

SAS 2014 TV

Grantee Information

ID 1709
 Grantee Name KRCC-TV
 City Rohnert Park
 State CA
 Licensee Type Community

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

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

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000 - TV Only					1	1
Officials - 1000 - Joint						0
Managers - 2000 - TV Only					1	1
Managers - 2000 - Joint					1	1
Professionals - 3000 - TV Only						0
Professionals - 3000 - Joint					1	1
Technicians - 4000 - TV Only						0
Technicians - 4000 - Joint						0
Sales Workers - 4500 - TV Only						0
Sales Workers - 4500 - Joint						0
Office and Clerical - 5100 - TV Only						0
Office and Clerical - 5100 - Joint					3	3
Craftspersons (Skilled) - 5200 - TV Only						0
Craftspersons (Skilled) - 5200 - Joint						0
Operatives (Semi-Skilled) - 5300 - TV Only						0
Operatives (Semi-Skilled) - 5300 - Joint						0
Laborers (Unskilled) - 5400 - TV Only						0
Laborers (Unskilled) - 5400 - Joint						0
Service Workers - 5500 - TV Only						0
Service Workers - 5500 - Joint						0
Total	0	0	0	0	7	7

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
--	------------------------	----------------	-----------------------	---------------------	---------------------------	-------

Officials - 1000 - TV Only						0
Officials - 1000 - Joint					1	1
Managers - 2000 - TV Only						0
Managers - 2000 - Joint				1	3	4
Professionals - 3000 - TV Only						0
Professionals - 3000 - Joint						0
Technicians - 4000 - TV Only					1	1
Technicians - 4000 - Joint						0
Sales Workers - 4500 - TV Only						0
Sales Workers - 4500 - Joint						0
Office and Clerical - 5100 - TV Only					1	1
Office and Clerical - 5100 - Joint						0
Craftspersons (Skilled) - 5200 - TV Only						0
Craftspersons (Skilled) - 5200 - Joint						0
Operatives (Semi-Skilled) - 5300 - TV Only						0
Operatives (Semi-Skilled) - 5300 - Joint						0
Laborers (Unskilled) - 5400 - TV Only						0
Laborers (Unskilled) - 5400 - Joint						0
Service Workers - 5500 - TV Only						0
Service Workers - 5500 - Joint						0
Total	0	0	0	1	6	7

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: [1.1](#)

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000 - TV Only	
Officials - 1000 - Joint	
Managers - 2000 - TV Only	
Managers - 2000 - Joint	
Professionals - 3000 - TV Only	
Professionals - 3000 - Joint	
Technicians - 4000 - TV Only	
Technicians - 4000 - Joint	
Sales Workers - 4500 - TV Only	
Sales Workers - 4500 - Joint	
Office and Clerical - 5100 - TV Only	
Office and Clerical - 5100 - Joint	1
Craftspersons (Skilled) - 5200 - TV Only	
Craftspersons (Skilled) - 5200 - Joint	
Operatives (Semi-Skilled) - 5300 - TV Only	
Operatives (Semi-Skilled) - 5300 - Joint	
Laborers (Unskilled) - 5400 - TV Only	
Laborers (Unskilled) - 5400 - Joint	

Service Workers - 5500 - TV Only

Service Workers - 5500 - Joint

Total

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: [1.1](#)

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

Female, White, Non-Hispanic

1.2 Major Programming Decision Makers

Jump to question: [1.2](#)

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

1.2 Major Programming Decision Makers

Jump to question: [1.2](#)

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total
Female Major Programming Decision Makers	<input type="text" value="0"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Male Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="2"/>

1.2 Major Programming Decision Makers

Jump to question: [1.2](#)

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.3 Employment of Part-Time Television and Joint Employees

Jump to question: [1.3](#)

Please enter the number of PART-TIME employees, both TV-only and Joint, in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Television and Joint Employees

Jump to question: [1.3](#)

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="6"/>	<input type="text" value="7"/>

1.3 Employment of Part-Time Television and Joint Employees

Jump to question: [1.3](#)

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>

Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="3"/>	<input type="text" value="3"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="4"/>	<input type="text" value="4"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="8"/>	<input type="text" value="8"/>

1.3 Employment of Part-Time Television and Joint Employees

Jump to question:

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000	<input type="text"/>
Managers - 2000	<input type="text"/>
Professionals - 3000	<input type="text"/>
Technicians - 4000	<input type="text" value="1"/>
Sales Workers - 4500	<input type="text"/>
Office and Clerical - 5100	<input type="text"/>
Craftspersons (Skilled) - 5200	<input type="text"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>
Laborers (Unskilled) - 5400	<input type="text"/>
Service Workers - 5500	<input type="text"/>
Total	<input type="text" value="1"/>

1.4 Part-Time Employment

Jump to question:

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment

Jump to question:

Number working less than 15 hours per week

1.4 Part-Time Employment

Jump to question:

Number working 15 or more hours per week

1.5 Full-Time Hiring

Jump to question:

Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring

Jump to question:

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

1.5 Full-Time Hiring

Jump to question:

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>

Sales Workers - 4500					0
Office / Service Workers - 5100-5500				1	1
Total	0	1	0	1	2

1.6 Full-Time and Part-Time Job Openings

Jump to question: [1.6](#)

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Jump to question: [1.6](#)

Number of full-time and part-time job openings

1.7 Hiring Contractors

Jump to question: [1.7](#)

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

1.7 Hiring Contractors

Jump to question: [1.7](#)

Check all that apply

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

Comments

Question	Comment
	Tourette Syndrome

2.1 Average Salaries FULL TIME EMPLOYEES ONLY

Jump to question: [2.1](#)

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - TV Only	1.00	\$ 100,000	33
Chief Executive Officer - Joint		\$	
Chief Operations Officer - TV Only		\$	
Chief Operations Officer - Joint	1.00	\$ 97,543	18
Chief Financial Officer - TV Only		\$	
Chief Financial Officer - Joint		\$	
Publicity, Program Promotion Chief - TV Only		\$	
Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief - TV Only		\$	
Communication and Public Relations, Chief - Joint		\$	
Programming Director - TV Only		\$	
Programming Director - Joint		\$	
Production, Chief - TV Only		\$	
Production, Chief - Joint		\$	
Executive Producer - TV Only		\$	
Executive Producer - Joint		\$	
Producer - TV Only		\$	

Producer - Joint	1.00	\$ 49,920	1
Director - (Television Production ONLY)		\$	
Development Chief - TV Only		\$	
Development, Chief - Joint		\$	
Member Services, Chief - TV Only		\$	
Member Services, Chief - Joint		\$	
Membership Fundraising, Chief - TV Only		\$	
Membership Fundraising, Chief - Joint	1.00	\$ 40,000	9
On-Air Fundraising, Chief - TV Only		\$	
On-Air Fundraising, Chief - Joint		\$	
Auction Fundraising, Chief - TV Only	1.00	\$ 43,915	19
Auction Fundraising, Chief - Joint		\$	
Underwriting, Chief - TV Only		\$	
Underwriting, Chief - Joint		\$	
Corporate Underwriting, Chief - TV Only		\$	
Corporate Underwriting, Chief - Joint		\$	
Foundation Underwriting, Chief - TV Only		\$	
Foundation Underwriting, Chief - Joint		\$	
Government Grants Solicitation, Chief - TV Only		\$	
Government Grants Solicitation, Chief - Joint		\$	
Operations and Engineering, Chief - TV Only		\$	
Operations and Engineering, Chief - Joint		\$	
Engineering Chief - TV Only		\$	
Engineering Chief - Joint		\$	
Broadcast Engineer 1 - TV Only		\$	
Broadcast Engineer 1 - Joint		\$	
Production Engineer - TV Only		\$	
Production Engineer - Joint		\$	
Facilities, Satellite and Tower Maintenance, Chief - TV Only		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
Technical Operations, Chief - TV Only		\$	
Technical Operations, Chief - Joint		\$	
Education, Chief - TV Only		\$	
Education, Chief - Joint		\$	
Information Technology, Director - TV Only		\$	
Information Technology, Director - Joint		\$	
Instructional Services Director - TV Only		\$	
Parent / Pre-School Coordinator - TV Only		\$	
Volunteer Coordinator - TV Only		\$	
Volunteer Coordinator - Joint		\$	
News / Current Affairs Director - TV Only		\$	
News / Current Affairs Director - Joint		\$	
Announcer / On-Air Talent - TV Only		\$	

Announcer / On-Air Talent - Joint		\$	
Reporter - TV Only		\$	
Reporter - Joint		\$	
Cinema / Videographer - TV Only		\$	
Video Film Editor - TV Only		\$	
Unit / Studio Supervisor - TV Only		\$	
Public Information Assistant - TV Only		\$	
Public Information Assistant - Joint		\$	
Broadcast Supervisor - TV Only		\$	
Broadcast Supervisor - Joint		\$	
Director of Continuity / Traffic - TV Only		\$	
Director of Continuity / Traffic - Joint	1.00	\$	36,417 10
Events Coordinator - TV Only		\$	
Events Coordinator - Joint		\$	
Web Administrator/Web Master - TV Only		\$	
Web Administrator/Web Master - Joint		\$	
Total	6.00		367,795 90

Comments

Question **Comment**
 No Comments for this section

3.1 Governing Board Method of Selection

Jump to question:

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

3.1 Governing Board Method of Selection

Jump to question:

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

3.1 Governing Board Method of Selection

Jump to question:

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

3.1 Governing Board Method of Selection

Jump to question:

Elected by community/membership

3.1 Governing Board Method of Selection

Jump to question:

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

3.1 Governing Board Method of Selection

Jump to question:

Other (please specify below)

3.1 Governing Board Method of Selection

Jump to question:

3.1 Governing Board Method of Selection

Jump to question:

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

3.2 Governing Board Members

Jump to question:

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members

Jump to question:

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

3.2 Governing Board Members

Jump to question:

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members					2	2
Male Board Members	1				8	9
Total	1	0	0	0	10	11

3.2 Governing Board Members

Jump to question: [3.2](#)

Number of Vacant Positions

3.2 Governing Board Members

Jump to question: [3.2](#)

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

3.2 Governing Board Members

Jump to question: [3.2](#)

Number of Board Members with disabilities

Comments

Question	Comment
No Comments for this section	

4.1 Local Community Outreach

Jump to question: [4.1](#)

In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

Community outreach and engagement for three decades have been core to KRCB's mission and these activities continued to be central to this joint licensee in 2014. Our major community and production (see 4.2 below) initiative is Community Health Connections. Focusing on the social determinants of health and 10 community goals for improvement, KRCB worked with a wide range of partners - government, nonprofits, community volunteers and businesses - to craft community action and outreach to address those goals. Almost inevitably underserved and unserved populations are most at risk relative to those social determinants factors. In addition to production of content, KRCB designed and implemented a robust community screening and engagement plan. Content was screening in community settings, such as low income senior housing, local poverty agency presentations, and low income housing sites. Discussion followed each presentation as well as surveys and evaluation where possible. The feedback from those screenings is used as potential content for subsequent radio news stories and as potential content for future Community Health Connections productions, providing true community outreach and engagement.

4.2 Production Activity

Jump to question: [4.2](#)

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

Our Community Health Connections work is strongly based in production as well as in the community (see 4.1 above). Much of the production material has been focused on topics that are of particular importance to underserved and unserved communities. Our major productions - "Building A Culture of Health" and "Place Matters" have focused on the ill effects of poverty, poor nutrition, interrupted education, and low paying jobs, which are clearly conditions experienced by the underserved and unserved in our communities. The programs illuminate both those conditions in our communities and the path towards correcting them and thereby correcting the ill health that has been the result of the conditions. A variety of short form programs compliment these long form programs, such as one on the power of community to change our conditions through collective impact. Videos can be viewed at: krcb.org/healthconnections

4.3 Program Content in Other Languages

Jump to question: [4.3](#)

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

KRCB has had a long commitment to Spanish language kids programming which was unfortunately lost in the conversion of our master control to a digital plant. Of course, it is still available for some shows on the SAP channel and KRCB actively utilizes on air promotions as well as notes in our monthly program guide to inform parents how to find those programs. In addition our Community Health Connections radio reports, described above, are made available twice a month to the local Spanish language public radio station, KBBF, where they are translated and aired multiple times, as critical service to the unserved and underserved folks in our communities. Finally, much of our Community 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?

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.

KRCB is a community licensee with a self-appointing Board of Directors. The 13 member board meets approximately 9 times a year. The 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.

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?

Funding for Community Health Connections has now been committed through 2015 so our production and community outreach and engagement work will continue as a strong initiative for KRCCB. Long form television content will focus on early childhood education and on economic security with an examination of both topics focusing on the impact of short and long term health outcomes. Short form programs will be produced in Spanish for community screenings by both KRCCB and other community organizations and agencies. KRCCB's national production Natural Heroes is entering its seventh season production with national distribution targeted for November, 2015. The series has been awarded 7 regional Emmys and will focus through 2015 on energetic distribution of the project based learning curriculum created for the series in 2014. Finally, KRCCB's co-production, Rebels With A Cause, continues through 2014 and 2015 to numerous screenings across the country, now with a discussion guide for communities hosting their own screenings. We expect the demand for the guide and screenings to continue strongly through the year.

Comments

Question **Comment**

No Comments for this section

5.1 Journalists

Jump to question: [5.1](#)

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

5.1 Journalists

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

Comments

Question **Comment**

No Comments for this section