## Grantee Information

| ID | 1487 |
| :--- | :--- |
| Grantee Name | KWMU-FM |
| City | St. Louis |
| State | MO |
| Licensee Type | University |

### 1.1 Employment of Full-Time Radio Employees

ease 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,
last grid includes all persons with disabilites,

1.1 Employment of Full-Time Radio Employees


| $\begin{aligned} & \text { Craftspersons (Skilled) } \\ & -5200 \end{aligned}$ |  |  |  |  |  |  | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Operatives (SemiSkilled) - 5300 |  |  |  |  |  |  | 0 |
| Laborers (Unskilled) - <br> 5400 |  |  |  |  |  |  | 0 |
| Service Workers 5500 |  |  |  |  |  |  | 0 |
| Total | 3 | 1 | 0 | 0 | 19 | 0 | 23 |

### 1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 v

## Major Job C

Joint Employee
Officials - 1000
Persons with Disabilities
$\square$
Managers - 2000
Professionals - 3000
Technicians - 4000
Sales Workers - 4500
Office and Clerical - 5100
Craftspersons (Skilled) - 5200
$\square$
0 0 $\theta$

Operatives (Semi-Skilled) - 5300 0
Laborers (Unskilled) - 5400
ervice Workers - 550
Total
1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 v
person with disabilities listed above (e.g. 1 African American female),

### 1.2 Major Programming Decision Makers

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 roogramming decisions include esult in a double-couram acquisition and production, program development, on-air program scheduling, etc.
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: $1.2 \sim$
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
African
1.3 Employment of Part-Time Radio Employees

Major Job Category I
Job Code
Officials - 1000
Managers - 2000
Professionals - 3000

### 1.3 Employment of Part-Time Radio Employees

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 P | e Radio E |  |  |  |  | Jump to | 1.3 v |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 | 1 |  |  | 1 | 2 |  | 4 |
| Technicians - 4000 |  |  |  |  |  |  | 0 |
| Sales Workers - 4500 |  |  |  |  |  |  | 0 |
| Office and Clerical 5100 |  |  |  |  | 1 |  | 1 |
| $\begin{aligned} & \text { Craftspersons (Skilled) } \\ & -5200 \end{aligned}$ |  |  |  |  |  |  | 0 |
| Operatives (Semiskilled) - 5300 |  |  |  |  |  |  | 0 |
| Laborers (Unskilled) - <br> 5400 |  |  |  |  |  |  | 0 |
| Service Workers - <br> 5500 |  |  |  |  |  |  | 0 |
| Total | 1 | 0 | 0 | 1 | 3 | 0 | 5 |

1.3 Employment of Part-Time Radio Employees

? 3

$$
\text { Jump to question: } 1.3
$$

Jump to question: 1.3 v
Persons with Disabilities


Office and Clerical - 51000

Craftspersons (Skilled) - 52000

Operatives (Semi-skilled) - 5300
Laborers (Unskilled) - 5400$\theta$

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

Number working less than 15 hours per week
Jump to question: $1.4 \sim$
1.4 Part-Time Employment

Number working 15 or more hours per week
Jump to question: 1.4 v
1.5 Full-Time Hiring

Jump to question: 1.5 v
Enter the number of full-time employees in each category hired during the fiscal year
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

No full-time employees were hired (check here if applicable)
Jump to question: 1.5 v
1.5 Full-Time Hiring

Jump to question: 1.5 v


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,
regardess of whether they were filled during the year. If a job opening was filled during the eear, include it cegardess 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

Number of full-time and part-time job openings
1.7 Hiring Contractors


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

### 1.7 Hiring Contractors

Underwritting solicitation related activities
Jump to question: 1.7 v
Check all that apply

Direct Mai
$\checkmark$

Telemarketing
Other development activities
Legal services
Human Resource services
Accounting/Payroll
Computer operations $\square$
Website design $\square$
Website content
Broadcasting engineering$\nabla$

Engineering ..... V

Program director activities
None of the above

## Comments

## Question

No Comments for this section

## Comment

### 2.1 Corporate Management

Chief Executive Officer
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

Please list the Other Job titles in this sub-category not listed above
Chief of Staff, \#employees 1 , avg. salary $\$ 75,000$ avg. tenure 1 yr. Bus Oper Assoc I, \# employees 1, avg salary $\$ 55,141$, avg, tenure 3 yrs
2.2 Communication and Promotions

Publicity, Program Promotion Chief Publicity, Program Promotion Chief - Joint

Communication and Public Relations, Chief Communication and Public Relations, Chief - Joint Head of Audience $\square$


Jump to question: 2.2 v
2.2 Communication and Promotions

Please list the Other Job titles in this sub-category not listed above
Communications Specialist, \# employees 1 , avg. salary $\$ 62,400$, avg years 2 Visual Comm Specialist, \# employees 1 , avg. salary $\$ 60,000$,
avg years 1 Digital Developer, \# employees 1 , avg. salary $\$ 55,424$, avg years 5

### 2.3 Programming and Productions

$\square$
$\square .00$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$

Managing Director, Audience Engagement - Joint

### 2.3 Programming and Productions

Please list the Other Job titles in this sub-category not listed above
Production Assistant, \# employees 1, avg. salary \$ 33,415 , avg. tenure 3 yrs

### 2.4 Development and Fundraising



Jump to question: 2.3

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 v |
| :---: | :---: | :---: | :---: |
| \$ | 113,850 |  | 3 |
| \$ |  |  |  |
| \$ | 70,639 |  | 3 |
| \$ |  |  |  |
| \$ | 87,360 |  | 3 |
| \$ |  |  |  |
| \$ | 77,677 |  | 14 |
| \$ |  |  |  |
| \$ |  |  |  |
| \$ |  |  |  |
| \$ |  |  |  |
| \$ |  |  |  |

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

Development Coordinator, \# employees 3, avg. salary \$53,957, avg. tenure 2 yrs Fundraising Data Mgr, \# employees 1, avg. salary $\$ 73,000$, avg. tenure 1 yr
2.5 Underwritting and Grant Sollicitation

Underwriting, Chief
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

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

### 2.6 Broadcast Engineering and Information Technology

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 Directo Information Technology, Director - Join

Web Administrator/Web Master
Web Administrator/Web Master - Joint


### 2.6 Broadcast Engineering and Information Technology

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

### 2.7 Journalists, Announcers, Broadcast and Traffic

News / Current Affairs Director News / Current Affairs Director - Joint Music Director

Music Librarian/Programmer


Jump to question: $2.5 \sim$

| Announcer / On-Air Talent | 3.00 | \$ | 62,411 | 13 |
| :---: | :---: | :---: | :---: | :---: |
| Announcer / On-Air Talent - Joint |  | \$ |  |  |
| Reporter | 12.00 | \$ | 59,967 | 6 |
| Reporter - Joint |  | \$ |  |  |
| Public Information Assistant |  | \$ |  |  |
| Public Information Assistant - Joint |  | \$ |  |  |
| Broadcast Supervisor | 1.00 | \$ | 80,000 | 1 |
| Broadcast Supervisor - Joint |  | \$ |  |  |
| Director of Continuity / Traffic | 1.00 | \$ | 51,147 | 20 |
| Director of Continuity / Traffic - Joint |  | \$ |  |  |

Please list the Other Job titles in this sub-category not listed above
Jump to question: 2.7 v

Host/Producer Talk Show, \# employees 1, avg. salary \$86,940 avg. tenure 2 yrs Engagement Editor, \# employees 1, avg. salary \$ 62,733 avg. tenure 3 yrs Interim Digital Editor Visual Data Specialist, \# employees 1, avg. salary $\$ 70,205$ avg. tenure 1 yr Interim Photojournalist, \# of employees 1 , avg. salrary $\$ 50,000$ avg. tenure 1 yr
2.8 Education and Community Engagement

Education, Chief
Education, Chief - Joint
Volunteer Coordinator
Volunteer Coordinator - Joint
Events Coordinator
Events Coordinator - Joint
Section 2. Average Salary Totals


|  | Jump to question: | 2.8 v |
| :---: | :---: | :---: |
| \$ |  |  |
| \$ |  |  |
| \$ |  |  |
| \$ |  |  |
| \$ 74,098 |  | 6 |
| $\$$ |  |  |
| \$ 1,442,678 |  | 114 |
|  | Jump to question: | 2.8 v |

Please list the Other Job titles in this sub-category not listed above
Events Coordinator \# employees 1, avg. salary \$ 74,098, avg. tenure 6 yrs
Comments
Question
Comment
No Comments for this section

### 3.1 Governing Board Method of Selection

Jump to question:

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

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

### 3.1 Governing Board Method of Selection

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

Other (please specify below)

### 3.1 Governing Board Method of Selection

Jump to question: $3.1 \sim$
Elected by board of directors itself (self-perpetuating body)
3.1 Governing Board Method of Selection

Total number of board members (Automatic total of the above)
Jump to question: 3.1 v
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
Pease report the racial or ethnic group of the member

### 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

3.2 Governing Board Members

Jump to question: 3.2 v
Number of Vacant Positions

$$
0
$$

### 3.2 Governing Board Members

Jump to question: 3.2 v
Total Number of Board Members (Total should equal the total reported in Question 3.1.)

$$
\text { Jump to question: } 3.2 \mathrm{v}
$$

Number of Board Members with disabilities
0

## omments

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,

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

Yes/No
Produce public service announcemnts?
Did the public service announcements have a specific, formal component designed to be of special service to the educational No community?
Did the public service announcements have a specific, formal component designed to be of special service to the minority No community and/or diverse audiences?
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)? educational community?
Did the community activities information broadcast have a specific, formal component designed to be of special service to the

Did the informational programming materials have a specific, formal component designed to be of special service to the minority
community and/or diverse audiences?
Host community events (e.g. benefit concerts, neighborhood festivals)?
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 Yes diverse audiences?

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 Yes community?

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?

Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?
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 Yes audiences?
Comments
Question Comment
No Comments for this section

### 5.1 Radio Programming and Production

Jump to question: $\square$
Instructions and Definitions:
5.1 Radio Programming and Production Jump to question: $5.1 \sim$

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

5.1 Radio Programming and Production

Jump to question: $5.1 \sim$
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.)

### 6.1 Telling Public Radio's Story

Jump to question: 6.1 v
Joint licensee Grantees that have filed a 2023 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.
(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 the report in an "About" or similar section on your website. This section had previousty
mandatory.
6.1 Telling Public Radio's Story

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local
2. 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, services, such as multiplatform long and short-form content, digital and in-person engagement, education
partnership support, and other activities, and audiences you reached or new audiences you engaged.

St. Louis Public Radio's mission is to inform and provide a deeper understanding and appreciation of events, ideas and cultures for a more inspired and engaged public. We execute that mission in a variety of ways. Our news coverage focuses on politics, health, education, arts, economic development, environment, race and identity. On the radio, our reporters file newscast stories daily to fill the 13 newscasts that run during NPR's Morning Edition and All Things Considered programs. These stories provide up-to-the minute information on recent news
developments. Additionally, reporters also file longer stories that explore issues at length and strive to put these issues in context and pro perspective. Nearly all of our radio stories have a corresponding digital story on our website, stlpr.org. Often, the news stories online are more robust and provide deeper explanations than the newscast reports. All of our online stories are accompanied by photographs of the people, cultures, places, industries and issues that comprise our region. We also produce data visualizations in our web stories that provide graphic representation of trends and issues. We have a one-hour locally produced public affairs talk show that airs weekdays at noon and re-airs at 7 calling in or communicating with us via social media or email. This year, the St. Louis on the Air production team spent significant time conducting community listening sessions to ascertain information needs among different demographic groups. The sessions prompted the eam to consider producing segments about community events and issues raised in the listening sessions. It also shaped how the team considered show topics, giving more weight to a focus of a topic than the "time peg" of an issue. St. Louis Public Radio uses social media
platforms, email newsletters, and events to engage with our audience. We have an especially strong presence on Instagram, Facebook, TikTok and Twitter. We use these platforms to share distilled editions of our reports and to direct readers to our digital stories; the platform also allow us to encourage discussion with the community about issues and solicit feedback and ideas for what we should consider for coverage. We partner with two local newspapers to reach new audiences. The St. Louis American is a historically Black newspaper that we have a content-sharing agreement with. We often work with them to program debates and other discussions. The Belleville News-Democrat is newspaper that serves the Metro East portion of our listening area. We have a content sharing agreement with the paper and a reporter wh
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
e held 31 events in FY2023 that attracted about 3,175 people. Events included community partnerships showcasing local storytellers, filmmakers, authors and subject matter experts. Local musicians and theater companies were introduced to new communities while bringing ogether diverse audiences at our Theatre Showcase (which featured 14 local theater companies). One of our key initiatives to engage the raining, and resources to high school students from across our listening area. We partnered with the Boys and Girls Clubs of St L解 support from the St. Louis Community Foundation, a local philanthropic nonprofit. St. Louis Public Radio journalists made more than a dozen public appearances at a variety of institutions around the region, including public schools, public and private universities, nonprofits such as ethical Society of St. Louis, book stores, book and film festivals and on panel discussions on a local public television show. On our daily two area newspapers. The newspapers are the St. Louis American, a newspaper that serves the region's Black community; and the Belleville News-Democrat, a commercial newspaper that covers the Metro East region of our listening area. We have a reporter designated to cover the Metro East and he often works from the Belleville News-Democrat office. We also partner with the University of Missouri-St. Louis by hosting monthly concerts featuring the university's resident quartet, the Ariana String Quartet. We promote their Dr. Martin Luther King Jr. Day event and their Midwest Digital Marketing Conference. We are media sponsors of many more non-profit organization's events, including Frizz Fest the Urban League, and Legal Services of Eastern Missouri. We also partnered with the Red Cross to host a blood drive and with Cinema St. resource event after a school shooting in St. Louis. That event included partnerships with nine other non-profits, focused on health, trauma and healing. We carried live coverage of State of the State addresses from the governors of Missouri and Illinois in partnership with stations in both states. We partnered with NPR to host the Next Generation Radio program to provide training in audio storytelling and information gathering to a diverse group of participants. We work with NPR's Midwest Newsroom and host managing editor Holly Edgell and investigative
reporter Kavahn Mansouri in our newsroom. We also collaborate as part of Harvest Public Media to report on rural and agricultural issues.
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 partn
The STLPR Teen Photojournalist Prize project is a highlight of our community engagement work. With participation in 2023 from teens The STLPR Teen Photojournalist Prize project is a highlight of our community engagement work. With participation in 2023 from teens
representing 61 high schools across the St. Louis region, the contest provides professional recognition, publicity, encouragement, hands-on representing 61 high schools across the St. Louis region, the contest provides professional recognition, publicity, encouragement, hands-
training, and resources to further the academic development of students who demonstrate a talent for documenting their world through photography. This project included a partnership with the Boys \& Girls Clubs of Greater St. Louis. Additionally, our flagship talk show, St. Louis on the Air, is a service to the non-profit organizations in St. Louis by bringing together local leaders and everyday citizens to talk about issues impacting the community. Our producers regularly hear from our guests that being on the show amplified their work and brought donations or
volunteers in as a result. We hear from teachers that they use our local and national content in the classroom. One teacher and supporter wrote, "I recently started listening to Morning Edition daily and it has elevated my teaching in ways that I never expected. I love being able to incorporate current events into my lessons. Even my most apathetic 8th graders were engaged as we discussed the challenges that victims of the Texas wildfires were facing trying to feed the surviving livestock. I hear news that I can tie into my teaching at least twice a week, and I
think that my students are better off because I am a STLPR listener. Thank you!" think that my students are better off because I am a STLPR listener. Thank you!'

### 6.1 Telling Public Radio's Story

Jump to question: $6.1 \vee$
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 literate adults) during Fiscal Year 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.
St. Louis Public Radio spent much of fiscal year 2023 developing the "STL Welcome Kit," a digitally-focused editorial project designed to help S. Louis newcomers understand the history, culture and ins and outs of the region. Our core audience for the project is residents between was that U.S. Census migration data showed that this group is more racially diverse than the St. Louis region's overall population. STL Welcome Kit development began in March 2022 and launched in October 2023. We also continued "STLPR en Español", an initiative we
started in 2021 to publish Spanish-language translations of select news stories in order to better serve our region's growing Hispanic and Spanish-speaking populations. We eventually published nine web articles in Spanish during the 2023 fiscal year and have continued the project into the 2024 fiscal year. Community engagement prompts for one of those stories, about homelessness in a St. Louis-area school district, was also printed out in Spanish and distributed at area libraries. St. Louis Public Radio published a 13 -episode season of its awardwinning podcast on race and class, "We Live Here," that focused on highlighting perspectives and stories from St. Louis' Hispanic community
The season was produced in partnership with "Autentico!" a local podcast created by Latinx professionals. In September 2022 , St. Louis The season was produced in partnership with "Auténtico!" a local podcast created by Latinx professionals. In September 2022, St. Louis
Public Radio launched "Doin' It Our Way" a podcast series, which also aired on our daily talk show, about Black families' experience with traditional schooling in our region and how a growing number of Black families are leaving those schools behind to begin homeschooling. This year, the St. Louis on the Air production team spent significant time conducting community listening sessions to ascertain information needs among different demographic groups, including a focus on voices from minority communities that commercial media often underserves. The sessions prompted the team to produce several segments about community events and issues raised in the sessions.

### 6.1 Telling Public Radio's Story

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 tha you wouldn't be able to do if you didn't receive it?
CPB funding assists in every aspect of our operations. St. Louis Public Radio not only carries national programs for broadcast, but we also erve our community through award-winning local journalism. In Fiscal Year 2023, we won more awards for our journalism (23 honors) than in any other year in our history. Ten years ago, we had five journalists on staff, who provided local reports during our morning and evening
broadcasts in slots within Morning Edition and All Things Considered, with limited digital content. Today, through the financial support of ou community and CPB, we have been able to expand our local relevance. We now have a newsroom of 30 journalists, providing those local news reports for broadcast plus multiple podcasts, in-depth stories on our website, original content and engagement on social media and ewsletters, and in-person events and activities in the community. Our audience reach has grown to more than half a million listeners per
month. We also broadcast in the Quincy, Illinois, and Rolla, Missouri, areas, bringing high quality national and international news to these rural and small town communities.
Comments
Question
No Comments for this section
Comment

### 7.1 Journalists

Jump to question: 7.1
his 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 for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each for these positions but may not match position descriptions at your organization exactly. Pease
professional journalist in your organization. Please do not count student or volunteer journalists.

### 7.1 Journalists

| b Title | Full Time | Part | Contract | Male | Female | African American |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| News | 1 | 0 |  |  |  |  |



Comments

### 8.1 Which Content Management System (CMS) is your station using?

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?
Grove
Bento
WordPress
Drupal
Check all that apply
None
8.1 Which Content Management System (CMS) is your station using?
Other
8.2
8.2 Which Customer Relationship Management (CRM) System is your station using?
CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking
build profiles

| 8.2 Which Customer Relationship Management (CRM) System is your station using? | Jump to question: $8.2 \quad$ v |
| :--- | ---: |
| Check all that apply |  |
| CDP |  |

Salesforce
Blackbaud
Carl Bloom
Roi Solutions
Adobe
Allegiance
None

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

Other
8.3 Which Email Service Provider (ESP) is your station using?

Jump to question: 8.3 v
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?

Mailchimp
Check all that apply

Constant Contact
GoDaddy
SendGrid
None

8.3 Which Email Service Provider (ESP) is your station using?

Other
Emma
8.4 Which Marketing Automation Platform is your station using?

Jump to question: 8.4 v
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, creat 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 ~

Mailchimp Marketing Platform
Hubspot Marketing Hub
Adobe
None
8.4 Which Marketing Automation Platform is your station using?

No Comments for this section
9.1 Did your station have the capability to relay CAP messages from IPAWS in FY\{\{FY\}\}?

Yes
No
9.1 Did your station have the capability to relay CAP messages from IPAWS in FY\{\{FY\}\}? If no, why not?
9.2 How many CAP messages did your station release in FY\{\{FY\}\}? (Available from CAP log from your encoder(s))
9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into 9.3 is your station compliant with the new FCC rules for EAS encoder systems that went into
effect December 12, $\{\{$ FY\}\}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages

Yes
No
9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into Jump to question: $9.3 \vee$ effect December 12, \{\{FY\}\}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages
If no, why not?
9.4 Please describe your internal policy and threshold for pass-through of EAS messages, Jump to question: $9.4 \vee$ including how your system checks for CAP-compliant alerts.

Cap Alerts are checked per the FCC requirements using a Sage Endec.
9.5 Please describe the relationship between your station and local emergency management Jump to question: $9.5 \sim$ agency.

We work directly with the regional EAS chair.
Jump to question: 9
 Needs* (AFN) in your broadcast coverage area?

Yes
No
9.6 Are you currently able to measure the number of individuals with Access and Functional Needs* (AFN) in your broadcast coverage area?
If Yes Please list the source(s) from which you obtain data on the AFN individuals in your coverage area:
9.7 Are you currently able to reach the AFN community in your coverage area with your mergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure - we do not have enough data to know)
9.7 Are you currently able to reach the AFN community in your coverage area with your mergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Jump to question: 9.7 Y Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure - we do not have enough data to know)
(Optional) What barriers are preventing you from better reaching your AFN communities with emergency alerts?
9.8 For each transmitter, please list the make, model, current firmware version, location Jump to question: 9.8 (specify studio, transmitter site, or other location), and internet connectivity of your EAS

|  | Call letters | Location | Model | Firmware Version | Make | Connected |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | KWMU | Studio | Endec | 9.6-00 | Sage | Yes |
| 2 | KMST | Rolla TX Site | Endec | 9.6-00 | Sage | Yes |
| 3 | wQuB | Quincy TX Sit | Endec | 9.6-00 | Sage | Yes |
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