Grantee Information

ID	1494
Grantee Name	KZUM-FM
City	Lincoln
State	NE
Licensee Type	Community

1.1 Employment of Full-Time Radio Employees

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

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							0
Managers - 2000					1		1
Professionals - 3000					2		2
Technicians - 4000					0		0
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	0	0	0	0	3	0	3

1.1 Employment of Full-Time Radio 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							0
Managers - 2000							0
Professionals - 3000					1		1
Technicians - 4000					0		0
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	0	0	0	0	1	0	1

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	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

1.1 Employment of Full-Time Radio 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

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?

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		1
Total	0	0	0	0	2	0	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	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000					0		0
Technicians - 4000							0
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	0	0	0	0	0	0	0

1.3 Employment of Part-Time Radio 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
Technicians - 4000							0
Sales Workers - 4500							0

Major Job Category / Job Code						Total
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	1	0	1

1.3 Employment of Part-Time Radio 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	1

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					0
Managers - 2000					0
Professionals - 3000		1			1
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	1	0	0	1

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 occured, 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	3

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
Underwritting solicitation related 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	☐

Comments

Question	Comment
No Comments for this section	

2.1 Corporate Management
Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	$ 54,358	6
Chief Executive Officer - Joint		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer		$	
Chief Financial Officer - Joint		$	
Chief Digital Media Operations		$	
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

2.2 Communication and Promotions
Jump to question: 2.2

	# of Employees	Avg. Annual Salary	Average Tenure
Publicity, Program Promotion Chief		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief		$	
Communication and Public Relations, Chief - Joint		$	
Head of Audience		$	
Head of Audience - Joint		$	
Social Media Specialist / Manager		$	
Social Media Specialist / Manager - Joint		$	

2.2 Communication and Promotions
Jump to question: 2.2

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

2.3 Programming and Productions
Jump to question: 2.3

	# of Employees	Avg. Annual Salary	Average Tenure
Programming Director	1.00	$ 42,000	1
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer		$	
Producer - Joint		$	

Digital Content Director		$	
Digital Content Director - Joint		$	
Digital Project Manager		$	
Digital Project Manager - Joint		$	
Managing Director, Audience Engagement		$	
Managing Director, Audience Engagement - Joint		$	

2.3 Programming and Productions
Jump to question: 2.3

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

Production Assistant, 1, 16.50 an hour, 1 year

2.4 Development and Fundraising
Jump to question: 2.4

Development, Chief		$	
Development, Chief - Joint		$	
Member Services, Chief		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	
Membership Fundraising, Chief - Joint		$	
Major Giving Fundraising Chief		$	
Major Giving Fundraising Chief - Joint		$	
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief		$	
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 Underwritting and Grant Sollicitation
Jump to question: 2.5

Underwriting, Chief	1.00	$ 33,328	3
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	

2.5 Underwritting and Grant Sollicitation
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		$	
Operations and Engineering, Chief - Joint		$	
Engineering Chief		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1		$	
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		$	
Information Technology, Director		$	

Information Technology, Director - Joint		$	
Web Administrator/Web Master		$	
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	1.00	$ 35,000	1
News / Current Affairs Director - Joint		$	
Music Director		$	
Music Librarian/Programmer		$	
Announcer / On-Air Talent		$	
Announcer / On-Air Talent - Joint		$	
Reporter		$	
Reporter - Joint		$	
Public Information Assistant		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic		$	
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

Education, Chief		$	
Education, Chief - Joint		$	
Volunteer Coordinator		$	
Volunteer Coordinator - Joint		$	
Events Coordinator		$	
Events Coordinator - Joint		$	
Section 2. Average Salary Totals	4.00	$ 164,686	11

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)

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)

3.1 Governing Board Method of Selection	Jump to question: 3.1

Elected by community/membership

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

Elected by board of directors itself (self-perpetuating body) | 11

3.1 Governing Board Method of Selection   Jump to question: 3.1

Total number of board members (Automatic total of the above) | 11

3.2 Governing Board Members   Jump to question: 3.2

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

3.2 Governing Board Members   Jump to question: 3.2

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

3.2 Governing Board Members   Jump to question: 3.2

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	1				5		6
Male Board Members					4		4
Total	1	0	0	0	9	0	10

3.2 Governing Board Members   Jump to question: 3.2

Number of Vacant Positions | 1

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.) | 11

3.2 Governing Board Members   Jump to question: 3.2

Number of Board Members with disabilities | 0

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 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?

4.1 Community Outreach Activities   Jump to question: 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?	Yes
Partner with other community agencies or organizations (e.g., local commerical 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?	Yes

Comments

Question	Comment
No Comments for this section	

5.1 Radio Programming and Production   Jump to question: 5.1

Instructions and Definitions:

5.1 Radio Programming and Production
Jump to question: 5.1

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production
Jump to question: 5.1

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)		5,070	5,070
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)	0	936	936
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)		234	234
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	6,240	6,240

5.1 Radio Programming and Production
Jump to question: 5.1

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production
Jump to question: 5.1

Approx Number of Original Program Hours	6,240

Comments

Question	Comment
No Comments for this section	

6.1 Telling Public Radio's Story
Jump to question: 6.1

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 occured in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees 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 2022 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

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.

Our goals for 2022 included further building relationships with communities in Lincoln who do not have representation in the media. We achieved this through expanding our community partnerships to include more podcasted content which also runs on the broadcast dial, participate in and sponsor more community events and working with students. Partnerships include the University of Nebraska at Lincoln, Lincoln Public Schools, Civic Nebraska and independent producers of color. Some of this content is produced in Vietnamese and Spanish. Also, we have set the guidelines and ethics to produce more community news on our broadcast and online. We are currently seeking candidates to hire a full time News Director. We partnered with organizations to broadcast up to date information about the health and vital services in our community. We were able to serve many communities in Lincoln due to our diverse broadcast schedule and community partnerships. The partnerships are extremely important to us as they help KZUM identify communities that might be left out of media in Lincoln. Through these partnerships, we are able to amplify community needs and encourage support and engagement. Also, we developed a journalism program, which we hired a full time News Director to head. We have covered the State of Nebraska unicameral, local mayoral office, various state government entities and local community organizations meetings and focus on how leadership's decisions affect everyone living in our community. Not just people who our community is used to seeing represented on traditional media. We try to focus on communities of color, refugees and immigrants, and under-resourced communities.

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.

New partnerships for content include the Asian Cultural and Community Center and Lincoln Public Schools. We are currently working on a program with immigrant and refugee students. These students are producing their own podcasts which describe their experiences arriving and living in our community. We work with over 70 local non profits on public service announcements. Many of these PSAs are read live as operations for local vital services changed to accommodate the pandemic and safety protocols. We are very much looking forward to sponsoring more events, once our community opens up to gathering. Many of these organizations are featured on a weekly program called "Cause Collective Radio". In addition to programming, we had several event partnerships that included cultural institutions such as Star City Pride, El Centro Des Las Americas Latino Fest and music organizations including Jazz in June, Lincoln's Association for Traditional Arts and the Lincoln Public Library.

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.

We continue to receive applications for programming by people who's first language is not english. We have more native programming in development, as well. The interest is there because our community is growing and the need for content created for and by various communities is urgent. 2022 saw an increase in donations, content applications and further requests for support of media sponsorships from non English speaking listeners. We have also been invited to participate in community efforts such as the Gateways to Growth committee and that is based on our community outreach and programming. This committee focuses on serving and creating a sense of belonging for new Americans.

6.1 Telling Public Radio's Story
Jump to question: 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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

We have 3 languages that we broadcast in: English, Spanish and Vietnamese. We are currently developing a Sudanese program. We have podcasts in Spanish and English. We have additional programming that supports women in music, world music, the LGBTQIA2+ communities, our Native/ Indigenous community. The Gateways to Growth Committee is a national initiative that a handful of cities in our country are participating in. It has been formed by community leaders to initiate practices and provide opportunities for Lincoln's rapidly growing refugee and immigrant community. KZUM is a part of that effort. KZUM will work with immigrants and refugees on content for their communities. Additionally, we have hired a full time journalist to help develop our News. We have covered the State of Nebraska unicameral, local mayoral office, various state government entities and local community organizations meetings to relate how our leadership's decisions affect everyone living in our community. Not just people who our community is used to seeing represented on traditional media. Particular attention has been paid to communities of color, refugees and immigrants, and under resourced communities.

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?

Because of our CSG grant, we are able to work our creative vision and extend access to media for communities that otherwise would not have a place to amplify their voices. Without it, we would not be able to have a content/ production staff member to train volunteer producers, edit content or run the website or an underwriting person to gain and manage important business relationships. Our operation would just be about minimum on air programming and keeping the lights on. The CSG grant really supports our engagement efforts in person and behind the mic. KZUM is the only community station in Lincoln. We have 2 other non commercial stations in Lincoln but they only do a fraction of local engagement on air or in person that we do. It also allows staff to not focus extra time solely on fundraising, but participate in professional training including Diversity, Equity and Inclusion education. As a non commercial station in a mostly white region, this education is necessary to the function of our station and well being of our community. Without KZUM and our content, so many voices would be left out of the conversation. We need to be able to support people regardless of their ability to donate. About 25% of our budget is the CSG grant. And our community gives more because they know you will invest more, based on their support. We are so thankful to receive it.

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

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/ Pacific	White, Non-Hispanic
News Director	1				1					1
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	1	0	0	0	1	0	0	0	0	1

Comments

Question	Comment
No Comments for this section	

8.1 Which Content Management System (CMS) is your station using?   Jump to question: 8.1

CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile content.

8.1 Which Content Management System (CMS) is your station using?   Jump to question: 8.1

	Check all that apply
Grove	☐
Bento	☐

WordPress	☐
Drupal	☐
Arc	☐
None	☑

8.1 Which Content Management System (CMS) is your station using?   Jump to question: 8.1 �популя

Other

8.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: 8.2

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.

8.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: 8.2

	Check all that apply
CDP	☐
Salesforce	☐
Blackbaud	☐
Carl Bloom	☐
Roi Solutions	☐
Hubspot	☐
Adobe	☐
SAP	☐
None	☐

8.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: 8.2

Other

Oracle

8.3 Which Email Service Provider (ESP) is your station using?   Jump to question: 8.3

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

8.3 Which Email Service Provider (ESP) is your station using?   Jump to question: 8.3

	Check all that apply
Mailchimp	☐
Hubspot	☐
Constant Contact	☑
GoDaddy	☐
None	☐

8.3 Which Email Service Provider (ESP) is your station using?   Jump to question: 8.3

Other

8.4 Which Marketing Automation Platform is your station using?   Jump to question: 8.4

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

8.4 Which Marketing Automation Platform is your station using?   Jump to question: 8.4

	Check all that apply
Mailchimp Marketing Platform	☐
Hubspot Marketing Hub	☐
Active Campaign	☐
Adobe	☐
Piano.io	☐
None	☑

8.4 Which Marketing Automation Platform is your station using?   Jump to question: 8.4

Other

Comments

Question	Comment

No Comments for this section