

**Grantee Information**

ID   
 Grantee Name   
 City   
 State   
 Licensee Type

**1.1 Employment of Full-Time Radio Employees**

Please enter the number of FULL-TIME RADIO 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 Radio Employees**

Jump to question:

Major Job Category / Job Code / Joint Employee	White, Non-Hispanic Females				Total
	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	
Officials - 1000	<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"/>
Managers - 2000	<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"/>
Professionals - 3000	<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"/>
Technicians - 4000	<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"/>
Sales Workers - 4500	<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"/>
Office and Clerical - 5100	<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"/>
Craftspersons (Skilled) - 5200	<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"/>
Operatives (Semi-Skilled) - 5300	<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"/>
Laborers (Unskilled) - 5400	<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"/>
Service Workers - 5500	<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"/>
<b>Total</b>	<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"/>

  

Major Job Category / Job Code / Joint Employee	White, Non-Hispanic Males				Total
	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	
Officials - 1000	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Managers - 2000	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
<b>Total</b>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>

Professionals - 3000	0	1	1
Technicians - 4000		1	1
Sales Workers - 4500		0	0
Office and Clerical - 5100		0	0
Craftspersons (Skilled) - 5200		0	0
Operatives (Semi-Skilled) - 5300		0	0
Laborers (Unskilled) - 5400		0	0
Service Workers - 5500		0	0
Total	0	4	4

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee

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
- Laborers (Unskilled) - 5400
- Service Workers - 5500
- Total

1.1 Employment of Full-Time Radio 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

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

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:

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

1.3 Employment of Part-Time Radio Employees

Jump to question:

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.

1.3 Employment of Part-Time Radio Employees

Jump to question:

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

1.3 Employment of Part-Time Radio Employees

Jump to question:

Major Job Category / Job Code	African American Males		Hispanic Males		Native American Males		Asian/Pacific Males		White, Non-Hispanic Males		Total
Officials - 1000	<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="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="0"/>
Managers - 2000	<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="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="0"/>
Professionals - 3000	<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="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="2"/>	<input type="text" value="2"/>
Technicians - 4000	<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="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="0"/>
Sales Workers - 4500	<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="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="0"/>





2.1 Average Salaries

Jump to question: [21](#)

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer		\$	
Chief Executive Officer - Joint		\$	
Chief Operations Officer		\$	
Chief Operations Officer - Joint	1.00	\$ 97,543	17
Chief Financial Officer		\$	
Chief Financial Officer - Joint		\$	
Publicity Program Promotion Chief		\$	
Publicity Program Promotion Chief - Joint		\$	
Communication and Public Relations Chief		\$	
Communication and Public Relations Chief - Joint		\$	
Programming Director	1.00	\$ 46,125	19
Programming Director - Joint		\$	
Production Chief		\$	
Production Chief - Joint		\$	
Executive Producer		\$	
Executive Producer - Joint		\$	
Producer		\$	
Producer - Joint		\$	
Development Chief		\$	
Development Chief - Joint		\$	
Member Services Chief		\$	
Member Services Chief - Joint		\$	
Membership Fundraising Chief		\$	
Membership Fundraising Chief - Joint	1.00	\$ 40,000	8
On-Air Fundraising Chief		\$	
On-Air Fundraising Chief - Joint		\$	
Auction Fundraising Chief		\$	
Auction Fundraising Chief - Joint		\$	
Underwriting Chief		\$	
Underwriting Chief - Joint		\$	
Corporate Underwriting Chief		\$	
Corporate Underwriting Chief - Joint		\$	
Foundation Underwriting Chief		\$	
Foundation Underwriting Chief - Joint		\$	

Government Grants Solicitation, Chief			
Government Grants Solicitation, Chief - Joint			
Operations and Engineering, Chief			
Operations and Engineering, Chief - Joint	0	0	
Engineering Chief			
Engineering Chief - Joint			
Broadcast Engineer 1			
Broadcast Engineer 1 - Joint			
Production Engineer			
Production Engineer - Joint			
Facilities, Satellite and Tower Maintenance, Chief			
Facilities, Satellite and Tower Maintenance, Chief - Joint			
Technical Operations, Chief			
Technical Operations, Chief - Joint			
Education, Chief			
Education, Chief - Joint			
Information Technology, Director			
Information Technology, Director - Joint			
Volunteer Coordinator			
Volunteer Coordinator - Joint			
News / Current Affairs Director			
News / Current Affairs Director - Joint	1,000	59,370	15
Music Director			
Music Librarian/Programmer			
Announcer / On-Air Talent			
Announcer / On-Air Talent - Joint			
Reporter			
Reporter - Joint			
Public Information Assistant			
Public Information Assistant - Joint			
Broadcast Supervisor			
Broadcast Supervisor - Joint			
Director of Continuity / Traffic			
Director of Continuity / Traffic - Joint	1,000	36,417	9
Events Coordinator			

Events Coordinator - Joint									
Web Administrator/Web Master									
Web Administrator/Web Master - Joint									
<b>Total</b>			5.00			\$ 279,455			68

Comments  
 Question  
 No Comments for this section

**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:

**3.1 Governing Board Method of Selection**  
 Ex-Officio (Automatic membership because of another office held)

Jump to question:

**3.1 Governing Board Method of Selection**  
 Appointed by government legislative body (including school board) or other government official (e.g. governor)

Jump to question:

**3.1 Governing Board Method of Selection**  
 Elected by community/membership

Jump to question:

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

Jump to question:

**3.1 Governing Board Method of Selection**

Jump to question:

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

Jump to question:

**3.1 Governing Board Method of Selection**  
 Total number of board members (Automatic total of the above)

Jump to question:

**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.

Jump to question:

**3.2 Governing Board Members**

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

Jump to question:

**3.2 Governing Board Members**

	<b>African American</b>	<b>Hispanic</b>	<b>Native American</b>	<b>Asian / Pacific</b>	<b>White, Non-Hispanic</b>	<b>Total</b>
Female Board Members	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="2"/>
Male Board Members	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="10"/>	<input type="text" value="11"/>
<b>Total</b>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="12"/>	<input type="text" value="13"/>



3.2 Governing Board Members  
 Number of Vacant Positions Jump to question:

3.2 Governing Board Members  
 Total Number of Board Members (Total should equal the total reported in Question 3.1.) Jump to question:   
 13

3.2 Governing Board Members  
 Number of Board Members with disabilities Jump to question:   
 1

Comments Comment  
 Question  
 No Comments for this section

4.1 Community Outreach Activities Jump to question:   
 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 the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities Jump to question:

Produce public service announcements? Yes/No

Did the public service announcements have a specific, formal component designed to be of special service to the educational community? 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

Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)? Yes

Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community? Yes

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? Yes

Produce/distribute informational materials based on local or national programming? Yes

Did the informational programming materials have a specific, formal component designed to be of special service to the educational community? 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

Host community events (e.g. benefit concerts, neighborhood festivals)? Yes

Did the community events have a specific, formal component designed to be of special service to the educational community? Yes

Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? Yes

Provide locally created content for your own or another community-based computer network/web site? Yes

Did the locally created web content have a specific, formal component designed to be of special service to the educational community? 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

Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)? Yes

Did the partnership have a specific, formal component designed to be of special service to the educational community? Yes

Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? Yes

Comments Comment  
 Question

**Question**  
No Comments for this section

**Comment**

**5.1 Radio Programming and Production**  
Instructions and Definitions:

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.)

Jump to question: [5.1](#)

**5.1 Radio Programming and Production**

Jump to question: [5.1](#)

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	2,900	2,900	5,800
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)	160	160	320
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)	220	220	440
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)	0	0	0
All Other (incl. sports and religious — Do NOT include fundraising)	0	0	0
<b>Total</b>	<b>3,280</b>	<b>3,280</b>	<b>6,560</b>

Jump to question: [5.1](#)

**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.)

Jump to question: [5.1](#)

**5.1 Radio Programming and Production**  
Approx Number of Original Program Hours

Jump to question: [5.1](#)

**Comments**  
Question  
No Comments for this section

**Comment**

**6.1 Telling Public Radio's Story**

Jump to question: [6.1](#)

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 occurred 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.

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**

Jump to question: [6.1](#)

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multipatform 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 multipatform 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.

Health Connections partners with KBBF, the Spanish language and bilingual public radio station in Sonoma County for translated retrocasts of North Bay Report. KRCB regularly partners with many cultural institutions and organizations to produce, retrocast, extend understanding 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 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 brought the Santa Rosa Symphony, one of Sonoma County's jewels in the crown, to our radio airwaves and our online service, since 1996. The broadcast is tape delayed for two weeks, for those who missed the live performance, and for those who want to experience it again. Wordtemple Poetry Sonoma County is a haven for poets, with our own county Poel laureate and an internationally known live poetry series, Wordtemple Poetry, bringing poets from all over the world for live readings to our local book seller, Copperfield's Books. Katherine Hastings, 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 partners with Sonoma County Regional Parks to provide information about activities in the park system and encourage stewardship of the land. Many California parks were threatened with closure in recent years when the state budget was in severe deficit. Sonoma County took decisive 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 parks. Outbeat Radio Outbeat Radio is the longest running radio program in the North Bay Area providing unique and exclusive high-quality programming for and about the lesbian, gay, bisexual, and transgender community. For over 15 years, KRCB has supported the flourishing 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 otherwise not hear from this corner of our community. Each show also includes a news segment featuring local, national, and international 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 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 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 inception in 1997. krbc.org/sonomaspotlight

#### 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 by 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 loop 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

Jump to question: [6.1](#)

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

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?

CPB funding allows KRCB to purchase national network programs for broadcast including NPR's Morning Edition, All Things Considered, 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.

Comments  
Question  
No Comments for this section

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.

7.1 Journalists

Jump to question: 7.1

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Other
News Director	1	0	0	1	0	0	0	0	0	1	
Assistant News Director											
Managing Editor											
Senior Editor											
Editor		1	0	0	1	0	0	0	0	1	
Executive Producer											
Senior Producer											
Producer											
Associate Producer											
Reporter/Producer											
Host/Reporter											
Reporter											
Beat Reporter											
Anchor/Reporter											
Anchor/host											
Videographer											
Video Editor											

