SAS FY13 TV

Grantee Information

Licensee Type	State	City	Grantee Name	. च
Community	CA	Rohnert Park	KRCB-TV	1709

1.1 Employment of Full-Time Television and Joint Employees

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

1.1 Employment of Full-Time Television and Joint Employees

Major Job Category / Job Code / Joint Employee Officials - 1000 - TV Only Officials - 1000 - Joint Managers - 2000 - TV Only Managers - 2000 - Joint Professionals - 3000 - Joint	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females
Sales Workers - 4500 - TV Only		Average and a service of the service	a particular to the second of	The second secon	white and a way to a series of
Sales Workers - 4500 - Joint				The state of the s	
Office and Clerical - 5100 - TV Only					
Office and Clerical - 5100 - Joint			0	E	4
Craftspersons (Skilled) - 5200 - TV Only				The state of the s	THE COMMENT OF THE COMME
Craftspersons (Skilled) - 5200 - Joint					
Operatives (Semi-Skilled) - 5300 - TV Only					
Operatives (Semi-Skilled) - 5300 - Joint				4 · · · · · · · · · · · · · · · · · · ·	

Jump to question: [1.1]

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Officials - 1000 - Joint	Major Job Category / Job Code Officials - 1000 - TV Only	1.1 Employment of Full-Time Television and Joint Employees	Total	Service Workers - 5500 - Joint	Service Workers - 5500 - TV Only	Laborers (Unskilled) - 5400 - Joint	Laborers (Unskilled) - 5400 - TV Only	Operatives (Semi-Skilled) - 5300 Joint	Operatives (Semi-Skilled) - 5300 TV Only	Craftspersons (Skilled) - 5200 - Joint	Craftspersons (Skilled) - 5200 - TV Only	Office and Clerical - 5100 - Joint	Office and Clerical - 5100 - TV Only	Sales Workers - 4500 - Joint	Sales Workers - 4500 - TV Only	Technicians - 4000 - Joint	Technicians - 4000 - TV Only	Professionals - 3000 - Joint	Professionals - 3000 - TV Only	Managers - 2000 - Joint	Managers - 2000 - TV Only	Officials - 1000 - Joint	Officials - 1000 - TV Only	Major Job Category / Job Code / Joint Employee	1.1 Employment of Full-Time Television and Joint Employees	Total	Service Workers - 5500 - Joint	Service Workers - 5500 - TV Only	Laborers (Unskilled) - 5400 - Joint	Laborers (Unskilled) - 5400 - TV Only
	Job Code y	ull-Time		- Joint	- TV Only	100 - Joint	VT - 00) - 5300 -) - 5300 -	5200 -	5200 - TV	0 - Joint	0- TV	Joint	TV Only	큐	Only	ojn T	V Only		nly		•	Job Code /	ull-Time 1		- Joint	- TV Only	00 - Joint	VT - 00
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	Persons with Disabilities	Jump to question:		The state of the s			The state of the s		The content of the co	The state of the s	0	and the second s	· · · · · · · · · · · · · · · · · · ·	1		2	0.0		· · · · · · · · · · · · · · · · · · ·		0		0.	White, Non-Hispanic Males	Jump	7		The state of the state of the state of		
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2	0	0.	0	0	Total
e.			:	•	Male Major Programming Decision Makers
White, Non-Hispanic	Asian/Pacific	Native American	Hispanic	African American	Female Major Programming Decision Makers
Jump to question: [1.2]			ion Makers	mming Decis	1.2 Major Programming Decision Makers
Jump to question: [12]	ition general manager	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?	ion Makers in Question 1.1, how i r programming decision	mming Decis oyees reported or making majo	1.2 Major Programming Decision Makers Of the full-time employees reported in Question have responsibility for making major programmir
				nic Female	1 White, Non-Hispanic Female
rican female).	æ (e.g. 1 African Am	Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).	ity of each person with	nder and ethnic	Please enter the ger
Jump to question: 111		nt Employees	1.1 Employment of Full-Time Television and Joint Employees	of Full-Time	1.1 Employment
100 000 000 000 000 000 000 000 000 000					Total
				5500 - Joint	Service Workers - 5500 - Joint
				5500 - TV Only	Service Workers - 5500 - TV Only
				- 5400 - Joint	Laborers (Unskilled) - 5400 - Joint
			ήγ) - 5400 - TV Or	Laborers (Unskilled) - 5400 - TV Only
the same transformation of the same			Joint	killed) - 5300	Operatives (Semi-Skilled) - 5300 - Joint
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The state of the s			nŧ	ed) - 5200 - Joi	Craftspersons (Skilled) - 5200 - Joint
			Only	ed) - 5200 - TV	Craftspersons (Skilled) - 5200 - TV Only
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the second section of the second section is a second section of the second section sec				00 - Joint	Sales Workers - 4500 - Joint
and the second s				00 - TV Only	Sales Workers - 4500 - TV Only
				- Joint	Technicians - 4000 - Joint
				- TV Only	Technicians - 4000 - TV Only
) - Joint	Professionals - 3000 - Joint
) - TV Only	Professionals - 3000 - TV Only
				Joint	Managers - 2000 - Joint
				V Only	Managers - 2000 - TV Only

1.2 Major Programming Decision Makers 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 Jump to question: 1.2

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

1.3 Employment of Part-Time Television and Joint Employees	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
es dump to que	int, in the grids below. The first grid includes all female id includes all persons with disabilities.	Jump to question: 1.3

Jump to question: 1.3

White, Non-Hispanic Females

Print Survey

https://isis.cpb.org/Survey/Printing.aspx?sabssas=1&secnum=1000

Total	e E	0	· o		7	.00
1.3 Employment of Part-Time Television and Joint Employees	Television and J	oint Employees			Jump to question: 1.3	
Major Job Category <i>I</i> Job Code				Persons	Persons with Disabilities	S.
Officials - 1000						*
Managers - 2000						
Professionals - 3000						
Technicians - 4000						·H·
Sales Workers - 4500						t F
Office and Clerical - 5100						`
Craftspersons (Skilled) - 5200						
Operatives (Semi-skilled) - 5300						1, 1
Laborers (Unskilled) - 5400						
Service Workers - 5500						1
Total						, 14 ,
1.4 Part-Time Employment				Jun	Jump to question: 1.4	1
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?	d in Question 1.3, ho but not full time?	ow many worked less t	han 15 hours per weel	k and how many		
1.4 Part-Time Employment				Jun	Jump to question: 1.4	14
Number working less than 15 hours per week	; per week					8)
1.4 Part-Time Employment				Jun	Jump to question: 1.4	14
Number working 15 or more hours per week	per week				17.	17.
1.5 Full-Time Hiring				Jun	Jump to question: 1.5	15)
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.)	yees in each catego but do include em	ory hired during the fis oloyees who changed	scal year. from part-time to full-ti	me status during the	fiscal year.)	
1.5 Full-Time Hiring				Jun	Jump to question: [1.5]	15
No full-time employees were hired (check here if applicable)	(check here if applic	cable)				Ľ
1.5 Full-Time Hiring				Jun	Jump to question: 1.5	1.5
Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male		Total
Officials - 1000						o'
Managers - 2000						0
Professionals - 3000					0	0
Technicians - 4000		Control debutted companies to refer to the control of	The state of the s	a second	0	0
Sales Workers - 4500			4 1			₽
Office / Service Workers - 5100-5500		· H.		: : :	+ · · · · · · · · · · · · · · · · ·	N

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Programming Director - Joint	Programming Director - IV Only	Contraction of the Contraction of Co	Communication and Public Relations. Chief - Joint	Communication and Public Relations, Chief - TV Only	Publicity, Program Promotion Chief - Joint	Publicity, Program Promotion Chief - TV Only	Chief Financial Officer - Joint	Chief Financial Officer - TV Only	Chief Operations Officer - Joint	Chief Operations Officer - TV Only	Chief Executive Officer - Joint	Chief Executive Officer - TV Only	2.1 Average Salaries	No Comments for this section	Comments Question Comment	Engineering	Computer Operations	Accounting/Payroll Services	Human Resources Services	Legal Services	Development Activities	None		1.7 Hiring Contractors	During the fiscal year, did you hire independent contractors to provide any of the following services?	1.7 Hiring Contractors	Number of full-time and part-time job openings	1.6 Full-Time and Part-Time Job Openings	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	Total
						i 1			1.00		The second secon	# of Employees													ide any of the following				red during the fiscal ye sitions that became ave sitions that became ave ing was filled during the include as job openings but has a different title enings occured, please		2
	Section of the sectio	The same construction of the same of the s	9	S	-0	. 0	· vo	30.	\$ 97,543	40	· va	Avg. Annual Salary	ال										Ch	Ju		nr		ur	ar. Include both vacancies i illable during the fiscal year year, include it regardless any positions created throu (i.e. where there was no va- enter zero.	Ju	0.
4000	A second	the second of th	a consumer of a streamward of		The second secon				17			Average Tenure	Jump to question: 2.1			gra- tand	3 7 4 5 80 77	-	ند ا	IJ	O	<u> </u>	Check all that apply	Jump to question: 1.7		Jump to question: 1.7	7	Jump to question: 1.6	in r, of ugh teancy or	Jump to question: 1.6	<u>α</u>

Facilities, Satellite and Tower Maintenance, Chief - Joint	Facilities, Solelite and lower maniferiation, Single 14 Stry	Escillion Satallita and Tower Maintenance Chief - TV Only	Production Engineer - Joint	1 Contract Lighteen is Only	Production Engineer - TV Only	Broadcast Engineer 1 - Joint	Broadcast Engineer 1 - 17 Only	Books Carlings A J. Oak	Engineering Chief - Joint	Engineering Chief - TV Only	Specialists and Engineering Control Control	Operations and Engineering, Chief - Joint	Operations and Engineering, Chief - TV Only	Government Grants Solicitation, Chief - John	Description of the last	Government Grants Solicitation, Chief - TV Only	Foundation Underwriting, Chief - Joint	Foundation Underwriting, Chief - IV Only		Corporate Underwriting, Chief - Joint	Corporate Underwriting, Chief - TV Only	Underwriting, Chief - Joint	X	Underwriting, Chief - TV Only	Auction Fundraising, Chief - Joint	Auction Fundraising, Chief - TV Only	On-Air Fundraising, Chief - Joint	On-Air Fundraising, Chief - TV Only	Membership Fundraising, Chief - Joint	Membership Fundraising, Chief - TV Only	Member Services, Chief - Joint	Member Services, Chief - IV Only	Development, Chief - John	Jerochamont Oblige Tript	Development, Chief - TV Only	Director - (Television Production ONLY)	Producer - Joint	Producer - TV Only	Executive Producer - Joint	Executive Producer - TV Only	Production, Chief - Joint	Production, Chief - TV Only
																		for a constant of	A COLUMN CONTRACTOR CO							1.00	1	The state of the s	1.00		2 2	*						1.00				
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Technical Operations, Chief - IV 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 - Joint News / Current Affairs Director - TV Only News / Current Affairs Director - TV Only Announcer / On-Air Talent - TV Only Announcer - TV Only Reporter - TV Only Reporter - Joint Resporter - Joint Resporter - Joint	1.00	40 40 40 40 40 40 40 40 40 40 40 40 40 4	15
Parent / Pre-School Coordinator - TV Only Volunteer Coordinator - TV Only		40	
Volunteer Coordinator - Joint News / Current Affairs Director - TV Only		ww.	
News / Current Affairs Director - Joint	1.00	\$ 59,370	15
Announcer / On-Air Talent - TV Only Announcer / On-Air Talent - Joint		v	
Reporter - TV Only	The course of th		
Reporter - Joint		99	The control of the co
Cinema / Videographer - IV Only Video Film Editor - TV Only		-φφ.	
Unit / Studio Supervisor - TV Only		.	The second
Public Information Assistant - TV Only	THE RESIDENCE OF THE PARTY OF T	5	the comment of the best of the comment of the comme
Public Information Assistant - Joint Broadcast Supervisor - TV Only		W	The second secon
Broadcast Supervisor - Joint		•	
Director of Continuity / Traffic - TV Only		9.	The state of the s
Director of Continuity / Traffic - Joint	1.00	\$ 36,417	9,
Events Coordinator - TV Only		50	
Events Coordinator - Joint		\$	
Web Administrator/Web Master - TV Only	And the second of the second	9 30	The state of the s
Total	7.00	412,245	106
Comments Question Comment			
This person is also the Chief Engineer			

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

Jump to question: [3.1]

3.1 Governing Board Method of Selection	Selection			dwnr	Jump to question: 3.1
Ex-Officio (Automatic membership because of another office held)	ause of another office hel	a)			ω
3.1 Governing Board Method of Selection	Selection			dunr	Jump to question: 3.1
Appointed by government legislative body (including school board) or other government official (e.g. governor)	dy (including school boar nor)	a)			
3.1 Governing Board Method of Selection	Selection			dunn	Jump to question: 3.1
Elected by community/membership					
3.1 Governing Board Method of Selection	Selection			dunn	Jump to question: 3.1
Elected by board of directors itself (self-perpetuating body)	f-perpetuating body)				10
3.1 Governing Board Method of Selection	Selection			dwing	Jump to question: 3.1
Other (please specify below)				7	To the second of
3.1 Governing Board Method of Selection	Selection			dunb	Jump to question: $\boxed{3.1}$
3.1 Governing Board Method of Selection	Selection			Jump	Jump to question: 3.1
Total number of board members (Automatic total of the above)	natic total of the above)				13
3.2 Governing Board Members				dunin	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.	o of the members of your with a disability.	governing boar	d by gender. Please	also report the	
3.2 Governing Board Members				dunn	Jump to question: 3.2
For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection	e refer to "Instructions an	d Definitions" ir	n the Employment su		}
3.2 Governing Board Members African		Native		Jump White,	Jump to question: 3.2 ite,
African American Female		Native American	Asian / Pacific	White, Non-Hispanic	Tota
Board Members			And the second s	:	***************************************
Male 1. Board Members		-		10)	
Total 1:	0,	0.	0	12	11
3.2 Governing Board Members Number of Vacant Positions				dunc	Jump to question: 3.2
3.2 Governing Board Members				Jump	Jump to question: 3.2
Total Number of Board Members (Total should equal the total reported in Question 3.1.)	should equal the total repo	orted in Question	on 3.1.)		13
3.2 Governing Board Members				dwnr	Jump to question: 3.2
Number of Board Members with disabilities	ities				E.
Comments					
Question	Comment	-			
No Comments for this section					

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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, for over two decades, been core to KRCB's mission and these activities certainly continued to be central in 2013. Two major activities will be presented here - The Big Read and Community Health Connections. In 2013 KRCB launched our full court press on issues affecting our community health. Focusing on the social eleterminants of health and 10 community opasis for improvement, KRCB worked with a wide range of partners - government, nonprofits, community volunteers, and businesses - to craft community action and outreach to "move the needle" on those 10 goals. Almost inevitably underserved and unserved audiences are most at risk relative to those social determinants facetics. KRCBs role in this effort is multi-faceted: the production activities are described in Section 4.2 below. In addition to production of content, KRCBs is designing and implemented a robust community screening and engagement plan. Production elements are screened in community settings, discussion guidelines are being developed for each element, and community surveys and evaluation tools are also designed for each production guidelines are being developed for each element, and community was supported by NEA and ArtsMitowest. In 2013, in partnership with many community organizations, KRCB featured the poetry of Emily Dickinson. We undertook a wide variety of community activities as well as production, described in Section 4.2 below. Community outreach included a one-woman play The Belle of Armerst performed by a noted actress, Barbara Dana; short segments of the play at two local bookstores; presentations at six schools; two presentations of The Bilingual Belle with poetry in English and Spanish; county Poet-Laureates participating in library branch discussion groups and panels; an interview with Emily on a local commercial radio station; and an ingenious program where high school students, and others, passed out business card size poems of Emily Dickinson. 20,000 cards were passed out on street comers, at Cit

4.2 Production Activity

Jump to question: [4.2]

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

The community outreach efforts, described above, both had strong production components. The Big Read work was supported on both KRCB felevision and Radio. On Radio we had the Emily Poem of the Day, often read by one of the Poet Laureates. Of course both Television and Radio. On Radio we had the Emily Poem of the Day, often read by one of the Poet Laureates. Of course both Television and Radio. On Radio we had the Emily Poem of the Day, often read by one of the Poet Laureates. Of course both Television and Radio. On Romanuity extended and on the Poet Course both Television and Radio. On Romanuity Poet Interest to underserved and interest countries. The Interest to underserved and unserved community. Much of the produced material has been focused on topics that are of particular interest to underserved and unserved communities. Three half hour programs have been produced and aired amultiple times. The first was on the importance of early childhood education including describing why it is important to the child's life long health and describing local services available. Another elevant in this program presented local successful collective impact efforts by several local agencies to provide a wide range of needed services to at risk youth, assisting them back onto a productive and satisfying life path. The second program focused on mental health issues, clearly an underserved segment. In one segment we asked folks who have faced mental health challenges in their lives to describe how it feets and how our community exponds to them as individuals; it was a very moving and effective piece. The third production took a look at our food systems from one end to the other including food insecurity, food deserts, and the importance of fresh (local) produce. Interstal length pieces were pulled out of this and other production work to keep the messages both fresh and constant. Throughout 2013 KRCB FMs North Bay Report has produced on errors for at risk youngsters, pediatric clental initiative, wage inequity, self-help housing

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

Through the end of 2013 KRCB provided GED on TV in Spanish. We have done so for some 20 years. Unfortunately neither the English nor the Spanish versions are available now based on changes in the GED testing, However, we know we have reached hundreds and hundreds and folks wishing to complete their high school diploma. For many years we have aired children's programming in Spanish when available from PBS. We would regularly air. 3 such programs every Saturday morning, Unfortunately with our change to a digital master control this year, the technology no longer allows us to record (strip out) just the Spanish version. Of course it is still available for some shows on the SAP channel so we are working to educate our audience to check that out. Our Health Connections radio reports, described above, are made available, two a month, to the local Spanish language public radio station, KBBF, where they are translated and aired multiple times. Finally, much of our Health Connections television content is being translated into Spanish for use at community screenings where Spanish is the predominant language.

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?

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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.

President and CEO reports directly to the Board. Standing committees include: Finance(budget monthly financials), Audit Personnel (benefits, grievances, personnel policies); Nominating (board members); and Distribution (issues related to signal distribution). KRCB also has a Community Advisory Council, the Chair of which is an ex-officio member of the Board of Directors. KRCB is a community licensee with a self-appointing Board of Directors. The 13 member board meets approximately 9 times a year. The

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?

We are in discussion with the County, the local community foundation, and others to craft an appropriate way in which we can help the community listen, learn, change, and heal. While this falls within the work we are doing around health and place matters, it also, understandably has an important additional set of needs and service to community. begin this year with Place Matters describing the connection between where you live and your likely morbidity and mortality statistics. We will have lively community discussion and outreach around this topic and the others we produce this year. Radio content creation on North Bay Report will confinue every month with several episodes being translated and aired in Spanish on KBBF and community screenings and feedback to the production and news team will continue. Season six of Natural Heroes was distributed in 2013 however, the K-12 educational curriculum is now being vetted by PBL Learning Media for posting. Based in rigorous project based learning methodology, we expect that placement to happen quite soon. Clearly this will be a valuable asset that we will be promoting to our local schools. Our co-produced documentary, Rebets With A Cause will be distributed by APTS in March. We have done and will continue to hold many many community KRCB has several significant activities planned for 2014. These include the continuing Health Connections work, distribution of our film Rebels With A Cause, and further work on our nationally distributed series, season six of Natural Heroes. Health Connections television content will Finally, and just now taking shape, will be the community work we undertake around a recent tragic killing of a Latino child by a police officer screenings and discussion around the Bay Area and around the country. Work will commence in 2014 on the curriculum guide for this work.

Comments

Comment

No Comments for this section

5.1 Journalists

Jump to question: 5.1

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

Host/Reporter	Reporter/Producer	Associate Producer	Producer	Senior Producer	Executive Producer	Editor	Senior Editor	Managing Editor	Assistant News Director	News Director	Job Title
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