

PAUL HITCHCOCK

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WMKY-FM

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SAS Radio: Station Activity (Salary) Survey

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The SAS-Radio survey is live and available for data entry!

Status: Submitted-Not Reviewed

Survey due: 2/15/2023 (Available for Data Entry)

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Survey due on 02/15/2023

Subsections	Original Submitter	Last Updated	Status
Employment Questions: 1.1-1.7		Paul Hitchcock, Jan 31 2023	Completed
Average Salary Questions: 2.1-2.8		Paul Hitchcock, Jan 31 2023	Completed
Governing Board Questions: 3.1-3.2		Paul Hitchcock, Jan 31 2023	Completed
Community Outreach Activities Questions: 4.1		Paul Hitchcock, Jan 31 2023	Completed
Radio Programming and Production Questions: 5.1		Paul Hitchcock, Jan 31 2023	Completed
Local Content and Services Report Questions: 6.1		Paul Hitchcock, Feb 1 2023	Completed
Journalists Questions: 7.1		Paul Hitchcock, Jan 31 2023	Completed
Digital Platforms Questions: 8.1-8.4		Paul Hitchcock, Feb 1 2023	Completed

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Grantee Information

ID	1416
Grantee Name	WMKY-FM
City	Morehead
State	KY
Licensee Type	University

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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1	<input type="text"/>	1
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Craftpersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Operatives (Semi-Skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	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	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1	<input type="text"/>	1
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	2	<input type="text"/>	2
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Craftpersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Operatives (Semi-Skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	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

Persons with Disabilities

Officials - 1000	<input type="text"/>
Managers - 2000	<input type="text"/>
Professionals - 3000	<input type="text"/>
Technicians - 4000	<input type="text"/>
Sales Workers - 4500	<input type="text"/>
Office and Clerical - 5100	<input type="text"/>
Craftpersons (Skilled) - 5200	<input type="text"/>
Operatives (Semi-Skilled) - 5300	<input type="text"/>

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					2		2
Total	0	0	0	0	3	0	3

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
Technicians - 4000	1				6		7
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	1	0	0	0	6	0	7

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							0
Technicians - 4000		1			9		10
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	0	1	0	0	10	0	11

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category /
Job Code

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

Persons with Disabilities

1

1

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

17

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)

21

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

0

Technicians - 4000

0

Sales Workers - 4500

0

Office / Service
Workers - 5100-5500

0

Total

0

0

0

0

0

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6 ▼

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6 ▼

Number of full-time and part-time job openings

6

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

Underwriting 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
<u>Chief Executive Officer</u>	1.00	\$ 63,032	19
Chief Executive Officer - Joint		\$	
<u>Chief Operations Officer</u>		\$	
Chief Operations Officer - Joint		\$	
<u>Chief Financial Officer</u>		\$	
Chief Financial Officer - Joint		\$	
<u>Chief Digital Media Operations</u>		\$	
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 ▼

<u>Publicity, Program Promotion Chief</u>		\$	
Publicity, Program Promotion Chief - Joint		\$	
<u>Communication and Public Relations, Chief</u>		\$	
Communication and Public Relations, Chief - Joint		\$	
<u>Head of Audience</u>		\$	
Head of Audience - Joint		\$	
<u>Social Media Specialist / Manager</u>		\$	
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 ▼

<u>Programming Director</u>		\$	
Programming Director - Joint		\$	
<u>Production, Chief</u>		\$	
Production, Chief - Joint		\$	
<u>Executive Producer</u>		\$	
Executive Producer - Joint		\$	
<u>Producer</u>		\$	
Producer - Joint		\$	
<u>Digital Content Director</u>		\$	
Digital Content Director - Joint		\$	
<u>Digital Project Manager</u>		\$	
Digital Project Manager - Joint		\$	
<u>Managing Director, Audience Engagement</u>		\$	
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

2.4 Development and Fundraising

Jump to question: 2.4 ▼

<u>Development, Chief</u>		\$	
Development, Chief - Joint		\$	
<u>Member Services, Chief</u>		\$	
Member Services, Chief - Joint		\$	
<u>Membership Fundraising, Chief</u>		\$	

Membership Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Major Giving Fundraising Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Major Giving Fundraising Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.4 Development and Fundraising

Jump to question 2.4 ▼

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

2.5 Underwriting and Grant Solicitation

Jump to question 2.5 ▼

Underwriting, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.5 Underwriting and Grant Solicitation

Jump to question 2.5 ▼

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

2.6 Broadcast Engineering and Information Technology

Jump to question 2.6 ▼

Operations and Engineering, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="45,792"/>	<input type="text" value="23"/>
Operations and Engineering, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1 - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

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	<input type="text" value="1.00"/>	\$ <input type="text" value="42,537"/>	<input type="text" value="6"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Librarian/Programmer	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter	<input type="text" value="1.00"/>	\$ <input type="text" value="36,635"/>	<input type="text" value="2"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

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

\$ 187,996

50

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)

2

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)

8

3.1 Governing Board Method of Selection

Jump to question: 3.1

Elected by community/membership

3

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)

3.1 Governing Board Method of Selection

Jump to question: 3.1

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

13

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					6		6
Male Board Members	1				6		7
Total	1	0	0	0	12	0	13

3.2 Governing Board Members

Jump to question: 3.2

Number of Vacant Positions

0

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.)

13

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 announcements? **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 commercial TV station, Red Cross, Urban League, school district)? **Yes**
- Did the partnership have a specific, formal component designed to be of special service to the educational community? **Yes**
- Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? **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 recipient's 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)	0	1,612	1,612
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)	50	126	176
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)	0	488	488
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	0	0
All Other (incl. sports and religious — Do NOT include fundraising)	0	0	0
Total	50	2,226	2,276

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 **20**

Comments

Question Comment

No Comments for this section

5.1 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 occurred 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.

6.3 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.

Morehead State Public Radio (MSPR) is governed by the Board of Regents at Morehead State University (MSU) in Morehead, Kentucky. MSPR operates at 50,000 watts (50,000 kW) by its flagship station, WMKY at 90.3FM. WMKY can also operate at 5,000 watts (5kW) using an auxiliary transmitter and non-directional antenna. Since 1965, WMKY has served the communities in more than twenty counties throughout eastern Kentucky, southern Ohio and western West Virginia. MSPR also broadcasts live online through WMKY's website (www.wmky.org), phone apps and smart speakers. MSPR's staff consists of four full-time directors, as well as several part-time personnel. Morehead State University student work-studies and community volunteers. MSPR's mission is to provide regional programming that is educational, informative and entertaining. MSPR offers locally-produced regional news, informational, public affairs, and documentary programming. MSPR also provides a variety of locally-hosted music programs consisting of classical, jazz, and Americana (bluegrass, blues, country, folk, old-time, and traditional). MSPR Mission Statement: Morehead State Public Radio provides regional news, shared knowledge and cultural perspectives to a diverse audience across Appalachian Kentucky. MSPR's programming connects our region to the world and our communities to one another. MSPR Vision Statement: MSPR is the voice for the people of east Kentucky – keeping them well informed, fully engaged and deeply connected to their community and to the world. MSPR Values Statement: MSPR supports core values of diversity (an inclusive organization embracing diversity through a supportive environment open to varied backgrounds and perspectives), integrity (serving the public interest through actions which are ethical, honest, transparent, fair and consistent), and respect (a caring and understanding environment encouraging communications to foster teamwork and individual rights). We exist to serve the Appalachian region to encourage life-long learning, civic participation and to create a better quality of life in east Kentucky. News and Information Programming (locally-produced) 1. "Open Mic" is a weekly public affairs program focusing on community issues, people and events important to the listeners in the MSPR region. The program explores current event topics including arts and culture, education, employment, environment, government, health and wellness, and tourism. 2. "Midday News" is a weekday, half-hour news program on current news, issues and events from the MSPR region. This program also offers extended news, arts and culture features. 3. "Mountain Edition" is a weekday, half-hour news program on current news, issues and events from the MSPR region. The program also offers sports, weather, commentaries and stock reports. 4. Local newscasts are provided weekday mornings during National Public Radio's (NPR) "Morning Edition" and weekday afternoons during NPR's "All Things Considered". 5. MSPR partnered with MSU's Spanish 440 class and MSU's Office of Service Learning to provide local and regional news translated into Spanish on MSPR's website. MSPR regularly covers a variety of issues including economy, education, environment, government and politics, health and welfare, transportation, tourism and other issues important to the region. In 2022, MSPR provided more than 2,500 regional stories (scripts and audio) and more than 80 extended news features. MSPR also provides election coverage from surrounding counties in the broadcast region with live reports, interviews and election results during the primary, general and special elections. MSPR regularly interviews regional newsmakers to discuss current events and issues. Music Programming (locally-produced) 1. Classical music is presented Monday through Friday from 9:00am to 1:00pm. Feature segments include Pulse of the Planet, 90 Second Naturalist, The Reader's Notebook, and Word of the Day. 2. MSPR offers weekly jazz and blues music programs including "Big Band Boulevard," "Live from The Jazz Lounge," "Sunday Night Jazz Showcase," "Nothin' But the Blues," and "Muddy Bottom Blues". 3. Americana and other music programs include "Bluegrass Railroad" and "Bluegrass Sunday" (bluegrass), "Grant Alden's Field Notes" (Americana) and "Odd Numbers" (variety). 4. Partnered with the Kentucky Center for Traditional Music at Morehead State University to provide "Sounds of Our Heritage," a weekly fifteen-minute series spotlighting bluegrass and traditional music. During MSPR's locally-hosted music programs, regional events are promoted. Musicians and songwriters are often invited to the studios to perform and discuss their music. Additional Programming and Services (locally-produced) 1. "A Time for Tales" is a weekly hour of storytelling featuring regional and national storytellers. 2. "The Golden Age of Radio" is a weekly hour of classic, old-time radio programs from the 1930's through the 1950's including adventure, comedy, historical, suspense, and westerns. 3. "The Reader's Notebook" is a weekday, four-minute feature offering literary or historical detail on a particular subject including science, technology, philosophy, history, and the arts. 4. MSPR offers additional services on the station's website including live web-streaming, programming, and station information. Archived audio files of locally-produced regional programs are also available including "Open Mic," "Mountain Edition," and "The Golden Age of Radio". 5. Partnered with Morehead State University's Office of Enrollment Services to produce "The Blue and Gold Halftime Show," a series of halftime features for broadcast on the Eagle Sports Network. The support from listener contributions, local underwriting and the Corporation for Public Broadcasting (CPB) enables MSPR to purchase programming from National Public Radio (NPR) such as "All Things Considered," "Morning Edition," "World Café," live events and special programming. Programs acquired from Public Radio Exchange (PRX) include "Jazz Happening Now," "Latino U.S.A." and "The World." Programs purchased from the African-American Public Radio Consortium (AAPRD) include "Café Jazz" and "Return to The Source." Additional network programming for broadcast include "Conversations from The World Café," "E-Town," "Inside Appalachia," "Ozark Highlands Radio," and "Putumayo World Music Hour." MSPR also broadcasts public affairs programs produced by Kentucky Educational Television (KET) including "Comment on Kentucky," "Connections with Renee Shaw," and "Kentucky Tonight". MSPR often presents special programming throughout the year to celebrate holidays or cultural events such as Dr. Martin Luther King, Jr. Day, Black History Month, Women's History Month, Memorial Day, Independence Day, Labor Day, Hispanic Heritage Month, Veterans Day, Thanksgiving, Hanukkah, Christmas, and others.

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.

MSPR partners with the Associated Press, Kentucky News Network, and the Public News Service for use of their print and audio services. MSPR also provides web-based news stories and press releases on the station's website from Morehead State University, WUKY public radio and various state agencies involving stories relating to arts and culture, education, health and wellness, legislation, public affairs and transportation. Providing support for MSPR's programming and community service to the region are several volunteers, part-time employees and student work-studies. These individuals provide vital operational support to MSPR's full-time staff in various roles including news reporters, program hosts, production assistants and more. In 2022, there were more than 40 full and part-time employees, student work-studies, and volunteers involved at MSPR. The student work-study program is an important aspect of MSPR's mission, providing many educational opportunities in a structured, supported, and professional environment. Community event and public service announcements (PSAs) are read live throughout the broadcast day by studio announcers and program hosts. A list of community events is also made available on MSPR's website. In 2022, more than 300 live-read community announcements were provided as MSPR's public service to the region. MSPR provided several pre-recorded PSAs including AARP Caregiving, American Legion, Discover Nature, Feeding America, Foster Care Adoption, Gun Safety, Kentucky Blood Center, Kentucky Council on Postsecondary Education, Lung Cancer Screening, and Radio Eye. Spanish-language PSAs included AARP Caregiving, Discover Nature, High School Equivalency (GED), and MSPR's Website News Stories. MSPR also provided pre-recorded promotional support and PSAs for the following regional events: 1. MSU Sophomore Art Exhibition (February 2) 2. Rowan County Arts Center: One Night Only Concert (February 11) 3. Cave Run Symphony Orchestra (February 20) 4. Morehead Antiques and Art Market (March 4) 5. Morehead Theatre Guild: All The King's Women (March 18 – 27) 6. Rowan County Senior High School Theatre: Seussical The Musical (March 24 – 27) 7. Gateway Regional Arts Center: Passion Project Photography Exhibit (March 25) 8. Rowan County Arts Center: Maker's Market (April – October) 9. MSU Music Industry Concert (April 11) 10. MSU Art & Design Senior Exhibition (April 13) 11. Cave Run Symphony Orchestra (April 24) 12. MSU Art & Design BFA Thesis Exhibition (April 27) 13. Morehead-Rowan County Tourism: Morehead Kentucky Proud Expo (April 29-30) 14. Gateway Regional Arts Center: Throwback Prom (May 14) 15. Morehead Roots Music Festival (May 27-28) 16. St. Claire Healthcare Home Radon Detection (June – July) 17. Flemingsburg Tourist Commission: Summer Palooza (June 18) 18. Downtown Morehead, Inc.: Independence Day Weekend (July 1-2) 19. MSU Music, Theatre & Dance: U.S. Army Lone Star State Brass Band (August 12) 20. MSU Military Initiatives: Military Mental Health Awareness Fair (August 13) 21. MSU Military Initiatives: Kentucky National Guard Care Letters (August-October) 22. Rowan County Christmas Golf Scramble (August 20) 23. Cave Run Symphony Orchestra Concert (September 25) 24. MSU Development: Giving (October) 25. MSU Centennial Celebration (October – November) 26. MSU Homecoming Weekend (October 20 – 22) 27. Rowan County Christmas: Empty Bowls I fundraiser (October 27) 28. Morehead Theatre Guild: The Strange Case of Dr. Jekyll & Mr. Hyde (Oct. 28 – Nov. 6) 29. KY Center for Traditional Music: Paul Brock Concert (November 8) 30. Rowan Co. Sr. High School Theatre production of "Clue" (November 10) 31. Rowan Co. Elementary School Drama production of "Moana Junior" (November 19) 32. Rowan County Christmas (November 7 – December 5) 33. Storybook Christmas (November 28 – December 5) 34. Cave Run Symphony Orchestra Hometown Holiday Concert (December 3)

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.

Operating as the flagship station for Morehead State Public Radio (MSPR), WMKY (90.3FM) offers hands-on training for Morehead State University students interested in convergent media careers. The support MSPR receives from listeners, local underwriting, Morehead State University (MSU) and the Corporation for Public Broadcasting (CPB) enables MSPR to train students for careers in convergent media, purchase new equipment and develop local programs of educational, informational, and entertaining significance. Important to serving the communities in the Appalachian region is involving MSPR's Community Advisory Board (CAB) in programming, operations, engagement, and outreach. The CAB consists of ten individuals representing MSPR's twenty county service region. The CAB reviews MSPR's mission, goals and programming, assists in developing and building the listening audience and expanding the operational base of support. CAB meetings are publicized through on-air, the station's website, and social media. CAB meetings are held quarterly and are open to the public. CAB meeting minutes are posted on MSPR's website for public review. In 2022, the CAB conducted quarterly meetings on February 2, May 4, August 31, and November 9. MSPR is involved in the community by sponsoring local and regional events and festivals. Some of the events and organizations promoted by MSPR during 2022 were the Cave Run Symphony Orchestra, Downtown Morehead Incorporated, Gateway Regional Arts Center, Kentucky Center for Traditional Music, Kentucky Gateway Museum Center, Kentucky Highlands Museum, Morehead Arts & Crafts Fair, Morehead Market, Morehead Railroad and History Museum, Morehead-Rowan County Chamber of Commerce, Morehead-Rowan County Tourism, Morehead State University, Morehead Theatre Guild, Morehead Writing Project, Mountain Arts Center, Paramount Arts Center, Rowan County Arts Center, Rowan County Christmas, Rowan County Public Library, Rowan County Senior High School Thespians, and Storybook Christmas. MSPR regularly supports and promotes programs and events on the campus of Morehead State University including music, theatre and dance productions, music clinics, concerts and recitals, art exhibitions, writing workshops, lectures and film screenings. MSPR also spotlighted MSU faculty, staff and programs through the "Points of Pride" recognition messages and "Eagle"

promos spotlighted MSU student-athletes, coaches, school programs and alumni. Providing news, information and education to the community is an important part of MSPR's goals and mission. In addition to daily newscasts, long-form features, and special programs throughout the year, MSPR also provided local and regional election coverage, as well as NPR's live coverage of special events. MSPR participated in career fairs, workshops and open houses at MSU and throughout the region. MSPR staff members were featured speakers at public events and MSU classrooms. MSPR also welcomed new MSU students by participating in MSU's Open Houses and Student Orientation, Advising and Registration (SOAR) sessions. Tours of MSPR's studios were also provided to classroom students, community youth and other organizations. The involvement of MSPR in community and regional activities helps to increase the awareness, learning and understanding of social, cultural and diversity issues. As MSPR's ongoing outreach and engagement efforts continue, MSPR's participation will enhance the facilitation of connecting people to needed resources and strengthening partnerships between organizations in the region. MSPR was also a partner with MSU's Spanish 440 class and MSU's Office of Service Learning to provide local news translated into Spanish on MSPR's website. On-air messages and promotional flyers posted in the community publicized this partnership. Another important role in MSPR's operations is serving as a flagship station in the Emergency Alert System (EAS). MSPR's continued efforts to best serve listeners, especially the rural communities of MSPR's broadcast region, is to be proactive in regularly providing public safety information regarding emergencies and natural disasters. Weekly EAS tests are administered by WMKY and the station participates in monthly Kentucky statewide tests. An off-site back-up auxiliary transmitter is available during equipment and technical adjustments at the main transmitter, tower inspections, power failures or severe weather. MSPR also continued a partnership with Radio Eye, Inc. to provide a radio reading service to the blind, visually challenged and impaired. MSPR provided use of WMKY's sub-carrier to provide regional radio programming including the reading of newspapers, magazines, community events, obituaries and more. As an ongoing project, specially-designed radios are distributed free-of-charge to qualified applicants in the region. Through a grant from CPB through the American Rescue Plan Act, MSPR was able to purchase new audio consoles, studio equipment, hardware, and software for WMKY's studios. The new equipment replaces consoles in service for twenty years in WMKY's main studio, announce studio, and production rooms. The addition of the new equipment will improve WMKY's sound and service to the community, enhance student learning experiences and enable WMKY to integrate transitions involving digital technology. The project was started in 2022 with completion expected in 2023. WMKY will continue to update and maintain required Federal Communication Commission (FCC) quarterly and yearly public file reports including Citizen Agreements, EEO Statement, FCC Form 990 Compensation Statement, Investigations/Complaints Statement, Joint Sales Agreements, Multi-Lingual EAS Statement, Political Advertising Statement, Program and Issues Report, Third Party Fundraising Statement, and Time Brokerage Agreements. Information on WMKY's Public File is available on the station's website. MSPR conducted two on-air Fundraiser and Membership Drives (spring and fall) in 2022. Through live and pre-recorded messaging, as well as utilizing social media platforms, listeners were encouraged to renew their support or become new members. A complimentary t-shirt was provided to supporters with a minimum gift of \$60.00. Both drives were successful in raising funds, receiving new and renewed memberships, gaining listener feedback, and generally raising awareness of MSPR's programming and operations. Awards/Professional Development/Recognitions 1. MSPR staff won 17 awards from the 2022 Kentucky Associated Press Impact Awards sponsored by the Kentucky Broadcasters Association 2. Rachel Turner named the recipient of MSPR's Outstanding Student Award 3. Cassidy Stearnman named the recipient of the Community Advisory Board's Student Leadership Award 4. WMKY employees completed Corporation for Public Broadcasting (CPB) Workplace Harassment Training (required) 5. MSPR staff completed MSU's Auto Safety Training (required) 6. MSPR full-time staff participated in various webinars hosted by Commonwealth Council on Development Disabilities, Corporation for Public Broadcasting, National Public Radio, and Sound Exchange Music Reporting 7. Leeann Akers served on MSU's Gender Studies Leadership Team 8. Leeann Akers attended the Coalition on Adult Basic Education National Conference 9. Tanner Boyd selected to the 2022-23 Morehead-Rowan County Chamber of Commerce Leadership Academy 10. Tanner Boyd served as an MSU Move-In Ambassador for new and first-year students 11. Greg Jenkins volunteered with the Cave Run Symphony Orchestra 12. Greg Jenkins coordinated MSPR's new audio equipment installation project 13. Paul Hitchcock served on the Commonwealth Council on Developmental Disabilities 14. Paul Hitchcock family featured in Exceptional Family Magazine (Accessory Dwelling Units)

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.

The involvement of MSPR in community and regional activities helps to increase the awareness, learning and understanding of social, cultural and diversity issues. As MSPR's ongoing outreach and engagement efforts continue, MSPR's participation will enhance the facilitation of connecting people to needed resources and strengthening partnerships between organizations in the region. MSPR was also a partner with MSU's Spanish 440 class and MSU's Office of Service Learning to provide local news translated into Spanish on MSPR's website. On-air messages and promotional flyers posted in the community publicized this partnership. MSPR provided several pre-recorded PSA's including AARP Caregiving, American Legion, Discover Nature, Feeding America, Foster Care Adoption, Gun Safety, Kentucky Blood Center, Kentucky Council on Postsecondary Education, Lung Cancer Screening, and Radio Eye. Spanish-language PSA's included AARP Caregiving, Discover Nature, High School Equivalency (GED), and MSPR's Website News Stories. MSPR will provide high-quality news, information and entertainment programming which best serves the region. In-depth feature and investigative reporting will focus on local, regional and state issues. MSPR will support regional community events such as concerts, festivals, workshops, book readings, exhibits, and lectures. These outreach activities will enable MSPR to foster and enhance partnerships with regional organizations and the communities they serve. Connecting with these communities is a vital part of MSPR's mission to provide programming which is educational, informative and entertaining. MSPR will collaborate with Radio Eye to offer a radio reading service to the blind, visually challenged and impaired. MSPR will also promote the reading service and distribution of radios to qualified applicants through on-air broadcast announcements and placement on the station's website. MSPR will partner with MSU's Spanish 440 class and MSU's Office of Service Learning to provide local news translated into Spanish on MSPR's website. MSPR will work with community partners to provide employment opportunities for individuals with developmental disabilities to promote independence, personal growth and empowerment. MSPR will partner with local, state and regional news agencies such as the Associated Press, Kentucky News Network, and Public News Service for use of their print and audio services. MSPR will continue to improve its website by providing an interactive outlet for listeners through podcasting, web-streaming and audio downloads, as well as other interactive media including phone apps, smart speakers and connected car audio. MSPR will provide an educational and supportive workplace for student work-studies as audio engineers, news reporters and production assistants. The student work-study program is an important aspect of MSPR's mission, providing educational opportunities in a structured, supported and professional environment. Also important to MSPR's success in programming and outreach activities, is developing a knowledgeable and trained professional staff. Opportunities for MSPR's staff to attend workshops, seminars and conferences will be available to enhance professional training, career education and peer-networking opportunities. As a result, MSPR's staff can be better informed and skilled to share their knowledge with other staff members.

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?

The support from listener contributions, local underwriting and the Corporation for Public Broadcasting (CPB) enables MSPR to purchase programming from National Public Radio (NPR) such as "All Things Considered," "Morning Edition," "World Café," live events and special programming. Programs acquired from Public Radio Exchange (PRX) include "Jazz Happening Now," "Latino U.S.A.," and "The World." Programs purchased from the African-American Public Radio Consortium (AAPRC) include "Cafe Jazz" and "Return to The Source." Additional network programming for broadcast include "Conversations from The World Café," "E-Town," "Inside Appalachia," "Ozark Highlands Radio," and "Putumayo World Music Hour". The funds we receive from the Corporation for Public Broadcasting are vital for WMKY to provide unmatched regional news coverage, informational public affairs and cultural, music and entertainment programming. CPB funding covers the majority of WMKY's operational expenses, part-time salaries, purchase of national programming and network memberships, transmitter (main and auxiliary) electrical and tower rental fees. WMKY's Community Service Grant accounts for approximately one-half of WMKY's total operational budget. CPB funding is extremely critical to WMKY's existence, serving as an important supplement to locally-generated revenue through fundraising and underwriting. WMKY could not operate at its current level without the support of the CPB. CPB funding makes it possible for MSPR to focus our energy on addressing our goals and mission, serving our community, informing our listeners and creating programming that reflects the community's diversity on multiple levels, including (but not limited to) age, culture, economics, education and ethnicity. MSPR's goals and mission depend on CPB grants to develop diverse and independent voices in promoting civic and cultural participation in the community. Without CPB funding, MSPR would not be able to achieve our mission and goals and likewise, MSPR's non-profit partners would be left without a media voice. Ultimately, their missions and goals would also be significantly and negatively affected if CPB funding were to be cut or eliminated completely. MSPR views collaboration as a key element in significantly increasing our impact in the region, despite limited resources. CPB's support keeps us focused on our mission, our goals, our audience and our community. Without the support of the CPB, the diversity of programming, community engagement and outreach would be in jeopardy. Morehead State Public Radio (WMKY) greatly appreciates the generous support from the Corporation for Public Broadcasting. MSPR understands this is an equal partnership and is dedicated to serving the listeners in eastern Kentucky by offering educational, informational and entertainment programming as a valuable resource to the communities served by MSPR in sustaining a unique sense of community, heritage and culture.

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
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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.

Job Title	Full Time	Part Time	Contract	Male	Female	American-Asian	Hispanic	Native-American	Asian/Pacific	White Non-Hispanic	More Than One Race	Other
News Director	1				1					1		
Assistant News Director	1			1						1		
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	2	0	0	1	1	0	0	0	0	2	0	0

Comments

Question

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.

Check all that apply

- Grove ☒
- Bento ☐
- WordPress ☐
- Drupal ☐
- Arc ☐
- None ☐
- Other ☐

News Director	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Assistant News Director	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Managing Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Senior Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Executive Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Senior Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Associate Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Reporter/Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Host/Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Beat Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Anchor/Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Anchor/Host	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Videographer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Video Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other positions not already accounted for	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

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

☐

Benlo

☐

WordPress

☐

Drupal

☐

Arc

☐

None

☐

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

Jump to question: 8.1 ▼

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

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 ▼

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 ▼

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

Comment

Question

No Comments for this section