

Grantee Information	
ID	1712
Grantee Name	KVPT-TV
City	Fresno
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	More Than One Race Females	Total
Officials - 1000 - TV Only		1					1
Officials - 1000 - Joint							0
Managers - 2000 - TV Only							0
Managers - 2000 - Joint							0
Professionals - 3000 - TV Only				0	3		3
Professionals - 3000 - Joint							0
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		1					1
Office and Clerical - 5100 - Joint		0					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	2	0	0	3	0	5

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	More Than One Race Males	Total
Officials - 1000 - TV Only					1		1
Officials - 1000 - Joint							0
Managers - 2000 - TV Only		1					1
Managers - 2000 - Joint							0
Professionals - 3000 - TV Only					4		4
Professionals - 3000 - Joint							0
Technicians - 4000 - TV Only					2		2
Technicians - 4000 - Joint							0
Sales Workers - 4500 - TV Only					1		1
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			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	2	0	0	8	0	10

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		
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	0

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).

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	More Than One Race	Total
Female Major Programming Decision Makers		1					1
Male Major Programming Decision Makers					1	0	1
Total	0	1	0	0	1	0	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	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100					1		1
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) -							0

5400							
Service Workers - 5500							0
Total	0	0	0	0	1	0	1

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	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000	1				1		2
Technicians - 4000		1					1
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	1	1	0	0	1	0	3

1.3 Employment of Part-Time Television and Joint Employees		Jump to question: 1.3 ▼
Major Job Category / Job Code	Persons with Disabilities	
Officials - 1000		
Managers - 2000		
Professionals - 3000		
Technicians - 4000		
Sales Workers - 4500		
Office and Clerical - 5100		
Craftspersons (Skilled) - 5200		
Operatives (Semi-skilled) - 5300		
Laborers (Unskilled) - 5400		
Service Workers - 5500		
Total	0	

1.4 Part-Time Employment	Jump to question: 1.4 ▼
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: 1.4 ▼
Number working less than 15 hours per week	0

1.4 Part-Time Employment	Jump to question: 1.4 ▼
Number working 15 or more hours per week	4

1.5 Full-Time Hiring	Jump to question: 1.5 ▼
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: 1.5

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

1.5 Full-Time Hiring

Jump to question: 1.5

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000		1		1	2
Managers - 2000		0		1	1
Professionals - 3000		2	1	2	5
Technicians - 4000					0
Sales Workers - 4500				1	1
Office / Service Workers - 5100-5500		2	1	0	3
Total	0	5	2	5	12

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
	Employees that were hired during the fiscal year but have subsequently left the station by the beginning of 2022, as reported in section 1.1.

2.1 Corporate Management

Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - TV Only	1.00	\$ 150,000	1
Chief Executive Officer - Joint		\$	
Chief Operations Officer - TV Only	1.00	\$ 130,000	1
Chief Operations Officer - Joint		\$	
Chief Financial Officer - TV Only		\$	
Chief Financial Officer - Joint		\$	

Chief Digital Media Operations - TV Only		\$		
Chief Digital Media Operations - Joint		\$		

2.1 Corporate Management

Jump to question: 2.1

Please list the Other Job titles in this sub-category not listed above

Publicity, Program Promotion Chief - TV Only		\$		
Publicity, Program Promotion Chief - Joint		\$		
Communication and Public Relations, Chief - TV Only		\$		
Communication and Public Relations, Chief - Joint		\$		

2.2 Communication and Promotions

Jump to question: 2.2

Please list the Other Job titles in this sub-category not listed above

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		\$		
Director - (Television Production ONLY)		\$		

2.3 Programming and Productions

Jump to question: 2.3

Please list the Other Job titles in this sub-category not listed above

Development, Chief - TV Only		\$		
Development, Chief - Joint		\$		
Member Services, Chief - TV Only		\$		
Member Services, Chief - Joint		\$		
Membership Fundraising, Chief - TV Only	1.00	\$	71,994	1
Membership Fundraising, Chief - Joint		\$		
Major Giving Fundraising Chief - TV Only	1.00	\$	82,732	6
Major Giving Fundraising Chief - Joint		\$		
On-Air Fundraising, Chief - TV Only		\$		
On-Air Fundraising, Chief - Joint		\$		
Auction Fundraising, Chief - TV Only		\$		
Auction Fundraising, Chief - Joint		\$		

2.4 Development and Fundraising

Jump to question: 2.4

Please list the Other Job titles in this sub-category not listed above

2.5 Underwriting and Grant Solicitation				Jump to question: 2.5 ▼
Underwriting, Chief - TV Only	1.00	\$ 72,000	1	
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		\$		

2.5 Underwriting and Grant Solicitation				Jump to question: 2.5 ▼
Please list the Other Job titles in this sub-category not listed above				

2.6 Broadcast Engineering and Information Technology				Jump to question: 2.6 ▼
Operations and Engineering, Chief - TV Only		\$		
Operations and Engineering, Chief - Joint		\$		
Engineering Chief - TV Only	1.00	\$ 72,000	2	
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		\$		
Information Technology, Director - TV Only		\$		
Information Technology, Director - Joint		\$		
Web Administrator/Web Master - TV Only		\$		
Web Administrator/Web Master - Joint		\$		

2.6 Broadcast Engineering and Information Technology				Jump to question: 2.6 ▼
Please list the Other Job titles in this sub-category not listed above				

2.7 Journalists, Announcers, Broadcast and Traffic				Jump to question: 2.7 ▼
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	2.00	\$ 39,742	12	
Video Film Editor - TV Only		\$		

<u>Unit / Studio Supervisor</u> - TV Only		\$		
<u>Public Information Assistant</u> - TV Only		\$		
Public Information Assistant - Joint		\$		
<u>Broadcast Supervisor</u> - TV Only		\$		
Broadcast Supervisor - Joint		\$		
<u>Director of Continuity / Traffic</u> - TV Only		\$		
Director of Continuity / Traffic - Joint		\$		

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: 2.7

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement

Jump to question: 2.8

<u>Education, Chief</u> - TV Only		\$		
Education, Chief - Joint		\$		
<u>Instructional Services Director</u> - TV Only		\$		
<u>Parent / Pre-School Coordinator</u> - TV Only		\$		
<u>Volunteer Coordinator</u> - TV Only		\$		
Volunteer Coordinator - Joint		\$		
<u>Events Coordinator</u> - TV Only	1.00	\$	51,080	1
Events Coordinator - Joint		\$		
Section 2. Average Salary Totals	9.00		669,548	25

2.8 Education and Community Engagement

Jump to question: 2.8

Please list the Other Job titles in this sub-category not listed above

Comments

Question

Comment

No Comments for this section

3.1 Governing Board Method of Selection

Jump to question: 3.1

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: 3.1

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

1

3.1 Governing Board Method of Selection

Jump to question: 3.1

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

0

3.1 Governing Board Method of Selection

Jump to question: 3.1

Elected by community/membership

14

3.1 Governing Board Method of Selection

Jump to question: 3.1

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

3.1 Governing Board Method of Selection

Jump to question: 3.1

Other (please specify below)

3.1 Governing Board Method of Selection

Jump to question: 3.1

3.1 Governing Board Method of Selection

Jump to question: 3.1

Total number of board members (Automatic total of the above)15

3.2 Governing Board MembersJump 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.

3.2 Governing Board MembersJump to question: 3.2

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

3.2 Governing Board MembersJump to question: 3.2

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members		1			3		4
Male Board Members		2			5		7
Total	0	3	0	0	8	0	11

3.2 Governing Board MembersJump to question: 3.2

Number of Vacant Positions4

3.2 Governing Board MembersJump to question: 3.2

Total Number of Board Members (Total should equal the total reported in Question 3.1.)15

3.2 Governing Board MembersJump to question: 3.2

Number of Board Members with disabilities0

Comments

Question	Comment
No Comments for this section	

4.1 Local Community OutreachJump 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.

Valley PBS and Fresno Unified School District, the 3rd largest school district in California, came together immediately upon the stay-at-home order to help address the learning deficiency due to the result of online learning created by the COVID-19 pandemic. Reading Explores was created, an On-air literacy program that has been placed on multiple platforms that can be accessible to all students. Each lesson is taught by a credentialed instructor and is aired Monday through Friday from 7:30am-9am. Reading Explorers targeted the most vulnerable audience of Pre-K, TK, Kindergarten, 1st, 2nd, and 3rd grade students. The instructional goals are to help students practice their reading skills and reinforce lessons during distance learning. Reading Explorers provides a sense of consistency while meeting state literacy standards for the youngest generation during at-home learning. This program was initially created as an immediate needed response to a national pandemic; however the outcomes of this new series has proved to be very impactful and useful beyond the stay-at-home order. Classroom instructors are using these segments as supplemental lessons to aid in their everyday curriculum. By incorporating these lessons, the schools have been able to reach students via distance learning and in the classroom setting on an equal platform allowing students to work together while still apart. Outcomes will ensure our youngest students are able to have direct, "in-person" teachings of literacy skills associated with their grade levels regardless of platform they chose to learn on from this point forward. Ready to Learn: Valley PBS Parent Workshops have grown tremendously since inception from 12 workshops in 2013 to 480 in 2020. Valley PBS's education staff works with administrators to create custom workshops specific to the needs of their parents and caregivers. Classes are hosted in Literacy, Math, Social- Emotional, STEM, Digital Literacy and Practical Skills. Each class is offered in 4 different languages: English, Spanish, Punjabi, and Hmong. The program also provides children's books and school supplies, positive discipline parenting tips and connections to community resources for families in need. Each year, Valley PBS conducts hundreds of these workshops at schools and community centers across the Valley, serving over 2,500 families and 10,000 people annually. When COVID-19 closed the school sites, Ready to Learn Parent Workshop went online via Teams and Zoom platforms to continue to meet the needs of the Valley families. Weekly parent meetings were hosted online in English, Spanish and Hmong while providing supplies to each family in attendance.

4.2 Production ActivityJump to question: 4.2

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

Reading Room: Reading Room was a show created to help children in their transition to at home learning due to COVID-19. Valley PBS education team and production department came together to work with local classroom teachers. Teachers sent in videos of them reading their favorite books to their youngest audiences. The videos were compiled into a 30-minute show that was aired in the 7pm hour, prior to bedtime. This show allowed for students to see their instructors on air and to encourage reading time with their parents.

4.3 Program Content in Other LanguagesJump to question: 4.3

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

We provide program content and underwriting spots in Spanish when possible. Ready to Learn workshops are offered in English, Spanish, and Hmong.

Jump to question: **4.4** ▼

Does your Board have an Audit and Finance Committee?
What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

The Board of Directors governs ValleyPBS and oversees the CEO. Station activities are reported to the Board by the CEO and senior management team. The Board's Executive Committee is made up of the Board officers who meet monthly with the CEO and report to the full Board at their regular bi-monthly meetings. The Finance Committee meets bi-monthly with the CEO and the CFO and reports directly to the Directors at their full Board meetings. The Board's Pension committee reviews the station's 403(b) plan. An Audit Committee meets yearly to review the independent audit report and inform the full Board. The Board of Directors three-member Nominations Committee works with a four-member Nominations Committee of the Community Advisory Board to nominate members to the Board of Directors. The Directors Nominations committee also recommends re-election of the members up to three, three-year terms on the Board. The 15-member Community Advisory Board (CAB) Chairman serves as an Ex-Officio member of the Board of Directors and as such reports to both Boards the activities of the other. The CAB operates under mandates of the Corporation for Public Broadcasting (CPB) and the Board of Directors. The Vice President of Content and Development is the staff liaison to the CAB. The CAB Nominations Committee works with the Board of Directors Nominations Committee (mentioned above) and makes nominations to their own Board working towards an ethnic and geographic balance commensurate with the Central San Joaquin Valley counties served by ValleyPBS. Their work includes community meetings, review and recommendation of independent producer program submissions to ValleyPBS, program review, interstitial review, calling new station members to thank them for their support, and making calls to lapsed members.

Jump to question: **4.5** ▼

Valley PBS is committed to empowering our community through outreach and programming. We are committed to telling the stories from the diverse Valley communities. With our "Valley PBS Spotlight" digital-first series, we can quickly tell the stories of our region. We will continue our longform storytelling with local documentaries: learn about the struggles California families face due to the ongoing drought with Tapped Out 2, while their families were incarcerated in camps, young Japanese American men formed the most decorated regiment in US military history, the 442nd Infantry Regiment in Unbroken Honor, and discover the history of the iconic Hearst Castle and the architect Julia Morgan, the first woman architect licensed in California. As we get back out into the community, we have a host of events that help elevate the station's mission, as well as increase membership. We will be hosting Earth Day events on April 23rd free for all families and host a special picnic for current Family Circle Members. We will host Engineer It, Girl! a series of workshops dedicated to encouraging young girls to get involved in science and engineering in Fresno and Kern counties and we will continue to look at expanding the footprint of the program. "Taste of the Season" will combine a local farmers market with a farm-to-table culinary event. "Kearney Camp" will introduce children to the history of our region with hands-on learning. "Kidstest Back to School and Safety Expo" will encourage back to school readiness in Tulare County. And returning for a second year, "Winter Wonderland" invites families to Storyland in Fresno – a literacy-based theme park with special winter activities including a snow park with a sledding hill. Another goal is promoting the value that members and non-members receive from Valley PBS by watching the station and participating in activities. At each Family Circle event the goal is for kids to leave having learned something new and for parents to have connected with their child in a different way than they may have otherwise.

Question	Comment
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No Comments for this section

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.

Jump to question: **5.1** ▼

[illegible]

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	0	0	0	0	0

Comments

Question	Comment
No Comments for this section	