-10	-60	The same of the sa	40	.	- 100	S	.40	\$	- to .	-50	0	- to	\$ 46,125	-00			γ ₂		99	.	\$ 97,543		50	10	40	Avg. Annuai Salary	uل	
			· · · · · · · · · · · · · · · · · · ·	A COMPANY OF PROPERTY AND A COMPANY OF	7	To the same of the			:	The same of the sa	T			8	The second section of the sect	The same and the s		: : :			•		 		Communication of the control of the communication o					19		a control of the cont						17	Annual Commence of the Commenc	The state of the s			Average Tenure	Jump to question: 21	

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Events Coordinator	Director of Continuity / Traffic - Joint	Director of Continuity / Traffic	Broadcast Supervisor - Joint	Broadcast Supervisor	Public Information Assistant - Joint	Public Information Assistant	Reporter - Joint	Reporter	Announcer / On-Air Talent - Joint	Announcer / On-Air Talent	Music Librarian/Programmer	Music Director	News / Current Affairs Director - Joint	News / Current Affairs Director	Volunteer Coordinator - Joint	Volunteer Coordinator	Information Technology, Director - Joint	Information Technology, Director	Education, Chief - Joint	Education, Chief	Technical Operations, Chief - Joint	Technical Operations, Chief	Facilities, Satellite and Tower Maintenance, Chief - Joint	Facilities, Satellite and Tower Maintenance, Chief	Production Engineer - Joint	Production Engineer	Broadcast Engineer 1 - Joint	Broadcast Engineer 1	Engineering Chief - Joint	Engineering Chief	Operations and Engineering, Chief - Joint	Operations and Engineering, Chief	Government Grants Solicitation, Chief - Joint	Government Grants Solicitation, Chief
	1.00				:				1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			: · · · · · · · · · · · · · · · · · · ·	1.00	e de la constanta marco de companyo de constante de const					***************************************	The second secon	The second of the second of the second of	The second section of the se						The second control of			•			
.50	\$ 36,417	-90	8	-Q2	- 02	<u>-0</u>	10.	-to	50	-10	59	<u>-502</u>	\$ 59,370	the second of th	-sa.	-to.	\$	40	.30	39	-90	vo.	-62	102	*9	. 402		-50	500.	5 0	5	,40 :	.50	.to.
	9			The second secon		2		And the second control of the second control	The second of the second of		And the second of the second o		15	- amplificación proportion de la constitución de la						***	The second of th	Company of the Compan	***************************************	The second secon				The property of the control of the c						

Total	Male Board Members	Board Members		3.2 Governi	3.2 Governi. For minority g	3.2 Governi Please report number of gov	3.1 Governi. Total number c	3.1 Governii Elected by boa	3.1 Governi	3.1 Governii Other (please	3.1 Governi	3.1 Governi. Appointed by a or other gover	3.1 Governi Ex-Officio (Au	3.1 Governi Enter the num ex-officio men	Question No Comments	Total	Web Administ	Wah Administ
—	, H	:	African American	3.2 Governing Board Members	3.2 Governing Board Members For minority group identification, ple	3.2 Governing Board Members Please report the racial or ethnic gro number of governing board members	ng Board Meth of board members	ng Board Meth ard of directors it	ng Board Meth	 Governing Board Meth Other (please specify below) 	3.1 Governing Board Method Elected by community/membership	ng Board Meth government legis nment official (e.	ng Board Meth Itomatic members	ng Board Meth ber of governing nbers) who are so	Question No Comments for this section		Web Administrator/Web Master -	rator/Moh Maste
0			Hispanic	bers	bers n, please refer to "Instr	bers ic group of the membe mbers with a disability.	3.1 Governing Board Method of Selection Total number of board members (Automatic total of the above)	3.1 Governing Board Method of Selection Elected by board of directors itself (self-perpetuating body)	3.1 Governing Board Method of Selection	3.1 Governing Board Method of Selection Other (please specify below)	3.1 Governing Board Method of Selection Elected by community/membership	3.1 Governing Board Method of Selection Appointed by government legislative body (including school board) or other government official (e.g. governor)	 Governing Board Method of Selection Officio (Automatic membership because of another office held) 	3.1 Governing Board Method of Selection Enter the number of governing board members (inclusive filter) who are selected by the following			r - Joint	•
Q_	0.	:	Native American		3.2 Governing Board Members For minority group identification, please refer to "instructions and Definitions" in the Employment subsection.	3.2 Governing Board Members 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.	e above)	body)				school board)	er office held)	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:	Comment	- 13		
0	0		Asian / Pacific		s" in the Employmen	oard by gender. Plea								nd both voting and n				
-	10.	2	White,			_	ر	ے	د	د	ر	ر	د			\$ 279,455	, to	
12 13	10 11	. 20		Jump to question: 3.2	Jump to question: 3.2	Jump to question: 3.2	Jump to question: [3.1]	Jump to question: [3.1]	Jump to question: [3.1]	Jump to question: 3.1	Jump to question: 3.7	Jump to question: [3,1]	Jump to question: 3.1	Jump to question: 3.1				

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic
imale bard embers					2
ale bard embers	: ⊢.			0	10.
tai	P.	0	0	0	12

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	Question Comment	
	Comments	
Yes	Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	
Ŕ	Did the partnership have a specific, formal component designed to be of special service to the educational community?	
Yes	Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?	
Yes	Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	
Yes	Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	
és	Provide locally created content for your own or another community-based computer network/web site?	
Yes	Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	
é	Did the community events have a specific, formal component designed to be of special service to the educational community?	
řes	Host community events (e.g. benefit concerts, neighborhood festivals)?	
Yes	Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	
Yes	Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	
Yes	Produce/distribute informational materials based on local or national programming?	
Ŕ	Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	
ĕ	Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	
és	Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	
Yes	Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	
Yes	Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	
Yes	Produce public service announcemnts?	
Yes/No		
n: 4.1	4.1 Community Outreach Activities	
? ?	Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?	
n: [4.1]	4.1 Community Outreach Activities	
	No Comments for this section	
	Question Comment	
	Comments	
ابا	sabilities	
n: 3.2	3.2 Governing Board Members Jump to question:	
13	Total Number of Board Members (Total should equal the total reported in Question 3.1.)	
n: 3.2	3.2 Governing Board Members Jump to question: [3.2]	
	Number of Vacant Positions	
n: 3.2	3.2 Governing Board Members Jump to question: 3.2	

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Jump to question: [6.1]		6.1 Telling Public Radio's Story
Jump to question: [6,1] Joint licensee Grantees that have filed a 2013 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.		6.1 Telling Public Radio's Story The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2013. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.
The second		No Comments for this section
	Comment	Question
52:		Approx Number of Original Program Hours
Jump to question: 5.1		5.1 Radio Programming and Production
Jump to question: 5.1 Radio Programming and Production Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)	ne year for about how many wa groups refer to: African-Amer	5.1 Radio Programming and Production Jump to c Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)
3,280		Total
0		All Other (incl. sports and religious — Do NOT include fundraising)
0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0		Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)
220 1 220		News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)
160 160	Transport of the state of the s	Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)
2,900 2,900		Music (announcer in studio playing principally a sequence of musical recording)
For Local Distribution/All Other Total	For National Distribution	
Jump to question: [5.1]		5.1 Radio Programming and Production
About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)	production in each of the follow d for national distribution is del recipients local market.)	About how many original hours of station program particle for purposes of this survey, programming intended distribution to at least one station outside the grant of the gran
Jump to question: [5.1]		5.1 Radio Programming and Production
Jump to question: [5.1]		5.1 Radio Programming and Production Instructions and Definitions:
	Comment	Question No Comments for this section

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 Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

In 2013 KRCB continued our Health Connections project - a multipate farm production on KRCB Television, Radio and website - designed to explore aspects of building healthy communities. The project is a collaboration between KRCB and Community Action Partnership (CAP) and Sonoma County Health Action, SC Health Action has set a goal of making Sonoma County the healthiest community in California by 2020, in large part by addressing social determinants of health: poverty, education, access to medical care, community norms. Health Connections programs look at both problems and solutions. Health Connections reports air on KRCB Radio's North Bay Report 4 to 8 times per month. KRCB is licensed in Sonoma County California where the Latino population is projected to reach 25% by 2015. Once major component of Health Connections is to reach out to the Latino community. KRCB holds screenings of Health Connections productions, solicits feedback on the project and listens to conversations in the community for ideas for future productions.

6.1 Telling Public Radio's Story

Jump to question: [6.1]

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

organizations are doing. We talk to The Red Cross about CPR trainings, to Cinnabar Theater about their upcoming play, Food For Thought, and the Aids Food Bank about their upcoming fundraiser, and The Voice of Roma about their festival. Spotlight runs every weekday morning right after NPR's Morning Edition. Roland Jacopetti, a veteran broadcaster with KSAN roots, has been the host of the program since its LGBT stories. Outbeat News In Depth is the newest program offering a news magazine style show each month. At the center of this show is the Outbeat News website which KRCB offers as a daily source for LGBT news and information from the North Bay Area and beyond. outbeatradio.org in 2014, KRCB will launch a weekly short Outbeat segment for broadcast in our NPR news dayparts. Sonoma Spotlight LGBT community with weekly programming featuring shows about relationships, music, arts and entertainment, news, and public affairs. Each show is produced and hosted by volunteers who are members of the North Bay's LGBT community. All of the Outbeat Radio shows provide a voice for the LGBT community by providing an opportunity for individuals and organizations to share their stories with listeners who would voice for the LGBT community by providing an opportunity for individuals and organizations to share their stories with listeners who would action to save the parks through community, nonprofit organization and government partnerships, creating new models for resource governance. KRCB's weekly parks report developed out of the crisis and now serves as a weekly update and invitation for public use of our the host and producer of the series, also produces a radio program featuring interviews, readings, and essays based on the live event. In addition, this year Katherine Hastings has been named the new Poet Laureate of Sonoma County! Sonoma County Parks Report KRCB Festival, and Sonoma County Regional Parks. Events and programs include: Broadcasts of the Santa Rosa Symphony The Santa Rosa Symphony is the resident orchestra of Sonoma County's magnificent new concert hall, Weill Hall at the Green Music Center, KRCB has of and promote activities and events. These include the Santa Rosa Symphony, Sonoma State University, Santa Rosa Junior College, Sonoma County Public Library, the Community Media Center, the Wells Fargo Center for the Arts, The Sonoma County Museum, The Healdsburg Jazz of North Bay Report. KRCB regularly partners with many cultural institutions and organizations to produce, rebroadcast, extend understanding Sonoma Spotlight is a daily dip into the goings on in our community – a five minute interview about the work that all kinds of non-profit otherwise not hear from this corner of our community. Each show also includes a news segment featuring local, national, and international parks. Outbeat Radio Outbeat Radio is the longest running radio program in the North Bay Area providing unique and exclusive high-quality Many California parks were threatened with closure in recent years when the state budget was in severe deficit. Sonoma County took decisive partners with Sonoma County Regional Parks to provide information about activities in the park system and encourage stewardship of the land WordTemple Poetry, bringing poets from all over the world for live readings to our local book seller, Copperfields' Books. Katherine Hastings Word Temple Poetry Sonoma County is a haven for poets, with our own county Poet laureate and an internationally known live poetry series, brought the Santa Rosa Symphony, one of Sonoma County's jewels in the crown, to our radio airwaves and our online service, since 1996. Health Connections partners with KBBF, the Spanish language and bilingual public radio station in Sonoma County for translated rebroadcasts inception in 1997. krcb.org/sonomaspotlight programming for and about the lesbian, gay, bisexual, and transgender community. For over 15 years, KRCB has supported the flourishing The broadcast is tape delayed for two weeks, for those who missed the live performance, and for those who want to experience it again.

6.1 Telling Public Radio's Story

Jump to question: 6.1

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Community engagement is our third platform and a critical component of the success of KRCB's Health Connections. To create successful large scale social change it is critical to reach the broadest possible community. We aim to reach individuals, families, businesses, and policy makers through community screenings, and discussions. Our community events include a screening of a Health Connections program and a guided discussion about the content, e.g. is this issue a problem in our neighborhood, what can we do to address it, how do we get started, etc. The goal is to make this large scale change bu building understanding and capacity throughout our region. In addition, Health Connections materials are distributed at community fairs, farmer's markets, etc, with the goal of engaging as many people as possible. We have a robust feedback look and audit process to track results and change. Since we are in the early stages of this work we cannot report results just yet.

6.1 Telling Public Radio's Story

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Jump to question: 6.1

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4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly

https://isis.cpb.org/Survey/Printing.aspx?sabssas=2&secnum=1000

broadcast in a language other than English, please note the language broadcast.

. KRCB is licensed in Sonoma County California where the Latino population is projected to reach 25% by 2015. Once major component of Health Connections is outreach to our Latino community. KRCB holds screenings of Health Connections productions, solicits feedback on the project and listens to conversations in the community for ideas for future productions. In 2013, KRCB began airing NPR's weekly Latino USA program. Our news department, Sonoma Spotlight and PSA program regularly cover issues of concern and interest to minority communities.

6.1 Telling Public Radio's Story

Jump to question: 6.1

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Fresh Air and This American Life. These programs attract an audience of public radio listeners who tune in for familiar national programs and then stay with us to hear programs of local interest and import. We connect to our local listeners through public affairs programs, public service announcements and cultural and local events interviews. As Sonoma County's NPR station KRCB strives to be an important community hub as evidenced by some of the programs detailed above: North Bay Report, Sonoma Spotlight, Health Connections, The Exchange. CPB funding allows KRCB to purchase national network programs for broadcast including NPR's Morning Edition, All Things Considered,

No Comments for this section Question

Comment

7.1 Journalists

Jump to question: 7.1

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.

Video Editor	Videographer	Anchor/Host	Anchor/Reporter	Beat Reporter	Reporter	Host/Reporter	Reporter/Producer	Associate Producer	Producer	Senior Producer	Executive Producer	Editor	Senior Editor	Managing Editor	Assistant News Director	News Director	Job Title	7.1 Journalists
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