Grantee Information

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

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ⌄

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	2			1	2		5
Managers - 2000					3		3
Professionals - 3000	6			1	10		17
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	8	0	0	2	15	0	25

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					2		2
Managers - 2000	1				4		5
Professionals - 3000	2	1			16		19
Technicians - 4000					1		1
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	3	1	0	0	23	0	27

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	0
Managers - 2000	0
Professionals - 3000	0
Technicians - 4000	0
Sales Workers - 4500	0
Office and Clerical - 5100	0
Craftspersons (Skilled) - 5200	0
Operatives (Semi-Skilled) - 5300	0
Laborers (Unskilled) - 5400	0
Service Workers - 5500	0
Total	0

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	1		3
Male Major Programming Decision Makers					1		1
Total	1	0	0	1	2	0	4

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	1	1			4		6
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100					1		1
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	1	1	0	0	5	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	2				6		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	0	0	6	0	8

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▾

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	0
Managers - 2000	0
Professionals - 3000	0
Technicians - 4000	0
Sales Workers - 4500	0
Office and Clerical - 5100	0
Craftspersons (Skilled) - 5200	0

Operatives (Semi-skilled) - 5300	0
Laborers (Unskilled) - 5400	0
Service Workers - 5500	0
Total	0

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   9

1.4 Part-Time Employment   Jump to question: 1.4 ▾

Number working 15 or more hours per week   6

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	1	0	0	0	1
Managers - 2000	0	2	0	1	3
Professionals - 3000	2	3	2	4	11
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	3	5	2	5	15

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   10

1.7 Hiring Contractors   Jump to question: 1.7 ▾

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

1.7 Hiring Contractors   Jump to question: 1.7 ▾

	Check all that apply
Underwritting solicitation related activities	☑
Direct Mail	☑
Telemarketing	☑
Other development activities	☑

Legal services	☑
Human Resource services	☐
Accounting/Payroll	☐
Computer operations	☑
Website design	☐
Website content	☐
Broadcasting engineering	☐
Engineering	☐
Program director activities	☐
None of the above	☐

Comments

Question	Comment
No Comments for this section	

2.1 Corporate Management   Jump to question: 2.1 ▾

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	$ 183,600	2
Chief Executive Officer - Joint		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer	1.00	$ 90,000	2
Chief Financial Officer - Joint		$	
Chief Digital Media Operations	1.00	$ 87,169	17
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

Bus Operations Specialist, #employees 1, avg. salary 58,007, avg. tenure 5 yrs Bus Support Specialist, #employees 1, avg. salary $44,346, avg. tenure 2 yrs Senior Business Asst, #employees 1, avg. salary $42,578, avg. tenure 10 yrs

2.2 Communication and Promotions   Jump to question: 2.2 ▾

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

2.2 Communication and Promotions   Jump to question: 2.2 ▾

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

Communications Specialist, # employees 1, avg. salary $60,000, avg. tenure 1 yr Digital Developer, # employees 1, avg. salary $53,550, avg. tenure 4 yrs Digital Media Lead, # employees 1, avg. salary $53,713, avg. tenure 6 yrs

2.3 Programming and Productions   Jump to question: [2.3 ˅]

Job Title	#	Salary	Tenure
Programming Director	1.00	$ 87,099	1
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer	2.00	$ 77,975	4
Executive Producer - Joint		$	
Producer	3.00	$ 61,833	2
Producer - Joint		$	
Digital Content Director		$	
Digital Content Director - Joint		$	
Digital Project Manager		$	
Digital Project Manager - Joint		$	
Managing Director, Audience Engagement		$	
Managing Director, Audience Engagement - Joint		$	

2.3 Programming and Productions   Jump to question: [2.3 ˅]

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

Production Assistant, # employees 1, avg. salary $32,448, avg. tenure 2 yrs

2.4 Development and Fundraising   Jump to question: [2.4 ˅]

Job Title	#	Salary	Tenure
Development, Chief	1.00	$ 110,000	2
Development, Chief - Joint		$	
Member Services, Chief	1.00	$ 68,250	2
Member Services, Chief - Joint		$	
Membership Fundraising, Chief	1.00	$ 84,000	2
Membership Fundraising, Chief - Joint		$	
Major Giving Fundraising Chief	1.00	$ 76,154	13
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

Development Coordinator, # employees 2, avg. salary $55,629, avg. tenure 2 yrs Fundraising Data Mgr, # employees 1, avg. salary $70,720, avg. tenure 3 yrs

2.5 Underwritting and Grant Sollicitation   Jump to question: [2.5 ˅]

Job Title	#	Salary	Tenure
Underwriting, Chief		$	
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief		$	
Corporate Underwriting, Chief - Joint		$	

Foundation Underwriting, Chief		$		
Foundation Underwriting, Chief - Joint		$		
Government Grants Solicitation, Chief		$		
Government Grants Solicitation, Chief - Joint		$		

2.5 Underwritting and Grant Sollicitation   Jump to question: 2.5 ▾

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

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

Operations and Engineering, Chief		$		
Operations and Engineering, Chief - Joint		$		
Engineering Chief	1.00	$	81,151	6
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	1.00	$	57,629	5
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	3.00	$	78,698	5
News / Current Affairs Director - Joint		$		
Music Director		$		
Music Librarian/Programmer		$		
Announcer / On-Air Talent	3.00	$	58,494	14
Announcer / On-Air Talent - Joint		$		
Reporter	13.00	$	59,394	6
Reporter - Joint		$		
Public Information Assistant		$		
Public Information Assistant - Joint		$		
Broadcast Supervisor	1.00	$	40,560	1
Broadcast Supervisor - Joint		$		

| Director of Continuity / Traffic | 1.00 | $ 49,171 | 19 |
| 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

Host/Producer Talk Show, # employees 1, avg. salary $84,000, avg. tenure 1 yr Engagement Editor, # employees 1, avg. salary $70,320, avg. tenure 2 yrs Senior Visual Data Specialist, # employees 1, avg. salary $61,229, avg. tenure 9 yrs Photojournalist, # of employees 1, avg. salrary $55,125, avg. tenure 2 yrs

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	$ 71,278	5
Events Coordinator - Joint		$	
Section 2. Average Salary Totals	37.00	$ 1,422,455	108

2.8 Education and Community Engagement   Jump to question: 2.8 ⌄

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

Event Assistant, # of employees 1, avg. salary $50,800, avg. tenure 4 yrs

Comments

Question	Comment
	interim

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

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

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

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

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

Appointed by government legislative body (including school board) or other government official (e.g. governor)   9

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

Elected by community/membership

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

Other (please specify below)

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

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

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

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					2		2
Male Board Members	1				4		5
Total	1	0	0	0	6	0	7

3.2 Governing Board Members

Jump to question: 3.2 ▾

Number of Vacant Positions   2

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?

4.1 Community Outreach Activities

Jump to question: 4.1 ▾

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

Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse   No
audiences?

Comments

Question	Comment

No Comments for this section

5.1 Radio Programming and Production   Jump to question: [5.1 ▼]

Instructions and Definitions:

5.1 Radio Programming and Production   Jump to question: [5.1 ▼]

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

5.1 Radio Programming and Production   Jump to question: [5.1 ▼]

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	0	0	0
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	0	107	107
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	450	450
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	0	557	557

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   63

Comments

Question	Comment

No Comments for this section

6.1 Telling Public Radio's Story   Jump to question: [6.1 ▼]

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

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

6.1 Telling Public Radio's Story   Jump to question: [6.1 ▼]

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

St. Louis Public Radio's mission is to inform and provide a deeper understanding and appreciation of events, ideas and cultures for a more inspired and engaged public. We try to do this in a variety of ways. Our news coverage focuses on politics, health, education, the arts, economic development, race and identity. On the radio, our reporters file newscast spots daily to fill the 14 newscasts that run during Morning Edition and All Things Considered. These stories provide up-to-the-minute information on recent developments. Additionally, reporters also file longer stories that explore issues at length and strive to put these issues in context and provide perspective. Nearly all of our radio stories have a corresponding digital story. Often, the news stories online are more robust and go into deeper explanations than the newscast reports.

All of our online stories are accompanied by engaging photographs. We also provide data visualizations when it makes sense to provide graphic representation of trends and issues. We have a one-hour locally produced daily talk show that explores relevant issues and that also encourages listeners to engage with the program by calling in or communicating with us via social media. We use social media platforms, email newsletters and in-person listening sessions to engage with our audience. We have an especially strong presence on Instagram, Facebook, TikTok and Twitter. We use these platforms to disseminate key takeaways from our reports and to direct readers to our digital stories; the platforms also allow us to encourage discussion with the community about issues and solicit feedback and ideas for what we should cover. We partner with two local newspapers to reach new audiences. The St. Louis American is a historically Black newspaper that we have a content-sharing agreement with. We often work with them to program debates and other discussions. The Belleville News-Democrat is a newspaper that serves the Metro East portion of our listening area. We have a content sharing agreement with the paper and a reporter who focuses coverage on the Metro East community and often works with the newspaper's reporters to produce in-depth stories.

6.1 Telling Public Radio's Story   Jump to question: [6.1 ✔]

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

We held 24 events in FY2021 that attracted about 2,050 people. This includes in-person events during the warmer months and online events to prevent the spread of COVID-19. Events included community partnerships showcasing local story tellers, filmmakers, authors and subject matter experts. Local musicians and theatre companies were introduced to new communities while bringing together diverse audiences. One of our key efforts included relaunching the St. Louis Teen Photojournalist Prize, which provides professional recognition, publicity, encouragement, training, and resources to high school students from across our listening area. The contest received 202 entries from students at 48 schools throughout our listening area. The entries were judged in partnership with journalists from the St. Louis Post-Dispatch, St. Louis Public Radio and freelancers. It also received promotional support from local commercial NBC TV affiliate KSDK - Channel 5. The program included hands-on training for about a dozen high school journalists and received financial support from the St. Louis Community Foundation, a local philanthropic nonprofit. St. Louis Public Radio journalists made about 40 public appearances at a variety of institutions around the region, including public schools, public and private universities, nonprofits such as the International Institute of St. Louis, book stores, book and film festivals and on panel discussions on a local public television show. On our daily talk show, we regularly feature the region's non-profits, arts organizations, schools, religious groups and political groups. We are partners with two area newspapers. The newspapers are the St. Louis American, a newspaper that serves the region's Black community; and the Belleville News-Democrat, a commercial newspaper that covers the Metro East region of our listening area. We have a reporter designated to cover the Metro East and he often works from the Belleville News-Democrat office. We also partner with the University of Missouri-St. Louis by hosting monthly concerts featuring the university's resident quartet, the Ariana String Quartet. We also partnered with the Red Cross to host a blood drive and with the St. Louis Film Festival to exhibit and discuss their short films. We carried the Missouri Governor's State of the State address on January 19, 2021, incorporating it into live coverage. That show was picked up by the other four public radio stations across the state.

6.1 Telling Public Radio's Story   Jump to question: [6.1 ✔]

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

We have consistently received very positive feedback for our programming and stories. Examples include a report we produced about inmates at Missouri's South Central Correctional Center quilting blankets for orphan children prompted many readers to reach out and ask how they could help financially support the inmate program. Here's what Julie Hughes wrote: I read the article about the inmate quilting project online this morning and it brought me to tears -- well done! The article mentioned that the initiative relies on donations, but made no mention of ways to donate. As a quilter myself, with family in Missouri, I would LOVE to donate to this project, can you help me with a link to the project administrator? (the prison website provides no details.)" Our reporter connected Julie with the point of contact inside the prison for the project. Another listener, Colleen Crank, asked for an address at the prison where she could send donated fabric. And we also assisted her. In response to our in-depth reporting on the population trends of various demographics in the St. Louis area, we heard compliments from our audience about how we explored the nuances and varying identities within racial groups in our diverse neighborhoods. The feedback included this note from resident Lany Clough: "Excellent report by Eric Schmid. Appreciate that he spoke with several Asians of different backgrounds to illustrate the point that they can't all be lumped as one. Well done. Thank you!"

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.

In November 2021, St. Louis Public Radio launched "STLPR en Español," an initiative to begin publishing Spanish-language translations of select news stories in order to better serve our region's growing Hispanic and Spanish-speaking populations. We eventually published five web articles in Spanish during the 2022 fiscal year and have continued the project into the 2023 fiscal year. St. Louis Public Radio premiered a sixth season of its award-winning podcast on race and class, "We Live Here." Born in the wake of the Ferguson Uprising, episodes range from investigative accountability pieces to story-based reflections with a focus on everyday people interested in racial equity. STLPR also launched a spinoff podcast in We Live Here Auténtico, celebrating the diversity of Latino voices in St. Louis. St. Louis Public Radio spent much of the 2022 fiscal year producing a new podcast launched in September 2022 called "Doin' It Our Way." The three-episode podcast series, which also aired in-part on our daily talk show, is about Black families' experience with traditional schooling in our region and how a growing number of Black families are leaving those schools behind to begin homeschooling.

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?

CPB funding assists in every aspect of our operations. Without the support, St. Louis Public Radio's digital and radio audience would be tremendously underserved. Thanks to CPB support, our web traffic has grown steadily over the past year reaching 3.6 million unique visitors this year. Our cume for online streaming is 70,000 listeners per month. And 1.9 million people downloaded one of our five podcasts. We have 142,000 weekly radio listeners and 53,800 subscribers to our three newsletters. The funding also provides support for all the ways that we engage with our audience. This includes two dozen events that attracted about more than 2,000 people. The funding also helps us connect with our audience through social media. We measure interaction on Facebook by the more than 27,000 monthly "likes" and 1,300 comments we get. On Instagram, our audience is growing steadily year by year to the point where had 11,300 followers by the end of FY21. And on Twitter, we have more than 64,000 people following us, sharing our stories and driving people to our website. The CPB funding provides the resources so that our team of talented content producers can reach our audience with the help of our marketing and events team.

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   Jump to question: 7.1 ▾

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Other
News Director	1			1	0	0				1		
Assistant News Director												
Managing Editor	0											
Senior Editor												
Editor	5	0	0	4	1	1				3		1
Executive Producer	1	0		1					0	1		
Senior Producer	1				1					1		
Producer	2			1	1	1				1		
Associate Producer												
Reporter/Producer												
Host/Reporter	1				1				1	0		
Reporter	0											
Beat Reporter	10			5	5	2				8		
Anchor/Reporter	2			1	1	1				1		
Anchor/Host												
Videographer	1			1			1					
Video Editor												
Other positions not already accounted for	1	2		3						3		
Total	25	2	0	17	10	5	1	0	1	19	0	1

Comments

Question	Comment

No Comments for this section

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

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

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

Check all that apply

Grove	☑
Bento	☐
WordPress	☐
Drupal	☐

Arc ☐

None ☐

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

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

Emma

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

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing 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	