FM SAS

Sales Workers - 4500
Office and Clericel - 5100
Craftspersons (Skilled) - 5200
Operatives (Semi-Skilled) - 5300
Laborers (Unskilled) - 5400

D		1309				
Grantee Name		KRCB-FM				
City		Rohnert Park				
State		CA				
Licensee Type		Community				
1.1 Employment of F Please enter the numbe The first grid includes al and the last grid include	r of FULL-TIME RAD	IO employees in the g	grids below. les all male employee	es,	Jump to guestion:	1.1 🗸
1.1 Employment of F	ull-Time Radio En	nployees			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						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						
Sales Workers - 4500						0
						0
Office and Clerical - 5100						
Craftspersons (Skilled) - 5200						0
Operatives (Semi- Skilled) - 5300						9
Laborers (Unskilled) - 5400						0
Service Workers = 5500						θ
Total	0	9	e	C e	0	0
1.1 Employment of F	ull-Time Radio En	nployees			Jump to	question: 1.1 V
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						(0)
Managers - 2000						1
Professionals - 3000		1			1	2
Technicians - 4000				ii		[1]
Sales Workers - 4500						0
Office and Clerical - 5100						[e]
Craftspersons (Skilled) - 5200						0
Operatives (Semi- Skilled) - 5300						0
Laborers (Unskilled) - 5400						e
Service Workers - 5500						0
Total	0	1	e	0	3	4
1.1 Employment of F	ull-Time Radio En	nployees			Jump to question:	1.1 ×
Major Job Category / Job Code / Joint Employee Officials - 1000					Persons with Disab	ollities
Managers - 2000						
_						
Professionals - 3000					J.	
Technicians - 4000						

Service Worke	rs - 5500												
Total										e			
1.1 Employment of Full-Time Radio Employees										Jump to qu	estion: 1	1 🗸	
Please enter the person with dis	ne gender sabilities li	and ethnic sted above	ity of each (e.g. 1 Afi	rican Americ	can femal	e).							
1.2 Major Programming Decision Makers Jump to question: 1.2 V													
Please report to major program decisions about result in a dout programming of by job category	ıming deci ıt program ble-countii decisions :	sions, inclu acquisition ng of some should be in	de the sta n and prod full-time e ncluded in	tion genera uction, prog mployees; the counts	I manage gram deve employee for this ite	r if appropria elopment, on is having the	te. Major p -air progra responsibi	rogrammin m schedulit	ig decision ng, etc. Th	s include	uld		
1,2 Major Pro	ogrammi	ng Decisi	on Make	rs						Jump to qu	estion: 1	.2 ∨	
Of the full-time have responsib	employed bility for m	es reported aking majo	in Question r program	on 1.1, how ming decision	many, inc ons?	cluding the s	tation gene	eral manage	er,			<u>-</u>	
1.2 Major Pro		-	on Make	rs						Jump to d	question: [1.2 🗸	
		African merican		lispanic	<i>‡</i>	Native American	Asian	/Pacific	Non-F	White, lispanic		Total	
Female Major Programming Decision Makers												e	
Male Major Programming Decision Makers										2		2	
Total		9		6		0		e		2		2	
1.3 Employm	nent of P	art-Time i	Radio En	ployees						Jump to q	uestion [1	.3 ∨	
Please enter th Includes all fen and the last gri	ne numbei nale empl	r of PART-1	TIME emp	loyees in the	e grids be all male e	low. The firs	t grid			and to d			
1.3 Employm	ent of P	art-Time i	Radio En	nployees							Jump to q	uestion: 1.3	$\overline{\searrow}$
Major Job Ca Job Code	itegory /	Am	frican erican males		spanic emales	Am	Native erican males	Asian/F	Pacific males	Non-Hi	White, spanic emales		Total
Officials - 1000)											-	0
Managers - 20	00						=		_	_	=		0)
Professionals -	- 3000			\equiv	-		0	_	9	=			0
Technicians - 4	4000				$\vec{\exists}$					=			8
Sales Workers	- 4500				\equiv	-			=		=		9
Office and Cler 5100					\exists		=i						0)
Craftspersons - 5200	(Skilled)								_1				8)
Operatives (Se skilled) - 5300	eml-												0
Laborers (Unst 5400	killed) -			L								I	0
Service Worke 5500	rs -												0
Total			9		6		0		8		0		0
1.3 Employm	nent of P			nployees								uestion: 1.3	$\overline{\vee}$
Major Job Ca	itegory /		ifrican erican	Hi	spanic		Native erican	Asianil		Non-Hi			_
Job Code Officials - 1000)		Males	Г	Males		Males		Males		Males		Total
Managers - 20			=		=					_			0
Professionals -			_										0
				_	1			_			1		2
Technicians - 4			_										0
Sales Workers		\sqsubseteq				L		<u> </u>				1	0
Office and Cler 5100	ncal -												0
Craftspersons - 5200	(Skilled)												0]
Operatives (Se skilled) - 5300	emi-												0
Laborers (Unsi 5400	killed) -			<u></u>									0
Service Worke 5500	IFS -												9
Total			61		1		0		e		i		2
1.3 Employm	nent of P	art-Time l	Radio En	nployees						Junip to q	uestion:	1,3 ∨	

i

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000					
Managers - 2000				Ī	
Professionals - 3000					
Technicians - 4000				Ī	
Sales Workers - 4500				Ē	
Office and Clerical - 5100				[
Craftspersons (Skilled) - 52	200			E	
Operatives (Semi-skilled) -	5300			Г	
Laborers (Unskilled) - 5400)				
Service Workers - 5500					
Total					8
1.4 Part-Time Employm	nent			Jump to c	question: 1.4 ×
Of all the part-time employe	ees listed in Question 1,3		ss than 15 hours per we		
worked 15 or more hours p		7			
1.4 Part-Time Employm				Jump to o	question: 1.4 V
Number working less than	15 hours per week			1.	9
1.4 Part-Time Employm				Jump to c	uestion: 1.4 💟
Number working 15 or mor	re hours per week			1	2
1.5 Full-Time Hiring				Jump to	question: 1.5_V
Enter the number of full-tim (Do not include Internal pro				-time status during the I	fiscal year.)
1.5 Full-Time Hiring		, ,	·		question: 1.5 V
No full-time employees we	re hired (check here if ap	plicable)		ottrib to	toestion: [1:3 V]
1.5 Full-Time Hiring Major Job Category /				Jump to	question: 1.5 V
Job Code	Minority Female No	on-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					e
Professionals - 3000					0
Technicians - 4000					a
Sales Workers - 4500					8
Office / Service Workers - 5100-5500					0
Total	0	e	(0)	0	0
1,6 Full-Time and Part-	Time Job Openings			Jumps to	question: 1,6 V
Enter the total number of fu	ull-time and part-time ope			lude both vacancies in	1.00
previously filled positions a regardless of whether they	were filled during the ye	ar. If a Job opening was	s filled during the year,	include it regardless of	
whether it was filled by an i	yee who stays in essentia	ally the same job but he	as a different title (i.e. v	vhere there was no vac	in ancy or
newly created position to b		part-time job openings	occured, please enter	zero_	
1.6 Full-Time and Part- Number of full-time and pa				Jump to	question: 1.6 V
(4011)ber of full-unite and pa	ine time job openings				2
1.7 Hiring Contractors					question: 1.7 🗸
During the fiscal year, did y	you hire independent con	ilractors to provide any	of the following service	es?	
1.7 Hiring Contractors					question: 1.7 V
Underwritting solicitation re	elated activities			Che	ck all that apply
Direct Mail	0.000 0.000				<u>l</u>
Telemarketing					
Other development activities	es				
Legal services					
Human Resource services	3				
Accounting/Payroll					
Computer operations					
Website design					
Website content					
Broadcasting engineering					
Engineering					
Program director activities					

Comments

Question

Comment

No Comments for this section

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer		\$	
Chief Executive Officer - Joint		\$	
Chief Operations Officer		\$	
Chief Operations Officer - Joint	1.00	\$ 99,000	21
Chief Financial Officer		\$	
Chief Financial Officer - Joint		\$	
Publicity, Program Promotion Chief		5	
Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief		\$	
Communication and Public Relations, Chief - Joint		\$	
Programming Director		\$	
Programming Director - Joint		\$	
Production, Chief		*	
Production, Chief - Joint		\$	
Executive Producer		\$	
Executive Producer - Joint	1.00	\$ 85,000	3
Producer		\$	
Producer - Joint	2.00	\$ 45,408	2
Development, Chief		-	
Development, Chief - Joint			
Member Services, Chief			
Member Services, Chief - Joint			
Membership Fundraising, Chief			
Membership Fundraising, Chief - Joint	1.00	*	
On-Air Fundraising, Chief	1.00	\$ 55,000	2
On-Air Fundraising, Chief - Joint		*	
		*	
Auction Fundralising, Chief		*	
Auction Fundraising, Chief - Joint		8	
Underwriting Chief		¥	
Underwriting, Chief - Joint		\$	
Comporate Underwilling, Chief		\$	
Corporate Underwriting, Chief - Joint		٩	
Foundation Underwriting, Chief		\$	
Foundation Underwriting, Chief - Joint		\$	
Government Grants Solicitation, Chief		\$]	
Government Grants Solicitation, Chief - Joint		5	
Operations and Engineering, Chief		\$	
Operations and Engineering, Chief - Joint		5	
Engineering Chief		*	
Engineering Chief - Joint		\$	
Broadcast Engineer 1	1.00	\$ 44,637	11]
Broadcast Engineer 1 - Joint	1.00	\$ 85,000	1
Production Engineer		\$	
Production Engineer - Joint		\$	
Facilities, Satolite and Tower Maintenance, Chief		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
Technical Operations, Chief		\$	
Technical Operations, Chief - Joint		\$	
Education, Chief		\$	
Education, Chief - Joinl		\$[]	
Information Technology, Director		\$[]	

Informatio	n Technology, Director	r - Joint				
Volunteer	Coordinator					
Volunteer	Coordinator - Joint					
News / Cu	ment Alfairs Director					
News / Cu	rrent Affairs Director -	Joint		1.00	65,000	1
Music Dire	ector			1.00	41,600	4
Music Libr	arian/Programmer					
Announce	r / On-Air Talent			1.00	31,200	8
Announce	r / On-Air Talent - Join	t				
Reporter						
Reporter -	Joint					
Public Info	rmation Assistant					
Public (nfo	rmation Assistant - Jo	int				
Broadcast	Supervisor					
Broadcast	Supervisor - Joint					
Director of	Continuity / Traffic			1.00	49,773	12
Director of	Continuity / Traffic - J	oint				
Events Co						
	ordinator - Joint					
	nistrator/Web Master					
	nistrator/Web Master	- Joint				
Total Comments				11.00	601,618	65
Question	•	c	Comment			
No Comm	ents for this section					
3.1 Gove	ming Board Metho	d of Selection			Jump to q	uestion: 3.1 ∨
Enter the r	number of governing b members) who are sel	oard members (includi ected by the following	ng the chairperson and methods:	d both voting and no	on-voting	
	ming Board Metho				human In au	uestion: 3.1 V
		ip because of another	office held)		Jump to q	s s
3.1 Gays	rning Board Metho	d of Coloation				
Appointed		ative body (including so	chool board)		Jump to q	uestion: 3.1 V
	rning Board Metho				luma la a	uestion: 3.1 ×
	community/members				Jump to q	desilon, 3,1 V
3.1 Gove	rning Board Metho	d of Selection			Jump to q	uestion: 3.1 V
Other (ple	ase specify below)					
3.1 Gove	rning Board Metho	d of Selection			Jump to q	uestion: 3.1 V
3.1 Gaya	rning Soard Metho	d of Coloation				
	-	of Selection	odv)		Jump to d	uestion: 3.1 V
			,,		ı	
	rning Board Metho her of board members	d of Selection (Automatic total of the	abayo)		Jump to q	uestion: 3.1 V
			above		ı	13]
	rning Board Memb	ers group of the member	of your governing book	ard by gander Dies		uestion: 3.2 V
	governing board men		of your governing bo	ard by gender, Pleas	se also report the	
3.2 Gove	rning Board Memb	ers			Jump to q	uestion: 3.2 V
For minori	ty group Identification,	please refer to "Instru-	ctions and Definitions"	in the Employment	subsection.	
3.2 Gove	ming Board Memb	ers			Jump	to question: 3.2 V
F 1	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispan	1
Female Board Members						3
Male Board Members	1	1	9			8] [20]
Total	1	[1]	[0	(0)	1	1] [13]
3.2 Gove	rning Board Memb	ers			Jump to q	uestion: 3.2 V
Number of	f Vacant Positions					0
	rning Board Memb				Jump to q	uestion: 3.2 V
Total Num	ber of Board Members	s (Total should equal ti	ne total reported in Qu	estion 3.1.)		13

3.2 Governing Board Members Number of Board Members with disabilities		Jump to question:	1
comments			
Question	Comment		
No Comments for this section			
4.1 Community Outreach Activities		Jump to question:	4.1 ×
Did the grant recipient engage in any of the following formal component designed to be of special service			
4.1 Community Outreach Activities		Jump to question:	4.1 ∨ Yes/No
Produce public service announcemnts?			Yes
Did the public service announcements have a specif community?	c, formal component designed	to be of special service to the educational	Yes
Did the public service announcements have a specif community and/or diverse audiences?	c, formal component designed	to be of special service to the minority	Yes
Broadcast community activities information (e.g., cor	nmunity bulletin board, series h	ighlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast he	ave a specific, formal compone	nt designed to be of special service to the	Yes
Did the community activities information broadcast h minority community and/or diverse audiences?	ave a specific, formal compone	nt designed to be of special service to the	Yes
Produce/distribute informational materials based on	local or national programming?		Yes
Did the informational programming materials have a educational community?	specific, formal component des	igned to be of special service to the	Yes
Did the informational programming materials have a community and/or diverse audiences?	specific, formal component des	igned to be of special service to the minority	Yes
Host community events (e.g. benefit concerts, neigh	borhood festivals)?		Yes
Did the community events have a specific, formal co			Yes
Did the community events have a specific, formal co diverse audiences?	mponent designed to be of spe-	cial service to the minority community and/or	Yes
Provide locally created content for your own or anoth	ner community-based computer	network/web site?	Yes
Did the locally created web content have a specific, community?	formal component designed to I	pe of special service to the educational	Yes
Did the locally created web content have a specific, community and/or diverse audiences? Partner with other community agencies or organizati			Yes
district)?	ons (e.g., local confinencal 14	station, red Oloss, Olban League, school	103
Did the partnership have a specific, formal compone	nt designed to be of special ser	vice to the educational community?	Yes
Did the partnership have a specific, formal compone audiences?	nt designed to be of special ser	vice to the minority community and/or diverse	Yes
comments			
Question No Comments for this section	Comment		
		\$100.0 mild \$100	
5.1 Radio Programming and Production Instructions and Definitions:		Jump to question:	5.1 🗸
5.1 Radio Programming and Production		Jump to question:	5.1 V
About how many original hours of station program p (For purposes of this survey, programming intended distribution to at least one station outside the grant i	for national distribution is defin		
5.1 Radio Programming and Production		Jump to question:	5.1 V
-	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	e	2,796	2,796
sequence or musical recording) Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time	8	240	240
devote to artistic and/or cultural subject matter) News and Public Affairs (includes regular coverage of news events, such as that produced	6	128	120
by a newsroom, and public issues-driven listener participation, interview and discussion programs)			
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)	e	1	1
All Other (incl. sports and religious Do NOT include fundralsing)	(9)	6	0
Total	(0)	3,157	3,157
5.1 Radio Programming and Production		Jump to question	5.1 🗸
Out of all these hours of station production during it charge of the production? (Minority ethnic or racial American/Pacific Islander.)	ne year for about how many wa groups refer to: African-America	s a minority ethnic or racial group member in p	Caraca Ca
5.1 Radio Programming and Production		Jump to question	5.1 🗸
Approx Number of Original Program Hours			92
Comments			

No Comments for this section

6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your 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 2017. Responses may be shared with Congress or the public. Grantiess 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 2017 Local Joint licensee Grantees that have filed a 2017 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 🗸

Jump to question: 6.1 V

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.

Joint licensee KRCB will file its 2017 Local Content and Services Report required by CPB on February 15, 2018. The Report addresses all questions in this subsection of the SAS Radio report as they relate to the KRCB radio services and operations. KRCB's TV Grantee ID is 1709.

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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, leachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

Joint licensee KRCB will file its 2017 Local Content and Services Report required by CPB on February 15, 2018. The Report addresses all questions in this subsection of the SAS Radio report as they relate to the KRCB radio services and operations, KRCB's TV Grantee ID is 1709

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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.

Joint licensee KRCB will file its 2017 Local Content and Services Report required by CPB on February 15, 2018. The Report addresses all questions in this subsection of the SAS Radio report as they relate to the KRCB radio services and operations, KRCB's TV Grantee ID is 1709.

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

Joint Ilcensee KRCB will file its 2017 Local Content and Services Report required by CPB on February 15, 2016. The Report addresses all questions in this subsection of the SAS Radio report as they relate to the KRCB radio services and operations. KRCB's TV Grantee ID is 1709.

6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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?

Joint licensee KRCB will file its 2017 Local Content and Services Report required by CPB on February 15, 2018. The Report addresses all questions in this subsection of the SAS Radio report as they relate to the KRCB radio services and operations. KRCB's TV Grantee ID is 1709.

Question

Comment

No Comments for this section

7.1 Journalists

Jump to question: 7.1 V

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										Jum
Job Title	Full Time	Part Time	Contract	Male	Fomale	African- American	Hispanic	Native- American	Asian/ Pacific	White, No Hispar
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	9	0	8	9	0	0	0	9	
Comments										
Question		Comm	ent							

No Comments for this section