SAS 2014 FM

Grantee Information

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

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Jump to question: 1.1

Jump to question: 1.1

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

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	0
Managers - 2000		-			1	1
Professionals - 3000					1	1
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100	1		-		3	3
Craftspersons (Skilled) - 5200				The state of the s		0
Operatives (Semi- Skilled) - 5300						0
Laborers (Unskilled) - 5400				:		0
Service Workers - 5500						0
Total	0	0	0	0	5	5

1.1 Employment of Full-Time Radio Employees

Major Job Category /	African	Hispanic	Native	Asian/Pacific	White,	Total
						· otal

Job Code / Joint Employee	American Males	Males	American Males	Males	Non-Hispanic Males	
Officials - 1000					1	1
Managers - 2000				1	3	4
Professionals - 3000						0
Technicians - 4000		1			1	2
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi- Skilled) - 5300						0
Laborers (Unskilled) - 5400		1	Politica in the control of the contr	100	•	0
Service Workers - 5500						0
Total	0	1	0	1	5	7
1.1 Employment of F	Full-Time Radio Emplo	oyees			Jump to question	: 1.1
Major Job Category / Job Code / Joint Employee					Davage with Disabi	1844
Officials - 1000					Persons with Disabi	intes
Managers - 2000						
Professionals - 3000						
Technicians - 4000						······································
Sales Workers - 4500						-
Office and Clerical - 510	00					1
Craftspersons (Skilled) -	5200					
Operatives (Semi-Skilled	l) - 5300					
Laborers (Unskilled) - 54	100					
Service Workers - 5500						
Total						1
1.1 Employment of F	full-Time Radio Emplo	yees			Jump to question	: 1.1
Please enter the gender person with disabilities lis	and ethnicity of each sted above (e.g. 1 African	American female).			-	er mannet

1 White, Non-Hispanic Female

1.2	Major	Programming	Decision	Makers
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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?

l.2 Major Programming Decision	n Makers
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Jump to question: 1.2

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total
Female Major Programming Decision Makers	0					0
Male Major Programming Decision Makers				1	1	2
Total	0	0	0	1	1	2

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3

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: 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						0
Managers - 2000						0
Professionals - 3000					2	2
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100		1			3	4
Craftspersons (Skilled) - 5200						0
Operatives (Semi- skilled) - 5300						0
Laborers (Unskilled) - 5400						0

Service Workers - 5500						0
Total	0	1	0	(5	6
1.3 Employment of I	Part-Time Radio Em	ployees			Jur	np to question: 1.3
Major Job Category / Job Code	African American Males	Hispanic <i>M</i> ales	Native American Males	Asian/Pacifi Male	White, c Non-Hispanic	Total
Officials - 1000				indic	i i i	0
Managers - 2000				:		0
Professionals - 3000				<u> </u>	3	3
Technicians - 4000				ī	2	2
Sales Workers - 4500						0
Office and Clerical - 5100					1	1
Craftspersons (Skilled) - 5200						0
Operatives (Semi- skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500	The district of the district o					0
Total	0	0	0		6	6
1.3 Employment of F	Part-Time Radio Em	ıployees			Jump to question	n: 1.3
Major Job Category / Job Code					Persons with Disabl	
Officials - 1000						
Managers - 2000						
Professionals - 3000						
Technicians - 4000						
Sales Workers - 4500			•			
Office and Clerical - 510	0					
Craftspersons (Skilled) -	5200				1	
Operatives (Semi-skilled)	- 5300					
Laborers (Unskilled) - 54	00					
Service Workers - 5500						
Total						

1.4 Part-Time Employ	ment			J	ump to question:	1.4
Of all the part-time employ worked 15 or more hours	rees listed in Question per week, but not full t	1.3, how many worked less time?	than 15 hours per w	eek and how many		
1.4 Part-Time Employ	ment			J	ump to question:	1.4
Number working less than	15 hours per week					1
1.4 Part-Time Employ	ment			J	ump to question:	1.4
Number working 15 or mo	re hours per week					11
1.5 Full-Time Hiring				Jı	ump to question:	1.5
Enter the number of full-ting (Do not include internal program)	me employees in each romotions, but do inclu	n category hired during the fi ude employees who changed	scal year. from part-time to ful	l-time status during th	ne fiscal year.)	
1.5 Full-Time Hiring				J	ump to question:	1.5
No full-time employees we	ere hired (check here i	if applicable)				
1.5 Full-Time Hiring				Jı	ump to question:	1.5
Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Mal	e	Total
Officials - 1000						0
Managers - 2000					1	0
Professionals - 3000		1				1
Technicians - 4000						0
Sales Workers - 4500						0
Office / Service Workers - 5100-5500						0]
Total	0	1	0	(1]
1.6 Full-Time and Part	-Time Job Opening	gs		Ju	ump to question:	1.6
previously filled positions a regardless of whether they whether it was filled by an the promotion of an emplo	and newly created pos were filled during the internal or an external yee who stays in esse	openings that occurred durin itions. Include all positions the year. If a job opening was fit candidate. Do not include a entially the same job but has a e or part-time job openings of	at became available lled during the year, s job openings any p a different title (i.e. w	during the fiscal year include it regardless positions created thrown where there was no var	ar, of	
1.6 Full-Time and Part	-Time Job Opening	js –		Jı	imp to question:	1.6
Number of full-time and pa	urt-time job openings					5
1.7 Hiring Contractors				Ju	ımp to question:	1.7
During the fiscal year, did	you hire independent	contractors to provide any o	f the following servic	es?		
1.7 Hiring Contractors				Jι	imp to question:	1.7
				c	heck all that an	nlv

Underwritting solicitation rela	ated activities					
Direct Mail						
Telemarketing						
Other development activities	;					
Legal services						
Human Resource services						
Accounting/Payroll						
Computer operations						
Website design						
Website content						
Broadcasting engineering						
Engineering						
Program director activities						
None of the above						V.
Comments						
Question	Comment Tourettes Syndrome					
2.1 Average Salaries FL	JLL TIME EMPLOYEES ONLY			Jur	np to questic	on: 2.1
		# of Employees	Avg. Ann	ual Salary	Average	e Tenure
Chief Executive Officer			\$			
Chief Executive Officer - Jo	int		ş			
Chief Operations Officer		1	\$	= = = = = = = = = = = = = = = = = = =		
Chief Operations Officer - J	oint	1.00	\$	97,543		18
Chief Financial Officer			ş		· \\	
Chief Financial Officer - Joi	nt ·		\$:		
Publicity, Program Promotio	n Chief		\$,	
Publicity, Program Promotio	n Chief - Joint		\$			
Communication and Public I	Relations, Chief		\$			
Communication and Public I	Relations, Chief - Joint		\$	-		-
Programming Director			ş			
Programming Director - Join	nt		٠			***************************************

Production, Chief		\$				
Production, Chief - Joint		\$ \$	i			
Executive Producer		s	·	· · · · · · · · · · · · · · · · · · ·	:	
Executive Producer - Joint		i š				
Producer		\$		<u></u>		
Producer - Joint	1.00	:	49,920	;·····	1	
Development, Chief		·				
Development, Chief - Joint		\$ \$				
Member Services, Chief	1	s	1			
Member Services, Chief - Joint		- `L		· · · ·		
Membership Fundraising, Chief		\$ \$				
Membership Fundraising, Chief - Joint	1.00	; \$	40,000		9	
On-Air Fundraising, Chief		\$ *		_		
On-Air Fundraising, Chief - Joint		\$				
Auction Fundraising, Chief		\$				
Auction Fundraising, Chief - Joint		\$				
Underwriting, Chief		\$	*	-		
Underwriting, Chief - Joint		ş				
Corporate Underwriting, Chief		\$				
Corporate Underwriting, Chief - Joint		\$				
Foundation Underwriting, Chief		\$				
Foundation Underwriting, Chief - Joint		ş				
Government Grants Solicitation, Chief		\$				
Government Grants Solicitation, Chief - Joint		\$				
Operations and Engineering, Chief .		ş				
Operations and Engineering, Chief - Joint		\$				
Engineering Chief		ş		,		
Engineering Chief - Joint		\$				
Broadcast Engineer 1	1.00	\$	44,637		8	
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		ş	
Information Technology, Director		ş	
Information Technology, Director - Joint		\$	
Volunteer Coordinator		ş	<u> </u>
Volunteer Coordinator - Joint		\$	
News / Current Affairs Director	1.00	\$ 59,370	16
News / Current Affairs Director - Joint		ş	
Music Director		ş	
Music Librarian/Programmer		Ş	
Announcer / On-Air Talent	1.00	\$ 27,560	5
Announcer / On-Air Talent - Joint		ş	
Reporter		ş	
Reporter - Joint		\$	
Public Information Assistant		ş	
Public Information Assistant - Joint		ş	
Broadcast Supervisor		\$	
Broadcast Supervisor - Joint		\$	
Director of Continuity / Traffic		ş	
Director of Continuity / Traffic - Joint	1.00	\$ 36,417	10
Events Coordinator .		\$	
Events Coordinator - Joint	The state of the s	ş	
Web Administrator/Web Master		\$	
Web Administrator/Web Master - Joint		\$	
Total	7.00	\$ 355447	67
`annanta	•		

Comments

Question Comment

No Comments for this section

3.1 Gove	rning Board Meth	od of Selection			Jump to	question: 3.1
Enter the rex-officio	number of governing l members) who are se	board members (in	ncluding the chairperson wing methods:	n and both voting and nor	n-voting	
3.1 Gove	rning Board Meth	od of Selection			Jump to	question: 3.1
Ex-Officio	(Automatic members	hip because of an	other office held)			4
3.1 Gove	rning Board Meth	od of Selection			Jump to	question: 3.1
	by government legisla overnment official (e.ç		ng school board)			
3.1 Gove	rning Board Meth	od of Selection			Jump to	question: 3.1
Elected by	community/members	ship				
3.1 Gove	rning Board Meth	od of Selection			Jump to	question: 3.1
Other (plea	ase specify below)					
3.1 Gove	rning Board Meth	od of Selection			Jump to	question: 3.1
3.1 Gove	rning Board Meth	od of Selection			Jump to	question: 3.1
Elected by	board of directors its	self (self-perpetual	ing body)			7
3.1 Gove	rning Board Meth	od of Selection			Jump to	question: 3.1
Total numb	er of board members	(Automatic total c	f the above)		***************************************	11
3.2 Gove	rning Board Mem	bers			Jump to	question: 3,2
	oort the racial or ethni governing board mer			g board by gender. Pleas	se also report the	The second secon
3.2 Gove	rning Board Mem	bers			Jump to	question: 3.2
For minori	ty group identification	n, please refer to "	Instructions and Definiti	ons" in the Employment	subsection.	***************************************
3.2 Gove	rning Board Mem	bers			Jum	p to question: 3.2
	African American	Hispan	ic Native America	n Asian / Pacific	White, Non-Hispanic	Total
Female Board Members					2]	• 2
Male Board Members	1				8	9
Total	1		0, (0	10	11
3.2 Gove	rning Board Mem	bers			Jump to	question: 3.2
Number of	Vacant Positions					***************************************

3.2 Governing Board Members	Jump to question: 3.2			
Total Number of Board Members (To	tal should equal the total reported in Question 3.1.)	1.1		
3.2 Governing Board Members	5	Jump to question: 3.2		
Number of Board Members with disa	abilities	1		
Comments		X		
Question	Comment			
No Comments for this section				

4.1 Community Outreach Activities

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

Jump to question: 4.1

4.1 Community Outreach Activities Jump to ques	tion: 4.1
	Yes/No
Produce public service announcemnts?	Yes
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?	y 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?	e Yes

Comments			
Question	Comment		
No Comments for this section			
5.1 Radio Programming and Production		Jur	np to question: 5.1
Instructions and Definitions:			
5.1 Radio Programming and Production		Jur	np to question: 5.1
About how many original hours of station program (For purposes of this survey, programming intende distribution to at least one station outside the grant	d for national distribution is de	wing categories did the grant recipient fined as all programming distributed o	complete this year? r offered for
5.1 Radio Programming and Production		Jur	np to question: 5.1
	For National Distribution	For Local Distribution/All Other	Tota
Music (announcer in studio playing principally a sequence of musical recording)	:	3,120	3,120
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)		181	183
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)	1 10 17	182	183
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	
All Other (incl. sports and religious — Do NOT include fundraising)		0	
Total	0	3,483	3,483
5.1 Radio Programming and Production		Jun	np to question: 5,1
Out of all these hours of station production during to charge of the production? (Minority ethnic or racial American/Pacific Islander.)	ne year for about how many w I groups refer to: African-Amer	as a minority ethnic or racial group m rican, Hispanic, Native American and	ember in principal Asian
5.1 Radio Programming and Production		Jun	np to question: 5.1
Approx Number of Original Program Hours			52
Comments			
Question	Comment		
No Comments for this section			
6.1 Telling Public Radio's Story		Jun	np to question: 6.1
The purpose of this section is to give you an opport community about the activities you have engaged in needs by outlining key services provided, and the lothose services. Please report on activities that occur Responses may be shared with Congress or the pu	n to address community ocal value and impact of ired in Fiscal Year 2014.	Joint licensee Grantees that have fi Content and Services Report as pa requirement for TV CSG funding m done so in the corresponding ques long as all of the questions below v	rt of meeting the ay state they have tions below, so

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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.

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

 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 2014 Local Content and Services Report required by CPB on February 13, 2015. 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

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.

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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.

Joint licensee KRCB will file its 2014 Local Content and Services Report required by CPB on February 13, 2015. 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

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

Joint licensee KRCB will file its 2014 Local Content and Services Report required by CPB on February 13, 2015. 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

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 2014 Local Content and Services Report required by CPB on February 13, 2015. 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

Comments

Question Comment

No Comments for this section

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										Jur
Job Title	Full Time	Part Time	Contract	Male	Female	African- American	Hispanic	Native- American	Asian/ Pacific	White, Non- Hispanic
News Director	1	0.	0	1					:	1
Assistant News Director	41.41.41.	1 1				:		•		
Managing Editor								:		
Senior Editor			- The state of the						š	
Editor										
Executive Producer										
Senior Producer		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	707777334.334444.33						:	
Producer	1000								:	
Associate Producer										-
Reporter/Producer	0	1			1			1		1
Host/Reporter										
Reporter				1						
Beat Reporter										
Anchor/Reporter										
Anchor/Host										
Videographer										
Video Editor										
Other positions not already accounted for							· · · · · · · · · · · · · · · · · · ·			
Total	1	1		1	1	0	0	0	0	2
Comments Question		Comment					L		\$	
No Comments for this:	section								•	

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