Grantee Information

ID	1537
Grantee Name	WFAE-FM
City	Charlotte
State	NC
Licensee Type	Community

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 V

Please enter the number of FULL-TIME RADIO employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1 1 Employment of Full-Time Radio Employees

1.1 Employment of Full-Time Radio Employees Jump to question: 1.1 Jump to q											
Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total				
Officials - 1000	1	0	0	0	1	0	2				
Managers - 2000	1	0	0	1	5	0	7				
Professionals - 3000	2	0	0	0	9	0	11				
Technicians - 4000							0				
Sales Workers - 4500							0				
Office and Clerical - 5100					3		3				
Craftspersons (Skilled) - 5200					0		0				
Operatives (Semi- Skilled) - 5300							0				
Laborers (Unskilled) - 5400							0				
Service Workers - 5500							0				
Total	4	0	0	1	18	0	23				

1.1 Employment of Full-Time Radio Employees

1.1 Employment of Full-Time Radio Employees Jump to question: 1.1 v											
Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total				
Officials - 1000					1		1				
Managers - 2000					4		4				
Professionals - 3000		2	0	0	8		10				
Technicians - 4000							0				
Sales Workers - 4500					0		0				
Office and Clerical - 5100							0				

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Craftspersons (- 5200	Skilled)						C
Operatives (Se Skilled) - 5300	mi-						C
Laborers (Unsk 5400	illed) -						C
Service Worker 5500	rs -						
Total		0	2	0	0	13	0 15
1.1 Employm	ent of Full-Time R	adio Employees			Jump to ques	tion: 1.1 V	
Major Job Car Job Code / Joint Employe					Persons with D	Disabilities	
Managers - 200	00						
Professionals -							
Technicians - 4							
Sales Workers							
Office and Cler	ical - 5100						
Craftspersons (Skilled) - 5200						
Operatives (Se	mi-Skilled) - 5300						
Laborers (Unsk	illed) - 5400						
Service Worker	s - 5500						
Total						0	
1.1 Employm	ent of Full-Time R	adio Employees			Jump to ques	tion: 1.1 ~	
	e gender and ethnici abilities listed above	ty of each (e.g. 1 African America	n female).				
1.2 Major Pro	gramming Decisi	on Makers			Jump to ques	tion: 1.2 V	
major programs decisions abou result in a doub programming d	ning decisions. Inclu t program acquisition le-counting of some ecisions should be in	or racial group the head de the station general n and production, progra full-time employees; em cluded in the counts for the employee Question 1	nanager if appropriat m development, on- ployees having the i this item and again,	e. Major programming air program schedulin responsibility for makir	decisions include g, etc. This item should		
1.2 Major Pro	gramming Decisi	on Makers			Jump to ques	tion: 1.2 ×	
		in Question 1.1, how m programming decisions		ation general manager	,		
1.2 Major Pro	gramming Decisi	on Makers				Jump to ques	stion: 1.2 V
	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female	2	торито	7	7 tolully, dolling	2		4
Major Programming Decision Makers			'		, ,		
Male Major Programming Decision Makers					2		2
Total	2	0	0	0	4	0	6

Officials - 1000

Managers - 2000

Professionals - 3000

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 V More Than Native White, Major Job Category / American Hispanic American Asian/Pacific Non-Hispanic One Race Job Code Females Females Females Females Females Females Total Officials - 1000 0 0 Managers - 2000 Professionals - 3000 2 2 Technicians - 4000 0 Sales Workers - 4500 0 Office and Clerical -1 5100 Craftspersons (Skilled) 0 - 5200 Operatives (Semi-0 skilled) - 5300 Laborers (Unskilled) 5400 Service Workers -0 5500 Total 0 0 1.3 Employment of Part-Time Radio Employees Jump to question: 1.3 V African Native White, More Than Major Job Category / American Hispanic American Asian/Pacific Non-Hispanic One Race Job Code Males Males Males Males Males Males Total Officials - 1000 0 Managers - 2000 0 Professionals - 3000 Technicians - 4000 0 Sales Workers - 4500 Office and Clerical -5100 Craftspersons (Skilled) 0 - 5200 Operatives (Semiskilled) - 5300 Laborers (Unskilled) 0 5400 Service Workers -0 5500 Total 0 0 1.3 Employment of Part-Time Radio Employees Jump to question: 1.3 V Major Job Category / Job Code Persons with Disabilities

Technicians - 4000					
Sales Workers - 4500					
Office and Clerical - 5100)				
Craftspersons (Skilled) -	5200				
Operatives (Semi-skilled)	- 5300				
Laborers (Unskilled) - 540	00				
Service Workers - 5500					
Total					0
1.4 Part-Time Employ	ment			Jump to ques	stion: 1.4 ×
Of all the part-time emplo worked 15 or more hours		on 1.3, how many worked les I time?	s than 15 hours per	week and how many	
1.4 Part-Time Employ	ment			Jump to ques	stion: 1.4 ×
Number working less than	n 15 hours per week				4
1.4 Part-Time Employ	ment			Jump to ques	stion: 1.4 ×
Number working 15 or mo					2
1.5 Full-Time Hiring				Jump to ques	etion: 1 5 v
Enter the number of full-ti		ch category hired during the flude employees who change		ull-time status during the fisca	
1.5 Full-Time Hiring				-	
No full-time employees w	rere hired (check here	e if applicable)		Jump to ques	stion: 1.5
	(
1.5 Full-Time Hiring				Jump to ques	stion: 1.5 ×
Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000				1	1
Professionals - 3000	1	2		2	5
Technicians - 4000					0
Sales Workers - 4500				0	0
Office / Service Workers					
- 5100-5500					0
- 5100-5500 Total	1	2	0	3	6
			0	Jump to ques	6
1.6 Full-Time and Part Enter the total number of previously filled positions regardless of whether the whether it was filled by ar the promotion of an emple	t-Time Job Opening full-time and part-time and newly created po ye were filled during the in internal or an extern oyee who stays in ess	gs e openings that occurred duresitions. Include all positions he year. If a job opening was lal candidate. Do not include	ing the fiscal year. In that became availab filled during the year as job openings any s a different title (i.e.	Jump to ques clude both vacancies in le during the fiscal year, include it regardless of positions created through where there was no vacancy	6 stion: 1.6 v
1.6 Full-Time and Part Enter the total number of previously filled positions regardless of whether the whether it was filled by ar the promotion of an emple	t-Time Job Opening full-time and part-time and newly created pc sy were filled during th in internal or an extern oyee who stays in ess be filled). If no full-tim	e openings that occurred dursitions. Include all positions eyear. If a job opening was all candidate. Do not include sentially the same job but ha ne or part-time job openings	ing the fiscal year. In that became availab filled during the year as job openings any s a different title (i.e.	Jump to ques clude both vacancies in le during the fiscal year, include it regardless of positions created through where there was no vacancy	6 stion: 1.6 v
1.6 Full-Time and Park Enter the total number of previously filled positions regardless of whether the whether it was filled by ar the promotion of an emple newly created position to	t-Time Job Opening full-time and part-time and newly created po by were filled during the internal or an extern oyee who stays in ess be filled). If no full-time t-Time Job Opening	gs e openings that occurred dupositions. Include all positions eyear. If a job opening was all candidate. Do not include sentially the same job but hane or part-time job openings	ing the fiscal year. In that became availab filled during the year as job openings any s a different title (i.e.	Jump to quest clude both vacancies in le during the fiscal year, include it regardless of positions created through where there was no vacancy r zero.	6 stion: 1.6 v
1.6 Full-Time and Part Enter the total number of previously filled positions regardless of whether the whether it was filled by ar the promotion of an emple newly created position to 1.6 Full-Time and Part	t-Time Job Opening full-time and part-time and newly created pc ye were filled during the internal or an extern oyee who stays in ess be filled). If no full-time t-Time Job Opening part-time job openings	gs e openings that occurred dupositions. Include all positions eyear. If a job opening was all candidate. Do not include sentially the same job but hane or part-time job openings	ing the fiscal year. In that became availab filled during the year as job openings any s a different title (i.e.	Jump to quest clude both vacancies in le during the fiscal year, include it regardless of positions created through where there was no vacancy r zero.	6 stion: 1.6 v
1.6 Full-Time and Part Enter the total number of previously filled positions regardless of whether the whether it was filled by ar the promotion of an empl newly created position to 1.6 Full-Time and Part Number of full-time and p	te-Time Job Opening full-time and part-time and newly created point of the full of the ful	gs e openings that occurred dupositions. Include all positions eyear. If a job opening was all candidate. Do not include sentially the same job but hane or part-time job openings	ing the fiscal year. In that became availab filled during the year as job openings any s a different title (i.e. occured, please ente	Jump to questiculate both vacancies in le during the fiscal year, include it regardless of positions created through where there was no vacancy r zero.	6 stion: 1.6 v

			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 No Comments for this section	Comment		
2.1 Corporate Management	# of Formlessee	Ave. Assertal Colonia	Jump to question: 2.1 V
Chief Executive Officer	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - Joint		\$	
Chief Operations Officer	1.00	\$ 144,200	3
Chief Operations Officer - Joint		\$	
Chief Financial Officer		\$	
Chief Financial Officer - Joint		\$	
2.1 Corporate Management			lima ta aventian 21 v
Please list the Other Job titles in this sub-category r	not listed above		Jump to question: 2.1 V
Ç ,			
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		\$	
2.2 Communication and Promotions			Jump to question: 2.2 ×
Please list the Other Job titles in this sub-category r	not listed above		
2.3 Programming and Productions			Jump to question: 2.3 ×
Programming Director	1.00	\$ 135,960	3
Programming Director - Joint		\$	
Production, Chief		\$	

Production, Chief - Joint		\$	
Executive Producer	2.00	\$ 72,740	18
Executive Producer - Joint		\$	
Producer	4.00	\$ 47,669	5
Producer - Joint		\$	
2.3 Programming and Productions			Jump to question: 2.3 ×
Please list the Other Job titles in this sub-category r	not listed above		
2.4 Development and Fundraising			Jump to question: 2.4 ×
Development, Chief Development, Chief - Joint	1.00	\$ 97,375 \$	2
Member Services, Chief		\$	
Member Services, Chief - Joint		\$	
Membership Fundraising, Chief	1.00	\$ 138,995	4
Membership Fundraising, Chief - Joint		\$	
On-Air Fundraising, Chief		\$	
On-Air Fundraising, Chief - Joint		\$	
Auction Fundraising, Chief		\$	
		\$	
Auction Fundraising, Chief - Joint 2.4 Development and Fundraising Please list the Other Job titles in this sub-category r	not listed above	*[Jump to question: 2.4 ×
2.4 Development and Fundraising	not listed above		Jump to question: 2.4 × Jump to question: 2.5 ×
2.4 Development and Fundraising Please list the Other Job titles in this sub-category r 2.5 Underwritting and Grant Sollicitation Underwriting, Chief	not listed above	s	
2.4 Development and Fundraising Please list the Other Job titles in this sub-category r 2.5 Underwritting and Grant Sollicitation Underwriting, Chief Underwriting, Chief - Joint	not listed above	ss	
2.4 Development and Fundraising Please list the Other Job titles in this sub-category r 2.5 Underwritting and Grant Sollicitation Underwriting, Chief Underwriting, Chief - Joint Corporate Underwriting, Chief	not listed above	\$ \$ \$	
2.4 Development and Fundraising Please list the Other Job titles in this sub-category r 2.5 Underwritting and Grant Sollicitation Underwriting, Chief Underwriting, Chief - Joint Corporate Underwriting, Chief - Joint	not listed above	\$	
2.4 Development and Fundraising Please list the Other Job titles in this sub-category r 2.5 Underwritting and Grant Sollicitation Underwriting, Chief Underwriting, Chief Corporate Underwriting, Chief Corporate Underwriting, Chief - Joint Foundation Underwriting, Chief	not listed above	\$ \$ \$	
2.4 Development and Fundraising Please list the Other Job titles in this sub-category r 2.5 Underwritting and Grant Sollicitation Underwriting, Chief Underwriting, Chief - Joint Corporate Underwriting, Chief - Joint Foundation Underwriting, Chief Foundation Underwriting, Chief - Joint Foundation Underwriting, Chief - Joint	not listed above		
2.4 Development and Fundraising Please list the Other Job titles in this sub-category r 2.5 Underwritting and Grant Sollicitation Underwriting, Chief Underwriting, Chief Underwriting, Chief Corporate Underwriting, Chief Corporate Underwriting, Chief Foundation Underwriting, Chief Foundation Underwriting, Chief - Joint Government Grants Solicitation, Chief	not listed above	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
2.4 Development and Fundraising Please list the Other Job titles in this sub-category r 2.5 Underwritting and Grant Sollicitation Underwriting, Chief Underwriting, Chief - Joint Corporate Underwriting, Chief - Joint Foundation Underwriting, Chief Foundation Underwriting, Chief - Joint Foundation Underwriting, Chief - Joint	not listed above		
2.4 Development and Fundraising Please list the Other Job titles in this sub-category r 2.5 Underwritting and Grant Sollicitation Underwriting, Chief Underwriting, Chief Underwriting, Chief Corporate Underwriting, Chief Corporate Underwriting, Chief Foundation Underwriting, Chief Foundation Underwriting, Chief - Joint Government Grants Solicitation, Chief	not listed above		
2.4 Development and Fundraising Please list the Other Job titles in this sub-category of the State of the Other Job titles in this sub-category of the State of the Other Job titles in this sub-category of the State of the Other State of the State of the State of the Other State			Jump to question: 2.5 ×
2.4 Development and Fundraising Please list the Other Job titles in this sub-category of the Corporate Underwriting, Chief Underwriting, Chief - Joint Corporate Underwriting, Chief - Joint Foundation Underwriting, Chief - Joint Foundation Underwriting, Chief - Joint Government Grants Solicitation, Chief - Government Grants Solicitation, Chief - Joint 2.5 Underwriting and Grant Sollicitation	not listed above		Jump to question: 2.5 ×
2.4 Development and Fundraising Please list the Other Job titles in this sub-category of the Corporate Underwriting, Chief Underwriting, Chief - Joint Corporate Underwriting, Chief - Joint Foundation Underwriting, Chief - Joint Foundation Underwriting, Chief - Joint Government Grants Solicitation, Chief - Joint Government Grants Solicitation, Chief - Joint 2.5 Underwriting and Grant Sollicitation Please list the Other Job titles in this sub-category of the Corporations and Engineering, Chief	not listed above Technology		Jump to question: 2.5 × Jump to question: 2.5 × Jump to question: 2.6 ×
2.4 Development and Fundraising Please list the Other Job titles in this sub-category of the Corporate Underwriting, Chief Underwriting, Chief - Joint Corporate Underwriting, Chief - Joint Foundation Underwriting, Chief - Joint Foundation Underwriting, Chief - Joint Government Grants Solicitation, Chief - Joint Government Grants Solicitation, Chief - Joint 2.5 Underwriting and Grant Sollicitation Please list the Other Job titles in this sub-category of the Corporations and Engineering, Chief	not listed above Technology		Jump to question: 2.5 × Jump to question: 2.5 × Jump to question: 2.6 ×
2.4 Development and Fundraising Please list the Other Job titles in this sub-category of the Corporate Underwriting, Chief Und	not listed above Technology		Jump to question: 2.5 × Jump to question: 2.5 × Jump to question: 2.6 ×
2.4 Development and Fundraising Please list the Other Job titles in this sub-category of the Corporate Underwriting, Chief Underwriting, Chief - Joint Corporate Underwriting, Chief - Joint Foundation Underwriting, Chief - Joint Foundation Underwriting, Chief - Joint Government Grants Solicitation, Chief - Government Grants Solicitation, Chief - Joint 2.5 Underwritting and Grant Sollicitation Please list the Other Job titles in this sub-category of the Corporations and Engineering, Chief - Joint Operations and Engineering, Chief - Joint	not listed above Technology	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	Jump to question: 2.5 × Jump to question: 2.5 × Jump to question: 2.6 ×

Broadcast Engineer 1 - Joint		ş	
Production Engineer		ş	
Production Engineer - Joint		ş	
Facilities, Satellite and Tower Maintenance, Chief		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		ş	
Technical Operations, Chief		\$	
Technical Operations, Chief - Joint		\$	
Information Technology, Director		\$	
Information Technology, Director - Joint		\$	
Web Administrator/Web Master	1.0	0 \$ 70	,000
Web Administrator/Web Master - Joint		\$	
2.6 Broadcast Engineering and Information Techno	ology		Jump to question: 2.6 V
Please list the Other Job titles in this sub-category not liste			
2.7 Journalists, Announcers, Broadcast and Traffic			Jump to question: 2.7 ×
News / Current Affairs Director	1.00	\$ 86,865	12
News / Current Affairs Director - Joint		\$	
Music Director		\$	
Music Librarian/Programmer		\$	
Announcer / On-Air Talent	3.00	\$ 67,171	. 9
Announcer / On-Air Talent - Joint		\$	
Reporter	7.00	\$ 62,006	2
Reporter - Joint		\$	
Public Information Assistant		\$	
Public Information Assistant - Joint		\$	
Broadcast Supervisor		\$	
Broadcast Supervisor - Joint		\$	
Director of Continuity / Traffic	1.00	\$ 59,483	3
Director of Continuity / Traffic - Joint		\$	
2.7 Journalists, Announcers, Broadcast and Traffic	С		Jump to question: 2.7 ×
Please list the Other Job titles in this sub-category not liste	d above		
2.8 Education and Community Engagement			2.0
		\$	Jump to question: 2.8 ∨
Education, Chief Education, Chief - Joint		\$	
Volunteer Coordinator		\$	
Volunteer Coordinator - Joint		\$	
Events Coordinator	1.00	\$ 64,402	23
Events Coordinator - Joint		\$	
Section 2. Average Salary Totals	26.00	\$ 1,358,690	136
	20.00	1,330,090	130

2.8 Education and Community Engagement

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

	atic membership be		omee nota,			1	
•	Board Method of ernment legislative		chool board)		Jump to questio	n: 3.1 ×	
	ent official (e.g. gov		chool board)				
•	Board Method of	Selection			Jump to questio	n: 3.1 ×	
Elected by comm	unity/membership						
3.1 Governing	Board Method of	Selection			Jump to questio	n: 3.1 ×	
Other (please spe	ecify below)					1	
3.1 Governing	Board Method of	Selection			Jump to questio	n: 3.1 ×	
One board memb	er is nominated by	the Chancellor of	the University of North	Carolina at Charlotte	and ratified by the board.		
3.1 Governing	Board Method of	Selection			Jump to questio	n: 3.1 ×	
Elected by board	of directors itself (se	elf-perpetuating b	ody)			21	
3.1 Governing	Board Method of	Selection			Jump to questio	n: 3.1 ×	
Total number of b	oard members (Aut	omatic total of the	above)			23	
3.2 Governing	Board Members				Jump to questio	n: 3.2 ×	
	racial or ethnic grouning board members		s of your governing boa	rd by gender. Please	also report the		
3.2 Governing	Board Members				Jump to questio	n: 3.2 ×	
For minority grou	p identification, plea	ise refer to "Instru	ctions and Definitions" i	n the Employment su	ubsection.		
3.2 Governing	Board Members					Jump to que	estion: 3.2 V
Africa	an American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	3	0	0	0	6		9
Male Board	3	1			10		14
Members	6	1	0	0	16	0	23
Members Total	Board Members				Jump to questio	n: 3.2 ×	

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Jump to question: 2.8 v

3.2 Governing Board Members Jump to question: 3.2 V Number of Board Members with disabilities Comments Question Comment No Comments for this section 4.1 Community Outreach Activities Jump to question: 4.1 V 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 v Yes/No Produce public service announcemnts? Did the public service announcements have a specific, formal component designed to be of special service to the educational Yes Did the public service announcements have a specific, formal component designed to be of special service to the minority No community and/or diverse audiences? Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)? Yes Did the community activities information broadcast have a specific, formal component designed to be of special service to the Yes educational community? Did the community activities information broadcast have a specific, formal component designed to be of special service to the Nο minority community and/or diverse audiences? 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 No educational community? Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? Host community events (e.g. benefit concerts, neighborhood festivals)? 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 Yes diverse audiences? Provide locally created content for your own or another community-based computer network/web site? Yes Did the locally created web content have a specific, formal component designed to be of special service to the educational Yes community? Did the locally created web content have a specific, formal component designed to be of special service to the minority Yes community and/or diverse audiences? Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school Yes Did the partnership have a specific, formal component designed to be of special service to the educational community? Nο 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 v About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.) 5.1 Radio Programming and Production Jump to question: 5.1 V For National Distribution For Local Distribution/All Other Total

Music (announcer in studio playing principally a sequence of musical recording)			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)		43	43
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)		303	303
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)	2		2
All Other (incl. sports and religious — Do NOT include fundraising)		1	1
Total	2	347	349
5.1 Radio Programming and Production Out of all these hours of station production during the year charge of the production? (Minority ethnic or racial groups American/Pacific Islander.)		was a minority ethnic or racial group m	
5.1 Radio Programming and Production		Jump	to question: 5.1 ×
Approx Number of Original Program Hours			5
Comments			
Question Com	ment		
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 community about the activities you have engaged in to add needs by outlining key services provided, and the local valt those services. Please report on activities that occured in F Responses may be shared with Congress or the public. Gr to post a copy of this report (Section 6 only) to their website (10) days after the submission of the report to CPB. CPB r the report in an "About" or similar section on your website. previously been optional. Response to this section of the S mandatory.	dress community ue and impact of Fiscal Year 2019. cantees are required e no later than ten ecommends placing This section had	Joint licensee Grantees that have a Content and Services Report as pa requirement for TV CSG funding m done so in the corresponding ques long as all of the questions below they relate to radio operations in s must include the date the report w. CPB along with the TV Grantee ID submitted.	art of meeting the lay state they have stions below, so were addressed as uch report. You as submitted to

6.1 Telling Public Radio's Story

Jump to question: 6.1 \times

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.

WFAE's mission is Journalism that Informs, Enriches, and Inspires. Through our newsroom, podcasts, daily program service and community outreach. we work to tell the stories that impact our audiences. FY'19 showcased WFAE's commitment to this service in many ways... A huge undertaking for WFAE in FY'19 was our "Finding Home" series, a year-long project to examine issues of affordable housing in the Charlotte region. This project involved every reporter in our newsroom, and featured weekly reporting on the subject. Our acclaimed podcast "She Says," which examined the story of a sexual assault survivor, concluded in FY19 having been downloaded more than 66,000 times; we launched our successful music podcast "Amplifier," which showcases the art and artists of Charlotte's diverse music scene; we launched our "Queen City PodQuest," which allowed individuals living within WFAE's broadcast area to enter their podcast ideas -- generating 379 entries and more than 184,000 votes. We continued our award-winning weekday radio program "Charlotte Talks," which offers nearly 250 hours of discussion on local issues each year. We also continued our award-winning "FAQ City" podcast, which invites audience members to submit questions to the WFAE newsroom for investigation. And we continued our acclaimed "SouthBound" podcast, which features interviews with notable southerns from all walks of life. In addition to these well-received productions, VFAE's newsroom provided it's award-winning daily news service, focusing on Education, the Environment, Health & Science, the Arts and more. The station also hosted nearly 20 community events during the fiscal year in zip codes throughout the station's broadcast area. These events brought together diverse populations to examine the issues most important to the region, as well as opportunities for community building.

6.1 Telling Public Radio's Story

Jump to question: 6.1 v

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

A shining example of how WFAE partnered with other organizations in FY19 can be seen with the weekly "Charlotte Talks" weekly news round-up, which brings together journalists from a variety of local media organizations -- some for profit, and some non-profit -- to discuss the

pressing issues in the region that week. When Hurricane Florence hit the Carolinas, WFAE partnered with WHQR in Wilmington, NC to provide coverage of the storm. WFAE environmental reporter David Boraks braved flooded highways and downed trees in a rented truck to make his way from Charlotte to Wilmington to help WHQR file stories about the storm. The station partnered numerous times with Blumenthal Performing Arts to host WFAE public conversations

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.

Key indicators for WFAE's success in FY'19 include significant increases in contributed support – total revenue grew by 5% in FY'19 and the total number of supporters grew to a record of over 21,000 (a 51% increase since FY15). In addition to increased listener support, the station received a record number of awards and accolades, including: A Gracie Award and Online News Association recognition for Sarah Delia's "She Says" podcast; a Webby Award for Joni Deutsch's "Amplifier" podcast; a Hearken Champion of Curiosity award for Nick de la Canal's FAQ City podcast; numerous regional Edward R. Murrow Awards; three awards from the Charlotte Area Association of Black Journalists; two PRNDI awards; and multiple "best of" recognitions from area news organizations.

6.1 Telling Public Radio's Story

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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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

Key initiatives to meet the needs of diverse audiences include: Our year-long "Finding Home" initiative, which focused the attention of every journalist in our newsroom on the issue of affordable housing in Charlotte. We also launched our Queen City PodQuest. A primary goal of the PodQuest was to encourage individuals who have traditionally not had opportunities to tell their story, to do just that. The PodQuest received nearly 400 entries... many more than WFAE expected... and from every zip code within our broadcast area. WFAE also followed the story of Charlotte's growing homicide rate and hosted a public conversation on the issue. IN FY2O, we have continued our "Finding Home" series, and have grown upon the success of the "Queen City PodQuest" by partnering with the Charlotte Library to offer podcasting classes.

6.1 Telling Public Radio's Story

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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?

As reported in past SAS reports, if WFAE were to lose CPB funding, many of the stories we focus on would simply not be told. CPB funding ensures that WFAE can focus on stories and projects that fulfull community needs, not projects that have the highest ROI. CPB funds help WFAE fulfill it's vision of "A More Informed Community, Grounded in our Shared Humanity."

Comments

Question Comment

No Comments for this section

7.1 Journalists Jump to question: 7.1 v

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

7.1 Journalists

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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						1		
Assistant News Director												
Managing Editor												
Senior Editor												
Editor	2			1	1					2		
Executive Producer	2				2					2		
Senior Producer	1				1					1		
Producer	2			1	1	1				1		
Associate Producer	1			1						1		

Reporter/Producer														
Host/Reporter	3	3	4		4	3	1	1] [5		
Reporter	3	3		8	7	4	2	1] [1	7		
Beat Reporter	3	3		1	2	2		1] [3		
Anchor/Reporter] [
Anchor/Host			1		1] [1		
Videographer] [
Video Editor] [
Other positions not already accounted for	2	2		1	1	2] [3	0	
Total	20)	5	10	19	16	4	3] [0	1	27	0	0

Comments

Question Comment

No Comments for this section