Grantee Information

ID	1570
Grantee Name	WYSO-FM
City	Yellow Springs
State	OH
Licensee Type	Community

1.1 Employment of Full-Time Radio Employees

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

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000	0				3		3
Professionals - 3000	2		1		5		8
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	1	0	8	0	11

1.1 Employment of Full-Time Radio Employees

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000	1				2		3
Professionals - 3000	1	1			5	0	7
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	1	0	0	7	0	10

1.1 Employment of Full-Time Radio Employees

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	

Laborers (Unskilled) - 5400		[ ]
Service Workers - 5500		[ ]
Total		[0]

1.1 Employment of Full-Time Radio Employees

Jump to question: [1.1 ▾]

Please enter the gender and ethnicity of each
person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers

Jump to question: [1.2 ▾]

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers

Jump to question: [1.2 ▾]

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers

Jump to question: [1.2 ▾]

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers	[ ]	[0]	[1]	[ ]	[2]	[ ]	[3]
Male Major Programming Decision Makers	[1]	[ ]	[ ]	[ ]	[1]	[0]	[2]
Total	[1]	[0]	[1]	[0]	[3]	[0]	[5]

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	[2]	[1]	[ ]	[ ]	[0]	[ ]	[3]
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]	[1]	[0]	[0]	[0]	[0]	[3]

1.3 Employment of Part-Time Radio Employees

Jump to question: [1.3 ▾]

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[0]
Managers - 2000	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[0]
Professionals - 3000	[1]	[ ]	[ ]	[ ]	[1]	[0]	[2]
Technicians - 4000	[0]	[ ]	[ ]	[ ]	[ ]	[ ]	[0]
Sales Workers - 4500	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[0]
Office and Clerical - 5100	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[0]
Craftspersons (Skilled) - 5200	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[0]
Operatives (Semi-skilled) - 5300	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[0]
Laborers (Unskilled) - 5400	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[0]
Service Workers - 5500	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[0]
Total	[1]	[0]	[0]	[0]	[1]	[0]	[2]

1.3 Employment of Part-Time Radio Employees

Jump to question: [1.3 ▾]

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment   Jump to question: 1.4 ▼

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment   Jump to question: 1.4 ▼

Number working less than 15 hours per week   5

1.4 Part-Time Employment   Jump to question: 1.4 ▼

Number working 15 or more hours per week

1.5 Full-Time Hiring   Jump to question: 1.5 ▼

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring   Jump to question: 1.5 ▼

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

1.5 Full-Time Hiring   Jump to question: 1.5 ▼

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

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6 ▼

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

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6 ▼

Number of full-time and part-time job openings   3

1.7 Hiring Contractors   Jump to question: 1.7 ▼

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

1.7 Hiring Contractors   Jump to question: 1.7 ▼

	Check all that apply
Underwritting solicitation related activities	☐
Direct Mail	☑
Telemarketing	☐
Other development activities	☐
Legal services	☑
Human Resource services	☐
Accounting/Payroll	☐
Computer operations	☐
Website design	☑
Website content	☐
Broadcasting engineering	☑

Engineering		☑
Program director activities		☐
None of the above		☐

Comments

Question	Comment
No Comments for this section	

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	$ 117,500	10
Chief Executive Officer - Joint		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer	1.00	$ 75,000	5
Chief Financial Officer - Joint		$	
Chief Digital Media Operations		$	
Chief Digital Media Operations - Joint		$	

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

	# of Employees	Avg. Annual Salary	Average Tenure
Publicity, Program Promotion Chief		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief	1.00	$ 75,000	4
Communication and Public Relations, Chief - Joint		$	
Head of Audience		$	
Head of Audience - Joint		$	
Social Media Specialist / Manager	1.00	$ 49,875	2
Social Media Specialist / Manager - Joint		$	

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

	# of Employees	Avg. Annual Salary	Average Tenure
Programming Director		$	
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer	2.00	$ 77,683	8
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		$	

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

	# of Employees	Avg. Annual Salary	Average Tenure
Development, Chief	1.00	$ 75,000	4
Development, Chief - Joint		$	
Member Services, Chief	1.00	$ 47,250	8
Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	
Membership Fundraising, Chief - Joint		$	

Major Giving Fundraising Chief	$	
Major Giving Fundraising Chief - Joint	$	
On-Air Fundraising, Chief	$	
On-Air Fundraising, Chief - Joint	$	
Auction Fundraising, Chief	$	
Auction Fundraising, Chief - Joint	$	

2.4 Development and Fundraising Jump to question: 2.4 ⌄

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

2.5 Underwritting and Grant Sollicitation Jump to question: 2.5 ⌄

Underwriting, Chief	1.00	$ 67,683	8
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief	1.00	$ 52,500	1
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	

2.5 Underwritting and Grant Sollicitation Jump to question: 2.5 ⌄

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

2.6 Broadcast Engineering and Information Technology Jump to question: 2.6 ⌄

Operations and Engineering, Chief	1.00	$ 60,979	12
Operations and Engineering, Chief - Joint		$	
Engineering Chief		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1		$	
Broadcast Engineer 1 - Joint		$	
Production Engineer		$	
Production Engineer - Joint		$	
Facilities, Satellite and Tower Maintenance, Chief		$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	
Technical Operations, Chief		$	
Technical Operations, Chief - Joint		$	
Information Technology, Director		$	
Information Technology, Director - Joint		$	
Web Administrator/Web Master		$	
Web Administrator/Web Master - Joint		$	

2.6 Broadcast Engineering and Information Technology Jump to question: 2.6 ⌄

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

2.7 Journalists, Announcers, Broadcast and Traffic Jump to question: 2.7 ⌄

News / Current Affairs Director	1.00	$ 96,000	1
News / Current Affairs Director - Joint		$	
Music Director	1.00	$ 60,900	13
Music Librarian/Programmer	1.00	$ 45,000	3
Announcer / On-Air Talent	2.00	$ 46,535	7
Announcer / On-Air Talent - Joint		$	
Reporter	4.00	$ 51,875	2
Reporter - Joint		$	
Public Information Assistant		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic		$	
Director of Continuity / Traffic - Joint		$	

2.7 Journalists, Announcers, Broadcast and Traffic   Jump to question: 2.7 ⌄

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

2.8 Education and Community Engagement   Jump to question: 2.8 ⌄

Education, Chief	[ ]	$ [ ]	[ ]
Education, Chief - Joint	[ ]	$ [ ]	[ ]
Volunteer Coordinator	[ ]	$ [ ]	[ ]
Volunteer Coordinator - Joint	[ ]	$ [ ]	[ ]
Events Coordinator	[1.00]	$ [45,000]	[1]
Events Coordinator - Joint	[ ]	$ [ ]	[ ]
Section 2. Average Salary Totals	[21.00]	$ [1,043,780]	[89]

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)   [0]

3.1 Governing Board Method of Selection   Jump to question: 3.1 ⌄

Elected by community/membership   [2]

3.1 Governing Board Method of Selection   Jump to question: 3.1 ⌄

Other (please specify below)   [0]

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)   [5]

3.1 Governing Board Method of Selection   Jump to question: 3.1 ⌄

Total number of board members (Automatic total of the above)   [9]

3.2 Governing Board Members   Jump to question: 3.2 ⌄

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

3.2 Governing Board Members   Jump to question: 3.2 ⌄

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

3.2 Governing Board Members   Jump to question: 3.2 ⌄

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	1	1			2		4
Male Board Members	2	0	0	0	3	0	5
Total	3	1	0	0	5	0	9

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.)   [9]

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?

	Yes/No
Produce public service announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question	Comment
No Comments for this section	

Instructions and Definitions:

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.)

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)		2,290	2,290
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)		250	250
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)		3,200	3,200
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)			0
All Other (incl. sports and religious — Do NOT include fundraising)			0
Total	0	5,740	5,740

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.)

Approx Number of Original Program Hours	1,900

Comments

Question	Comment
No Comments for this section	

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2022 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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

Our biggest overall goal is to create programming that serves, very specifically, our local audience. We constantly seek to understand: What does our local audience want and need? What will inform, inspire and entertain them? The reporters in our newsroom tackle this goal in a variety of ways: they develop sources, attend community meetings, and monitor the stories emerging out of traditional media (the Dayton Daily News, local commercial television) and nascent media (within the digital space). We have beat reporters who naturally lean toward stories within their areas of expertise, which include local businesses and the local economy; food insecurity and how it intersects with poverty, class, education; environmental issues; education; and healthcare. We also have reporters available for general assignments. Operating from a newsroom philosophy centered around useful information that enables local citizens to participate in the community, we then pick and choose what we will cover. Gathering intel on community needs doesn't stop with our newsroom. Our most innovative approach to understanding the interests of our local audience happens outside the newsroom, through our "Community Voices" program. Launched in 2011, Community Voices is a robust training program that imparts audio storytelling skills to local citizens, few of whom have studied journalism previously. We train high school students, veterans, the recently incarcerated, immigrants to Greater Dayton, and others. The producers we train live in many neighborhoods and towns across our region. They inform us what's going on in their communities by pitching us stories. For the stories we accept, we assign an editor to work with them to bring their stories to completion. These community producers are the feet on the ground that we need. Finally, we have deep and long standing relationships with musicians from across our community. Many of them have performed on one of our music shows. We continue to develop and strengthen relationships with local creators by sharing our platforms with them. We gain a deeper understanding of the issues that matter to the local music scene in these ways: by inviting them to perform live on WYSO; by interviewing them about their projects; by serving as a media sponsor for important local events; and by having a staff presence at local events. It is through these avenues of music outreach in particular that we know we are growing and diversifying our audience, particularly when compared with our traditional news audience.

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.

Three initiatives that are emblematic of WYSO's community collaboration during this period were: Serving as one of four anchor stations across Ohio responsible for creating and launching "The Ohio Newsroom" WYSO, along with the NPR affiliates in Cincinnati, Columbus and Cleveland, has been working hard to build a new entity in our state. It's called "The Ohio Newsroom." WYSO general manager Luke Dennis serves on the executive committee. Here is a general description: "The Ohio Newsroom is a statewide reporting partnership between the largest public radio stations that expands news coverage throughout Ohio. This initiative means more in-depth stories, expanded digital content, and better statewide coordination on breaking news." Achievements in FY22 include creating bylaws for the entity as well as guidelines for a statewide underwriting program; securing the support of non-anchor stations in smaller markets; hiring a managing editor; and raising sponsorship dollars. Hiring a strong news director During this period we parted ways with our previous news director, so finding a strong replacement was a top priority. And we found one: Samantha Sommer, who worked for 20+ years at local newspapers as a reporter, editor and manager. Sommer brings the journalism and management experience we needed to focus and grow our newsroom. Since Sommer's hiring in spring 2022 she has made huge strides, including: filling all vacant positions, bringing high quality training opportunities to every member of her team, and formalizing partnerships with the local paper of record, the Dayton Daily News. Sommer's work has led to partnerships across the region. We now regularly conduct two-ways with reporters from the Dayton Daily, and our reporters regularly partner with other nonprofits through their reporting, including area universities, libraries, jails and prisons, the Ohio department of agriculture, and so many more. Partnering with the local business community to offer underwriting to minority and women owned businesses We secured ARPA money to offer complimentary underwriting to small businesses that are still recovering from the pandemic, with a focus on minority and women owned businesses. This has been a popular program, as you might expect! We hope they will see a measurable increase in business due to underwriting on WYSO and then, once the complimentary spots run out, work toward a cash relationship.

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

We know that series like "The Race Project" from our Center for Community Voices get people talking, strengthening conversational ties around the national reckoning with racial injustice. Our evidence is strong engagement with that series on social media as well as anecdotal feedback from listeners who thank us for creating a forum for difficult conversations. "The Race Project" is representative of the types of deep listening and engagement we encourage among our listeners. Here is a short description of the series from our website: The premise is pretty basic; invite two everyday people from the Miami Valley to talk about their life experiences through the prism of skin color. The conversations are honest, frank, yet civil. Project producer Basim Blunt says, "Our community has become so polarized by issues of race, policing and politics right now. Everyone is just shouting at each other. Hopefully, The Race Project is an outlet where listeners can hear people disagree and maybe realize common themes that we as Ohioans share. Everyone loves their kids, is concerned about the price of gas and we're all trying to get by during this pandemic, which has no regard for what skin color we are." Two other series we create that get people talking and connect local citizens with resources are: Re-Entry Stories: This series pairs formerly incarcerated men and women in conversation, always with an eye toward identifying local resources to help them successfully reintegrate into society. Stories during this grant period focused in particular on local businesses like The Fringe Coffeehouse in Hamilton that specifically serve this population. Veterans' Voices: This series typically highlights conversations between combat veterans, but last season the theme was "Veterans' Champions." Each story identified local people who serve, lift up and connect the local veteran community. Finally, here is a short, unsolicited comment from a listener that highlights one of our key "indicators for success": learning to get along with each other! "Thanks for doing all that you and your staff do to bring us news and the diversity of life in our area and in the rest of the world. This helps us all (including ants and elephants) to learn how better to "live together" on this planet. Be well and take courage!"

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.

Three ongoing series at WYSO "investigate and/or meet the needs of minority and other diverse audiences." When in active production, they generate one feature story each week, broadcast during both our newsmagazines and then shared widely in the digital space: They are: "Loud as the Rolling Sea" – series description: "The murder of George Floyd created a lot of soul searching around the country and here at WYSO. It made us think harder about the role the station should play in fighting racism in the Miami Valley. And so we will bring the voices of more people of color to the airwaves so we can see racism – past and present – through their eyes and hear their ideas about our shared future. You'll hear stories that began as a community oral history project 12 years ago in Yellow Springs, when citizens came together to gather the stories of the Civil Rights generation of activists, both Black and white, who were born in the 20s and 30s. Their stories have a lot to teach the activists of today." "West Dayton Stories," a community-based story-telling project centered on the people and places of Dayton's vibrant west side, a historically Black community. WYSO brings together community producers to tell stories reflecting its proud history, current complexities, and future hopes. "The Bind That Ties" – series description: "Crossing borders, overcoming obstacles, starting life over again in a new country. WYSO's radio series 'The Bind That Ties' brings you the stories of immigrants from around the Miami Valley. The series was conceived by Eichelberger Center for Community Voices producer Mojgan Samardar, herself an immigrant from Iran, and produced with assistance from the WYSO's Neenah Ellis.

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?

Unrestricted CPB supports our general operations. Our budget is lean: there is no "contingency" built into it. As much as possible, we direct every dollar toward program costs; and if dollars aren't paying for a program directly, they support programs indirectly as they are used to pay for facilities or our efficient administrative team. Here is the breakdown of expenses from a typical annual budget at WYSO: 76% goes to programming and operations 11% goes to facilities and equipment 9% goes to office and administrative costs 4% goes to legal, banking, and other professional services When we incorporate CPB funding into each year's budget, we envision all of it going toward programming. At around 8% of our total revenues, CPB funding is a significant piece of the pie chart. We could not serve our community as effectively without it: Not having access to 8% of our budget would result in the elimination of programs; it might even result in the elimination of 1-2 staff positions. Simply put, CPB funding is an essential piece of our operating budget. Thank you, CPB, for providing these funds.

Comments

Question	Comment

No Comments for this section

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
News Director	1	0	0	0	1	0	0	0	0
Assistant News Director									
Managing Editor									
Senior Editor									
Editor	1	0	0	1	0	1	0		
Executive Producer									
Senior Producer	2	0	0	1	1	1	0	1	0
Producer									
Associate Producer									
Reporter/Producer									
Host/Reporter	2	0	0	2	0	0	0	0	0
Reporter	4	0	0	2	2	2	1	0	0
Beat Reporter									
Anchor/Reporter									
Anchor/Host									
Videographer									
Video Editor									
Other positions not already accounted for									
Total	10	0	0	6	4	4	1	1	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	☑
Bento	☐
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

Allegiance

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

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

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

Check all that apply

Mailchimp	☑
Hubspot	☐
Constant Contact	☐
GoDaddy	☐
None	☐

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

Other

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

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

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

Check all that apply

Mailchimp Marketing Platform	☑
Hubspot Marketing Hub	☐
Active Campaign	☐
Adobe	☐
Piano.io	☐
None	☐

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

Other

Comments

Question	Comment
No Comments for this section	