# **Grantee Information**

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

# 1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 V

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

1.1 Employment of F	ull-Time Radio Em	ployees				Jump to q	uestion: 1.1 V
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	1			1	3		5
Managers - 2000					2		2
Professionals - 3000	6	0		1	13		20
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	7	0	0	2	18	0	27

1.1 Employment of Full-	-Time Radio Emplo	oyees				Jump to q	uestion: 1.1 V
Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000					1		1
Managers - 2000	1	1			6		8
Professionals - 3000	2	0			11		13
Technicians - 4000					1		1
Sales Workers - 4500							0
Office and Clerical -							0

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Craftspersons ( - 5200	Skilled)						0
Operatives (Ser Skilled) - 5300	mi-						0
Laborers (Unsk 5400	illed) -						0
Service Worker 5500	s -						0
Total		3	1	0	0	19	0 23
1.1 Employm	ent of Full-Time Rac	dio Employees			Jump to question	on: 1.1 v	
Major Job Cat	egory /						
Job Code / Joint Employe	е				Persons with D	isabilities	
Officials - 1000						0	
Managers - 200	00					0	
Professionals -	3000					0	
Technicians - 4	000					0	
Sales Workers	- 4500					0	
Office and Cleri	cal - 5100					0	
Craftspersons (	Skilled) - 5200					0	
Operatives (Se	mi-Skilled) - 5300					0	
Laborers (Unsk	illed) - 5400					0	
Service Worker	s - 5500					0	
Total						0	
1.1 Employm	ent of Full-Time Rad	dio Employees			Jump to question	on: 1.1 ×	
	e gender and ethnicity						
person with dis	abilities listed above (e	.g. 1 African American f	етате).				
1.2 Major Pro	gramming Decision	Makers			Jump to question	on: 1.2 v	
		racial group the headco					
decisions about	program acquisition a	nd production, program II-time employees; empl	development, on-air	program scheduling,	etc. This item should		
programming d	ecisions should be incl	uded in the counts for the employee Question 1.1.	is item and again,	portolounty for manning	,		
.,							
-	gramming Decision		v including the static	an gonoral managar	Jump to question	on: 1.2 V	
		Question 1.1, how man rogramming decisions?	y, moduling the static	ni general manager,			
1.2 Major Pro	gramming Decision	Makers				Jump to ques	tion: 1.2 V
	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female	7		7 11110110411	1			1
Major Programming	-						
Decision Makers							
Male Major					2		2
Programming Decision Makers							
Total	0	0	0	1	2	0	3

1.3	Employment	of Part-Time	Radio	Employee
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Jump to question: 1.3 ×

Jump to question: 1.3 V

Jump to question: 1.3 v

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	Fmnlovee

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
Craftspersons (Skilled) - 5200							0
Operatives (Semi- skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	1	0	0	1	3	0	5

# 1.3 Employment of Part-Time Radio Employees

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	2				2		4
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	2	0	0	0	2	0	4

# 1.3 Employment of Part-Time Radio Employees

lajor Job Category / ob Code	Persons with Disabilitie

Officials - 1000

Managers - 2000

Professionals - 3000

0

Jump to question: 1.3 V

Technicians - 4000					
					0
Sales Workers - 4500					0
Office and Clerical - 5100	1				0
Craftspersons (Skilled) - 5	5200				0
Operatives (Semi-skilled)	- 5300				0
Laborers (Unskilled) - 540	00				0
Service Workers - 5500				·	0
Total					0
1.4 Part-Time Employi	ment			lump to a	uestion: 1.4 V
	yees listed in Questi	ion 1.3, how many worked les ill time?	s than 15 hours per		destion. 1.4
1.4 Part-Time Employ	ment			Jump to qu	uestion: 1.4 ×
Number working less than	n 15 hours per week				4
1.4 Part-Time Employi	ment			lump to a	uestion: 1.4 ×
Number working 15 or mo				Sump to qu	5
1.5 Full-Time Hiring				lump to a	uestion: 1.5 V
Enter the number of full-ti		nch category hired during the f clude employees who change			
1.5 Full-Time Hiring		. ,	·		uestion: 1.5 ×
No full-time employees we	ere hired (check her	re if applicable)		Sump to qu	destion. 1.5 ·
1.5 Full-Time Hiring				Jump to qu	uestion: 1.5 ×
Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Job Code Officials - 1000		Non-Minority Female	Minority Male	Non-Minority Male	
Job Code Officials - 1000 Managers - 2000		Non-Minority Female	Minority Male		1
Job Code Officials - 1000 Managers - 2000 Professionals - 3000		Non-Minority Female	Minority Male		1
Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000		Non-Minority Female	Minority Male		1
Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office / Service		Non-Minority Female	Minority Male		1 1 0 0 0 0
Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office / Service Workers - 5100-5500		Non-Minority Female	Minority Male		1 1 0 0
Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office / Service Workers - 5100-5500 Total	1	0		1	1 1 0 0 0 0
Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office / Service Workers - 5100-5500 Total  1.6 Full-Time and Part Enter the total number of previously filled positions regardless of whether the whether it was filled by an the promotion of an emple	1 L-Time Job Openii full-time and part-tin and newly created p y were filled during in internal or an exter	0	ing the fiscal year. Ir that became availat filled during the yea as job openings any s a different title (i.e.	Jump to quanticude both vacancies in le during the fiscal year, i, include it regardless of positions created through where there was no vaca	1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office / Service Workers - 5100-5500 Total  1.6 Full-Time and Part Enter the total number of previously filled positions regardless of whether the whether it was filled by an the promotion of an emplo newly created position to	1 t-Time Job Openii full-time and part-tin and newly created p y were filled during in internal or an exter oyee who stays in es be filled). If no full-tin	ngs ne openings that occurred dur ossitions. Include all positions the year. If a job opening was nal candidate. Do not include ssentially the same job but ha me or part-time job openings of the same of the sam	ing the fiscal year. Ir that became availat filled during the yea as job openings any s a different title (i.e.	Jump to quinclude both vacancies in sole during the fiscal year, i, include it regardless of positions created through where there was no vacant zero.	1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office / Service Workers - 5100-5500 Total  1.6 Full-Time and Part Enter the total number of previously filled positions regardless of whether the whether it was filled by an the promotion of an emple	1 L-Time Job Openin full-time and part-tin and newly created p y were filled during in internal or an exter yoge who stays in es be filled). If no full-tin	ngs ne openings that occurred dur positions. Include all positions the year. If a job opening was nal candidate. Do not include ssentially the same job but ha me or part-time job openings	ing the fiscal year. Ir that became availat filled during the yea as job openings any s a different title (i.e.	Jump to quinclude both vacancies in sole during the fiscal year, i, include it regardless of positions created through where there was no vacant zero.	1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

1.7 Hiring Contractors		Jump	to question: 1.7 ×
			Check all that apply
Underwritting solicitation related activities			<b>✓</b>
Direct Mail			<b>✓</b>
Telemarketing			<b>~</b>
Other development activities			<b>~</b>
Legal services			<b>~</b>
Human Resource services			
Accounting/Payroll			
Computer operations			
Website design			
Website content			
Broadcasting engineering			
Engineering			<b>~</b>
Program director activities			
None of the above			
Comments  Question C  No Comments for this section	Comment		
2.1 Corporate Management		Jump	to question: 2.1 ×
	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	\$ 189,108	3
Chief Executive Officer - Joint		\$	
Chief Operations Officer		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer	1.00	\$ 93,150	3
Chief Financial Officer - Joint		\$	
Chief Digital Media Operations	1.00	\$ 90,656	18
Chief Digital Media Operations - Joint		\$	
2.1 Corporate Management		Jump	to question: 2.1 V
Please list the Other Job titles in this sub-category not li	isted above		
Chief of Staff, #employees 1, avg. salary \$75,000 avg. t	tenure 1 yr. Bus Oper Asso	c I, # employees 1, avg salary \$55	,141, avg, tenure 3 yrs
2.2 Communication and Promotions		Jump	to question: 2.2 V
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 v
Please list the Other Job titles in this sub-category not listed ab	oove			
Communications Specialist, # employees 1, avg. salary \$62,40 avg years 1 Digital Developer, # employees 1, avg. salary \$55,		omm Specia	ist, # employees 1,	avg. salary \$60,000,
2.3 Programming and Productions			Jump to	question: 2.3 ×
Programming Director	1.00	\$	105,000	2
Programming Director - Joint		\$		
Production, Chief		\$		
Production, Chief - Joint		\$		
Executive Producer	1.00	\$	83,200	6
Executive Producer - Joint		\$		
Producer	3.00	\$	64,013	3
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 ab	oove		•	
Production Assistant, # employees 1, avg. salary \$ 33,415 , av	g. tenure 3 yrs			
2.4 Development and Fundraising			Jump to	question: 2.4 ×
Development, Chief	1.00	\$	113,850	3
Development, Chief - Joint		\$		
Member Services, Chief	1.00	\$	70,639	3
Member Services, Chief - Joint		\$		
Monipor Jervices, Offici - John				3
Membership Fundraising, Chief	1.00	\$	87,360	
	1.00	\$	87,360	
Membership Fundraising, Chief	1.00		77,677	14
Membership Fundraising, Chief  Membership Fundraising, Chief - Joint		\$		
Membership Fundraising, Chief  Membership Fundraising, Chief - Joint  Major Giving Fundraising, Chief		\$		
Membership Fundraising, Chief  Membership Fundraising, Chief - Joint  Major Giving Fundraising, Chief  Major Giving Fundraising Chief - Joint		\$ \$		
Membership Fundraising, Chief  Membership Fundraising, Chief - Joint  Major Giving Fundraising Chief  Major Giving Fundraising Chief - Joint  On-Air Fundraising, Chief		\$ \$ \$		
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		\$ \$ \$ \$		

Flease list the Other Job titles in this sub-category in	ot listed above			
Development Coordinator, # employees 3, avg. salar avg. tenure 1 yr	ry \$53,957, avg. tenure 2 yrs Fund	draising Data Mgr, #	employees 1,	avg. salary \$73,000
2.5 Underwritting and Grant Sollicitation			Jump to q	uestion: 2.5 v
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			Jump to a	uestion: 2.5 ×
Please list the Other Job titles in this sub-category no	ot listed above			
2.6 Broadcast Engineering and Information T	echnology		Jump to q	uestion: 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 - J	oint	\$		
Technical Operations, Chief		\$		
Technical Operations, Chief - Joint		\$		
Information Technology, Director	1.00	\$	59,646	6
Information Technology, Director - Joint		\$		
Web Administrator/Web Master		\$		
Web Administrator/Web Master - Joint		\$		
2.6 Broadcast Engineering and Information T	echnology		Jump to q	uestion: 2.6 ×
Please list the Other Job titles in this sub-category no	ot listed above			
2.7 Journalists, Announcers, Broadcast and	Traffic		Jump to q	uestion: 2.7 ×
News / Current Affairs Director	4.00	\$ 80,7	756	4
News / Current Affairs Director - Joint		\$		
Music Director		\$		
Music Librarian/Programmer		\$		

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		\$	
2.7 Journalists, Announcers, Broadcast and Traf	fic		Jump to question: 2.7 ×
Please list the Other Job titles in this sub-category not lis	ted above		
Host/Producer Talk Show, # employees 1, avg. salary \$ 8 avg. tenure 3 yrs Interim Digital Editor Visual Data Specia of employees 1, avg. salrary \$ 50,000 avg. tenure 1 yr	66,940 avg. tenure 2 yrs Er alist, # employees 1, avg. s	ngagement Editor, # emplo salary \$ 70,205 avg. tenur	oyees 1, avg. salary \$ 62,733 e 1 yr Interim Photojournalist, #
2.8 Education and Community Engagement			Jump to question: 2.8 V
Education, Chief		\$	
Education, Chief - Joint		\$	
Volunteer Coordinator		\$	
Volunteer Coordinator - Joint		\$	
Events Coordinator	1.00	\$ 74,098	6
Events Coordinator - Joint		\$	
Section 2. Average Salary Totals	35.00	\$ 1,442,678	114
2.8 Education and Community Engagement			Jump to question: 2.8 V
Please list the Other Job titles in this sub-category not lis	ted above		
Events Coordinator # employees 1, avg. salary \$ 74,098 Comments			
Question Co  No Comments for this section	mment		
3.1 Governing Board Method of Selection			Jump to question: 3.1 V
Enter the number of governing board members (including ex-officio members) who are selected by the following me		voting and non-voting	
3.1 Governing Board Method of Selection			Jump to question: 3.1 v
Ex-Officio (Automatic membership because of another of	fice held)		
3.1 Governing Board Method of Selection			Jump to question: 3.1 V
Appointed by government legislative body (including schoor other government official (e.g. governor)	ool board)		9
3.1 Governing Board Method of Selection			Jump to question: 3.1 V
Elected by community/membership			
3.1 Governing Board Method of Selection			Jump to question: 3.1 ×
Other (please specify below)			

3.1 Gove	rning Board Method o	f Selection	Jump to question:	Jump to question: 3.1 V					
3.1 Gove	rning Board Method o	f Selection			Jump to question:	3.1 ×			
Elected by	board of directors itself (s	self-perpetuating be	ody)						
3.1 Gove	rning Board Method o	f Selection			Jump to question:	3.1 ×			
Total numb	per of board members (Au	tomatic total of the	above)			9			
3.2 Gove	rning Board Members				Jump to question:	3.2 ×			
Please rep	port the racial or ethnic gro governing board member	oup of the member	s of your governing boar	d by gender. Please		5.2			
3.2 Gove	rning Board Members				Jump to question:	3.2 ×			
For minorit	ty group identification, plea	ase refer to "Instru	ctions and Definitions" ir	n the Employment sub		<u> </u>			
3.2 Gove	rning Board Members					Jump to o	question: 3.2 v		
						More Than			
Female	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	One Race	Total		
Board Members					3		3		
Male	1	0	0	0	5		6		
Board Members		-							
Total	1	0	0	0	8	0	9		
3.2 Gove	rning Board Members				Jump to question:	3.2 ×			
Number of	Vacant Positions					0			
3.2 Gove	rning Board Members				Jump to question:	3.2 ×			
Total Numl	ber of Board Members (To	otal should equal th	ne total reported in Ques	tion 3.1.)		9			
3.2 Gove	rning Board Members				Jump to question:	3.2 ×			
Number of	Board Members with disa	abilities				0			
Comments	5					<u> </u>			
Question		(	Comment						
No Comme	ents for this section								
4.1 Comm	nunity Outreach Activ	ities			Jump to question:	4.1 🔻			
					e outreach activity have a sp and/or other diverse audienc				
4.1 Comm	munity Outreach Activ	ities			Jump to question:	4.1 ×			
Danders a		-1-2				Yes/No			
•	ublic service announcemen		formal component desir	aned to be of special	service to the educational	No No			
community		no nave a specific,	normai component desi	grica to be of special:	Solving to the educational	NO			
	blic service announcemen		formal component design	gned to be of special	service to the minority	No			
Broadcast	community activities infor	mation (e.g., comm	nunity bulletin board, sei	ries highlighting local	nonprofit agencies)?	Yes			
	mmunity activities informa al community?	ition broadcast hav	e a specific, formal com	ponent designed to b	e of special service to the	Yes			
	mmunity activities informa ommunity and/or diverse a		e a specific, formal com	ponent designed to b	e of special service to the	Yes			

Question	Comment	
Comments		
Did the partnership have a specific, formal componer audiences?	t designed to be of special service to the minority community and/or diverse	Ye
Did the partnership have a specific, formal componer	t designed to be of special service to the educational community?	Ye
Partner with other community agencies or organization district)?	ns (e.g., local commerical TV station, Red Cross, Urban League, school	Yes
Did the locally created web content have a specific, for community and/or diverse audiences?	ormal component designed to be of special service to the minority	Ye
Did the locally created web content have a specific, for community?	ormal component designed to be of special service to the educational	Ye
Provide locally created content for your own or another	er community-based computer network/web site?	Yes
Did the community events have a specific, formal condiverse audiences?	nponent designed to be of special service to the minority community and/or	Ye
Did the community events have a specific, formal con	nponent designed to be of special service to the educational community?	Ye
Host community events (e.g. benefit concerts, neighb	orhood festivals)?	Yes
Did the informational programming materials have a scommunity and/or diverse audiences?	specific, formal component designed to be of special service to the minority	Yes
Did the informational programming materials have a seducational community?	specific, formal component designed to be of special service to the	Ye
Produce/distribute informational materials based on le	ocal or national programming?	Yes

No Comments for this section

### 5.1 Radio Programming and Production

Jump to question: 5.1 V

Instructions and Definitions:

### 5.1 Radio Programming and Production

Jump to question: 5.1 V

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.)

50

50

For National Distribution

## 5.1 Radio Programming and Production

Music (announcer in studio playing principally a

Jump to question: 5.1 V

152

450

602

Total

0

152

500

652

sequence of musical recording)	.pa.iy a
Arts and Cultural (includes live or narrate performances, interviews, and discussion form of extended coverage and broadca devote to artistic and/or cultural subject	ns, in the st time

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)

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

All Other (incl. sports and religious — Do NOT include fundraising)

0

For Local Distribution/All Other

## 5.1 Radio Programming and Production

Jump to question: 5.1 V

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.)

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## 5.1 Radio Programming and Production

Approx Number of Original Program Hours

Comments

Question

Jump to question: 5.1 V

Jump to question: 6.1 V

164

## 6.1 Telling Public Radio's Story

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 2023. 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

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

#### 6.1 Telling Public Radio's Story

Jump to question: 6.1 V

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

Comment 450

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 provide 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 p.m. that reflects the various communities, perspectives and interests of our region and encourages listeners to engage with the program by 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 team 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 platforms 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 a newspaper that serves the Metro East portion of our listening area. We have a content sharing agreement with the paper and a reporter who focuses coverage on the Metro East community and often works with the newspaper's reporters to produce in-depth stories.

#### 6.1 Telling Public Radio's Story

Jump to question: 6.1 V

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, 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.

We 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 together diverse audiences at our Theatre Showcase (which featured 14 local theater companies). One of our key initiatives to engage the community is the St. Louis Public Radio Teen Photojournalist Prize, which provides professional recognition, publicity, encouragement, training, and resources to high school students from across our listening area. We partnered with the Boys and Girls Clubs of St. Louis to engage underserved communities. The program included hands-on training for about a dozen high school journalists and received financial 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 the Ethical Society of St. Louis, book stores, book and film festivals and on panel discussions on a local public television show. On our daily talk show, we regularly feature the region's non-profits, arts organizations, schools, religious groups and political groups. We are partners with 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. Louis to exhibit and discuss their short films. We partnered with local libraries in hosting a visit from Aisha Harris and in hosting a community 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 Kayahn Mansouri in our newsroom. We also collaborate as part of Harvest Public Media to report on rural and agricultural issues.

## 6.1 Telling Public Radio's Story

Jump to question: 6.1 V

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

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 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 quests 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!"

## 6.1 Telling Public Radio's Story

Jump to question: 6.1 V

- 4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 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 St. Louis newcomers understand the history, culture and ins and outs of the region. Our core audience for the project is residents between 25-34 years old who have recently moved to the St. Louis region, including international immigrants. One reason we focused on this audience 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 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

Jump to question: 6.1 V

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding assists in every aspect of our operations. St. Louis Public Radio not only carries national programs for broadcast, but we also serve 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 our 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 newsletters, 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 Comment

No Comments for this section

7.1 Journalists Jump to question: 7.1 V

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

#### 7.1 Journalists

Jump to guestion: 7.1 V

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

Assistant News																	
Director																	
Managing Editor	1						1								1		
Senior Editor	0																
Editor	5						4		1		0	1			2	1	1
Executive Producer	1						1								1		
Senior Producer	1								1						1		
Producer	2						1		1		1				1		
Associate Producer																	
Reporter/ Producer																	
Host/ Reporter	1								1					1			
Reporter	11		0				5		6		3	0	0	0	8		
Beat Reporter																	
Anchor/ Reporter	2						1		1		1				1		
Anchor/Host																	
Videographer	1						1							1			
Video Editor																	
Other positions not	0		2				2								2		
already accounted for																	
Total	26		2		0		17		11		5	1	0	2	18	1	1
Comments																	
Question			Comm	ent													
	ontent Manageme orm that facilitates c					nobile cont	tent.	Jump to	question	8.1 🔻							
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									all that a								
Grove										<b>V</b>							
Bento																	
WordPress																	
Drupal																	
Drupal None																	
None	ontent Manageme	ent System (CN	/IS) is yo	ur station us	sing?			Jump to	question								
None	ontent Manageme	ent System (CM	/IS) is yo	ur station us	sing?			Jump to	question								
None  8.1 Which Co	ontent Manageme					tation us	ing?										

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	
Adobe	
Allegiance	$\checkmark$
None	
8.2 Which Customer Relationship Management (CRM) System is your station using?	Jump to question: 8.2 V
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?	Jump to question: 8.3 V
Mailchimp	Check all that apply
Constant Contact	
GoDaddy	
SendGrid	
None	
8.3 Which Email Service Provider (ESP) is your station using?	Jump to question: 8.3 ×
Other	
Emma	
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 woutcomes of marketing campaigns. These tools provide a central marketing database for all marketing inform segmented, personalized, and timely marketing experiences for donors and members. They also provide aut multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, a	nation and interactions, create tomation features across
8.4 Which Marketing Automation Platform is your station using?	Jump to question: 8.4 V
	Check all that apply
Mailchimp Marketing Platform	
Hubspot Marketing Hub	
Adobe	
None	<b>✓</b>
8.4 Which Marketing Automation Platform is your station using?	lump to question: 84 v

Other	
Comments	
Question Comment	
No Comments for this section	
9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}?	Jump to question: 9.1 ×
Yes	$\checkmark$
No	
9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}?	Jump to question: 9.1 V
If no, why not?	
9.2 How many CAP messages did your station release in FY{{FY}}? (Available from CAP lo from your encoder(s))	- vamp to quodion. 312
	84
9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went in effect December 12, {{FY}}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert system-messages	
Yes	$\checkmark$
No	
9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went in 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, including how your system checks for CAP-compliant alerts.	Jump to question: 9.4 v
Cap Alerts are checked per the FCC requirements using a Sage Endec.	
9.5 Please describe the relationship between your station and local emergency manageme agency.	nt Jump to question: 9.5 ×
We work directly with the regional EAS chair.	
9.6 Are you currently able to measure the number of individuals with Access and Function Needs* (AFN) in your broadcast coverage area?	Jump to question: 9.6 ×
Yes	
No	
9.6 Are you currently able to measure the number of individuals with Access and Function Needs* (AFN) in your broadcast coverage area?	al Jump to question: 9.6 ×
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 emergency 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 A do not have enough data to know)	

9.7 Are you currently able to reach the AEN community in your coverage area with your	
Unsure	$\checkmark$
Somewhat	
No	
Yes	

9.7 Are you currently able to reach the AFN community in your coverage area with your emergency 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)

(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 (specify studio, transmitter site, or other location), and internet connectivity of your EAS equipment. If you have more transmitters to add, please press the TAB button while on the last row.

	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
4						
5						
6						
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Comments

Question

Comment

No Comments for this section