

Grantee Information

ID	1607
Grantee Name	WUTC-FM
City	Chattanooga
State	TN
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		2
Managers - 2000					0		0
Professionals - 3000					0		0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200					1		1
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	3	0	3

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000					0		0
Managers - 2000					1		1
Professionals - 3000					1		1
Technicians - 4000							0
Sales Workers - 4500					1		1
Office and Clerical - 5100					1		1
Craftspersons (Skilled) - 5200					1		1
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	5	0	5

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

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200	2				4		6
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	2	0	0	0	4	0	6

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

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

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					
Managers - 2000					
Professionals - 3000					
Technicians - 4000					
Sales Workers - 4500					
Office / Service Workers - 5100-5500					
Total					

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

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

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

Number of full-time and part-time job openings

1.7 Hiring Contractors

Jump to question: 1.7

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

1.7 Hiring Contractors

Jump to question: 1.7

Check all that apply

Underwriting solicitation related activities

Direct Mail

Telemarketing

Other development activities

Legal services

Human Resource services

Accounting/Payroll

Computer operations

Website design

Website content

Broadcasting engineering☒

Engineering☐

Program director activities☐

None of the above☐

Comments

QuestionComment

No Comments for this section

2.1 Corporate Management

Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
<u>Chief Executive Officer</u>	1.00	\$ 72,070	4
Chief Executive Officer - Joint		\$	
<u>Chief Operations Officer</u>		\$	
Chief Operations Officer - Joint		\$	
<u>Chief Financial Officer</u>	1.00	\$ 58,400	6
Chief Financial Officer - Joint		\$	
<u>Chief Digital Media Operations</u>		\$	
Chief Digital Media Operations - Joint		\$	

2.1 Corporate Management

Jump to question: 2.1

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

2.2 Communication and Promotions

Jump to question: 2.2

<u>Publicity, Program Promotion Chief</u>		\$	
Publicity, Program Promotion Chief - Joint		\$	
<u>Communication and Public Relations, Chief</u>		\$	
Communication and Public Relations, Chief - Joint		\$	
<u>Head of Audience</u>		\$	
Head of Audience - Joint		\$	
<u>Social Media Specialist / Manager</u>		\$ 0	0
Social Media Specialist / Manager - Joint		\$	

2.2 Communication and Promotions

Jump to question: 2.2

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

2.3 Programming and Productions

Jump to question: 2.3

<u>Programming Director</u>		\$	
Programming Director - Joint		\$	
<u>Production, Chief</u>	1.00	\$ 42,494	5
Production, Chief - Joint		\$	
<u>Executive Producer</u>		\$ 0	
Executive Producer - Joint		\$	
<u>Producer</u>	1.00	\$ 67,176	26
Producer - Joint		\$	
<u>Digital Content Director</u>		\$	
Digital Content Director - Joint		\$	
<u>Digital Project Manager</u>		\$	
Digital Project Manager - Joint		\$	
<u>Managing Director, Audience Engagement</u>		\$	
Managing Director, Audience Engagement - Joint		\$	

2.3 Programming and Productions

Jump to question: 2.3

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

2.4 Development and Fundraising

Jump to question: 2.4

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

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

2.4 Development and Fundraising

Jump to question: [2.4](#) ▼

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

2.5 Underwriting and Grant Solicitation

Jump to question: [2.5](#) ▼

Underwriting, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="56,534"/>	<input type="text" value="3"/>
Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.5 Underwriting and Grant Solicitation

Jump to question: [2.5](#) ▼

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

2.6 Broadcast Engineering and Information Technology

Jump to question: [2.6](#) ▼

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

2.6 Broadcast Engineering and Information Technology

Jump to question: [2.6](#) ▼

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

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: [2.7](#) ▼

News / Current Affairs Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Librarian/Programmer	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent	<input type="text" value="1.00"/>	\$ <input type="text" value="62,740"/>	<input type="text" value="3"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter	<input type="text"/>	\$ <input type="text" value="0"/>	<input type="text" value="0"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

Director of Continuity / Traffic - Joint

\$

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question:

2.7

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

2.8 Education and Community Engagement

Jump to question:

2.8

Education, Chief		\$		
Education, Chief - Joint		\$		
Volunteer Coordinator		\$		
Volunteer Coordinator - Joint		\$		
Events Coordinator		\$	0	0
Events Coordinator - Joint		\$		
Section 2. Average Salary Totals	6.00	\$	359,414	47

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)

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

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)

12

3.1 Governing Board Method of Selection

Jump to question:

3.1

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

12

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				2		3
Male Board Members	1				8		9
Total	2	0	0	0	10	0	12

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.)

12

3.2 Governing Board Members

Jump to question:

3.2

Number of Board Members with disabilities

0

Comments

Question

Comment

No Comments for this section

4.1 Community Outreach Activities

Jump to question:

4.1

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities

Jump to question: 4.1

Yes/No

Produce public service announcements?

Yes

Did the public service announcements have a specific, formal component designed to be of special service to the educational community?

Yes

Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?

Yes

Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?

Yes

Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Produce/distribute informational materials based on local or national programming?

Yes

Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?

Yes

Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Host community events (e.g. benefit concerts, neighborhood festivals)?

Yes

Did the community events have a specific, formal component designed to be of special service to the educational community?

Yes

Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Provide locally created content for your own or another community-based computer network/web site?

Yes

Did the locally created web content have a specific, formal component designed to be of special service to the educational community?

Yes

Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?

Yes

Did the partnership have a specific, formal component designed to be of special service to the educational community?

Yes

Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Comments

QuestionComment

Yes.

Long-form one hour programming, inserts for local talk shows, purchased underwriting, and promotional announcements for The Children's Hour and for ArtsBuild.

Yes. For La Paz-Chattanooga and for Rise-Chattanooga.

Yes. For Rise-Chattanooga, La Paz-Chattanooga, Latino USA, The Children's Hour, and Science Friday.

Yes. Long-form one hour programming, inserts for local talk shows, purchased underwriting, and promotional announcements for The Children's Hour, Science Friday and for ArtsBuild.

Yes. The Ed Johnson Project, about an early 20th century lynching, was a series of podcasts produced by UTC students, aired on WUTC air and published to the WUTC website.

A One Small Step showcase event was hosted by the campus Podcast Manager in conjunction with his grant through WUTC.

Now that the One Small Step recording (involving UTC students) has been completed, the future project is to commit the recording to broadcast and podcast form for publishing through curated classes conducted by the UTC Podlab and aired on WUTC-FM and the WUTC website.

One of the showcased One Small Step conversations was between a Caucasian woman and an African-America man. Others are in the words between diverse backgrounds and communities.

Yes. Interns/Part-time student workers produced programs for distribution on the Rising Rock local website. This included the Ed Johnson Project, a podcast series about a brutal murder from the early 20th century.

The Ed Johnson project was produced through the UTC Podlab and by students from classes conducted by the Podlab management.

Yes. The man murdered was an African-American man. The ramifications of this still reverberate in Chattanooga.

WUTC partnered with WTCL, the PBS outlet in a series of hosted political debates, hosted by a WUTC staff member and aired on both entities.

Yes. One of the debates was a school board debate. Also, a question and answer session was hosted with the President of the school board.

Yes. There are several school based schools in predominantly minority neighborhoods with predominantly minority students.

Yes. For La Paz-Chattanooga and for Rise-Chattanooga.

Long-form one hour programming, inserts for local talk shows, purchased underwriting, and promotional announcements.

Yes

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)		1,352	1,352

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)	<input type="text"/>	<input type="text" value="52"/>	<input type="text" value="52"/>
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)	<input type="text"/>	<input type="text" value="52"/>	<input type="text" value="52"/>
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)	<input type="text"/>	<input type="text" value="4"/>	<input type="text" value="4"/>
All Other (incl. sports and religious — Do NOT include fundraising)	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="1,460"/>	<input type="text" value="1,460"/>

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

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 occurred in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

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

6.1 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.

WUTC's local hosts engage the community in Chattanooga and the Tennessee Valley from news and public affairs to the arts, music and culture. Our website and app platforms showcase local content on demand – and we have expanded our social media reach significantly in the past calendar year.

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.

Local content partners for WUTC include: PBS station WTCI, RISE Chattanooga – a Black arts and cultural nonprofit, La Paz Chattanooga – serving the Hispanic / Latino community, the Community Foundation of Greater Chattanooga, and students earning academic credit at the University of Tennessee of Chattanooga.

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.

RISE Chattanooga provides a weekly podcast – “AMPLIFY” – for WUTC's primetime schedule. “Scenic Roots” – our weekday talk show – features conversation series on the local Black and Hispanic / Latino communities, in collaboration with stakeholders in those communities. A conversation series with the Arts-Based Collaborative at UTC helped to secure a Tennessee arts grant for a school in Chattanooga.

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.

“AMPLIFY” joined WUTC's schedule in 2022. Efforts to increase content from the Hispanic / Latino community – from a regular conversation series in “Scenic Roots” from La Paz - Chattanooga to community volunteers – are now in the works.

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 has allowed us to build our local programming and deepen our community engaged focus while maintaining our base of quality national and regional programming from public radio providers.

Comments

Question

Comment

No Comments for this section

7.1 Journalists

Jump to question: 7.1

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

7.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific
News Director	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Assistant News Director										
Managing Editor										
Senior Editor										
Editor										
Executive Producer										
Senior Producer	1			1		0				
Producer	0	7		5	2	2				
Associate Producer										
Reporter/Producer								0		
Host/Reporter										
Reporter										
Beat Reporter										
Anchor/Reporter										
Anchor/Host										
Videographer									0	
Video Editor										
Other positions not already accounted for										
Total	1	7	0	6	2	2	0	0	0	

Comments

QuestionComment

No Comments for this section

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

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

Jump to question: 8.1

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?

Other

Jump to question: 8.1

8.2 Which Customer Relationship Management (CRM) System is your station using?

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.

Jump to question: 8.2

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?

Other

Jump to question: 8.2

8.3 Which Email Service Provider (ESP) is your station using?

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

Jump to question: 8.3

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question: 8.3

8.3 Which Email Service Provider (ESP) is your station using?

Other

Check all that apply

Mailchimp

Hubspot

Constant Contact

GoDaddy

None

☒

☐

☒

☐

☐

Jump to question:

8.3

8.4 Which Marketing Automation Platform is your station using?

Other

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?

Other

Check all that apply

Mailchimp Marketing Platform

Hubspot Marketing Hub

Active Campaign

Adobe

Piano.io

None

☐

☐

☐

☐

☐

☒

Jump to question:

8.4

Comments

Question

Comment

No Comments for this section