## Grantee Information

| ID | 1288 |
| :--- | :--- |
| Grantee Name | KUAR-FM |
| City | Little Rock |
| State | AR |
| 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.


lease enter the gender and ethnicity of each
person with disabiities 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. niclude the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This
result in a double-counting of some full-time employees; employees having the responsibility for making major
result in a double-counting of some full-time employees; employees having the
programming decisions should be included in the counts for this item and again,
programming decisions should be included in the counts for this
by job category above, in the full-time employee Question 1.1.
1.2 Major Programming Decision Makers
f the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?


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

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Print Survey
Jump to question: 1.3 V More Than
One Race One Race
Females

1.3 Employment of Part-Time Radio Employees

1.3 Employment of Part-Time Radio Employees

Major Job Category I
Officials - 1000
Managers - 2000
Professionals - 3000
echnicians - 4000
Sales Workers - 4500
Office and Clerical - 5100
Craftspersons (Skilled) - 5200

## Operatives (Semi-skilled) - 5300

Laborers (Unskilled) - 5400
Service Workers - 5500
Total
0
1.4 Part-Time Employment

Jump to question: 1.4 V
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? worked 15 or more hours per week, but not full time?
1.4 Part-Time Employment


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.
No full-time employees were hired (check here if applicable)
1.5 Full-Time Hiring

Major Job Category Officials - 1000

Managers - 2000
Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office / Service
Workers - $5100-5500$ $\qquad$

Jump to question: 1.5


Total
0
3 0

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

$$
\begin{aligned}
& \text { vacancies in }
\end{aligned}
$$

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 becare available during the fiscal year,
eegardless 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

Number of full-time and part-time job openings
1.7 Hiring Contractors

Jump to question: $\begin{array}{r}1.6 \mathrm{~V} \\ \square \\ \hline\end{array}$
Jump to question: 1.7 V

Jump to question: 1.7
Check all that apply
. 7 Hiring Contractors

Underwritting solicitation related activities
Direct Mail$\nabla$

Telemarketing ..... $\square$

Other development activities

## Legal services

Human Resource services

## Accounting/Payroll

## Computer operations

## Website design

## Website content

Broadcasting engineering
Engineering$\square$

Program director activities
None of the above

## Comments

## Question

 CommentNo Comments for this section
2.1 Corporate Management

Chief Executive Officer
Chief Executive Officer - Joint
Chief Operations Officer
Chief Operations Officer - Joint
Chief Financial Officer
Chief Financial Officer - Joint
Chief Digital Media Operations
Chief Digital Media Operations - Joint

2.1 Corporate Management


Please list the Other Job titles in this sub-category not listed above
2.2 Communication and Promotions

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


Please list the Other Job titles in this sub-category not listed above
2.3 Programming and Productions

Programming Director


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## Programming Director - Joint

Production, Chief
Production, Chief - Joint
Executive Producer
Executive Producer - Joint
Producer
Producer - Joint
Digital Content Director
Digital Content Director - Joint
Digital Project Manager
Digital Project Manager - Joint
Managing Director Audience Engagemen
Managing Director, Audience Engagement - Joint
2.3 Programming and Productions

Please list the Other Job titles in this sub-category not listed above
2.4 Development and Fundraising

Development, Chief
Development, Chief - Joint
Member Services, Chief
Member Services, Chief - Joint
Membership_Fundraising _ Chief
Membership Fundraising, Chief - Joint
Maior Giving Fundraising Chief
Major Giving Fundraising Chief - Joint
On-Air Fundraising, Chief
On-Air Fundraising, Chief - Joint
Auction Fundraising, Chief
Auction Fundraising, Chief - Joint

2.4 Development and Fundraising

Please list the Other Job titles in this sub-category not listed above
2.5 Underwritting and Grant Sollicitation

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


Jump to question: 2.3 V


Jump to question: 2.4 V

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## Government Grants Solicitation, Chief - Joint

$\qquad$ $\$ \square$
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

Operations and Engineering, Chief Operations and Engineering, Chief - Joint

Engineoring Chief
Engineering Chief - Joint
Broadcast Engineer 1
Broadcast Engineer 1 - Joint
Production-Engineer
Production Engineer - Joint
Facilities, Satellite and Tower Maintenance, Chief
Facilities, Satellite and Tower Maintenance, Chief - Joint
Technical Operations, Chief
Technical Operations, Chief - Joint
Information Technology, Director
Information Technology, Director - Joint
Web Administrator:Meb Master
Web Administrator/Web Master - Joint
2.6 Broadcast Engineering and Information Technology

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

2.7 Journalists, Announcers, Broadcast and Traffic

News / Current Affairs Director
News / Current Affairs Director - Joint
Music Director
Music Librarian/Programmer
Announcer / On-Air Talen
Announcer / On-Air Talent - Joint
Reporter
Reporter - Joint
Public Information Assistant
Public Information Assistant - Joint
Broadcast Supervisor
Broadcast Supervisor - Joint
Director of Continuity / Traffic
Director of Continuity / Traffic - Join

2.7 Journalists, Announcers, Broadcast and Traffic
https://isis.cpb.org/Survey/Printing.aspx?sabssas=2\&secnum=1000

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

2.8 Education and Community Engagement

Education, Chief
Education, Chief - Joint
Volunteer Coordinator
Volunteer Coordinator - Joint
Events Coordinator
Events Coordinator - Join
Section 2. Average Salary Totals



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


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

Ex-Officio (Automatic membership because of another office held)
3.1 Governing Board Method of Selection

Appointed by government legislative body (including school board) or other government official (e.g. governor)
3.1 Governing Board Method of Selection

Elected by community/membership
3.1 Governing Board Method of Selection

Other (please specify below)
3.1 Governing Board Method of Selection
3.1 Governing Board Method of Selection

Elected by board of directors itself (self-perpetuating body)
3.1 Governing Board Method of Selection

Total number of board members (Automatic total of the above)
Jump to question: 3.1 V

3.2 Governing Board Members

Jump to question: 3
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

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

Male
Board
Members
$\qquad$ 1 $\qquad$ 0 $\qquad$ 0 $\qquad$ 9 $\qquad$ 0 10
3.2 Governing Board Members

Number of Vacant Positions
3.2 Governing Board Members

3.2 Governing Board Members

Number of Board Members with disabilities
Comments
Question
Comment

No Comments for this section
4.1 Community Outreach Activities

4.1 Community Outreach Activities

Produce public service announcemnts? Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational No community?
did the public service announcements have a specific, formal component designed to be of special service to the minority ommunity 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 No
ducational community?
id the community activities information broadcast have a specific, formal component designed to be of special service to the No
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 $\quad$ Y
Host community events (e.g. benefit concerts, neighborhood festivals)? $\quad$ 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 iverse audiences?
Provide locally created content for your own or another community-based computer network/web site?
id the locally created web content have a specific, formal component designed to be of special service to the educational 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 district)?
Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?Yes
Did the partn
audiences?Comments

No Comments for this section
5.1 Radio Programming and Production

Instructions and Definitions:
5.1 Radio Programming and Production

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

> For National Distribution

For Local Distribution/All Other
5.1 V

National Distribution
$\square$
Music (announcer in studio playing principally a sequence of musical recording)
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)
News and Public Affairs (includes regular coverage of news events, such as that produced coverage of news events, such as that produced
by a newsroom, and public issues-driven listener participation, interview and discussion programs) 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 mamination of a single or related multiple subject
All Other (incl. sports and religious - Do NOT
Total $\qquad$
0 $\qquad$
5.1 Radio Programming and Production

Jump to question: 5.1 V 146 ut of all these hours of station production during the year for about how many was a minority ethnic or racial group memb charge of the production?.
American/Pacific Islander.)
5.1 Radio Programming and Production

Approx Number of Original Program Hours
Comments
Question Comment
No Comments for this section
6.1 Telling Public Radio's Story

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 2023. 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 previously been optional. Response to this section of the SAS is now nandatory
6.1 Telling Public Radio's Story
Jump to question: 5.1
$\qquad$
.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.

Little Rock Public Radio strives to inform and enrich the lives of the citizens of the Little Rock area with the highest quality radio and online news and cultural content on KUAR-FM 89.1 and classical music on KLRE-FM 90.5 . Programming aired on KUAR-FM and KLRE-FM is
simulcast on KUAR-HD1 and KLRE-HD1 radio channels, KLRE's classical music programming is simulcast on KUAR's HD-2 channel to simulcast on KUAR-HD1 and KLRE-HD1 radio channels, KLRE's classical music programming is simulcast on KUAR's HD-2 channel to provide classical music to a larger geographical area (KLRE-FM is a 40,000 -watt station and KUAR is effectively a 100,000 -watt station). Both
KUAR-FM and KLRE-FM are simulcast on web streams via KUAR.org and KLRE.org. Listeners can find original local news, along with news from community media partners and National Public Radio at ualrpublicradio.org, which is also the primary place for listeners to find information about the programming of KLRE-FM and KUAR-FM. Little Rock Public Radio seeks community input on issues at events and via email and social media. KUAR focuses on these primary initiatives to serve its community: - Producing 10 local newscasts each weekday,
which cover daily news and issues of importance to the community - Producing at least one long form report each week (on average) that which cover daily news and issues of importance to the community - Producing at least one long form report each week (on average) that
treats a subject with more depth - Posting locally generated news reports and information updates to the station website and social media channels daily - Partnering with educational organizations to produce informational features about anthropology, art, communication, history of racial and ethnic issues in Arkansas, general Arkansas history, literature, the work of community development groups, and nature - Partnering with other news organizations to bring listeners news about business and politics - Managing a regional story sharing partnership and listse
with other public radio stations in and around Arkansas. Producing a weekly arts and culture radio show focused on events in Arkansas. Partnering with the local library system and the local League of Women Voters chapter to produce a quarterly virtual live panel discussion o issues of importance to the community that is recorded and aired on KUAR-FM and posted at littlerockpublicradio.org Nielsen Audio and Radio Research Consortium report that KUAR reached on avaerage 56,000 people each week (Little Rock, Persons $12+$ Total Market, M-Su 6A-12M, average of Spring 2023 and Fall 2023 surveys) during 202 through its broadcast service. An additional 15,600 listeners tuned to
KLRE each week (Little Rock, Persons $12+$ Total Market, M-Su 6A-12M, average of Spring 2022 and Fall 2022 surveys) in 2023. Approx. $5 \%$
of metro listeners identify themselves as Hispanic, according to Nielsen Audio. Approximately $25 \%$ identify as black. $42 \%$ of the total listeners of KLRE are 65 or older. $30 \%$ of KUAR listeners are 65 or older. In addition, ualrpublicradio.org received an average of 35,000 unique page
views each month of 2023 . LRPR's Facebook Page has roughly 5,500 followers, its Instagram page has roughly 1,900 and @kuarpublicradi vews roughly 3,500 Twitter followers.
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,
connected across the community and engaged with other important organizations in the area.

Little Rock Public Radio partners with the following organizations on these key initiatives: • Central Arkansas Library Service (CALS), the eague of Women Voters of Pulaski County to produce and broadcast a quarterly series of virtual and in person live public forums on issues of importance to the community called Issues That Matter • CALS Butler Center's Encyclopedia of Arkansas program to produce and
broadcast a series of one-minute features highlighting historical facts and stories of Arkansas called Enyclopedia of Arkansas Minute broadcast a series of one-minute features highlighting historical facts and stories of Arkansas called Encyclopedia of Arkansas Minute Department to produce Arkansas Moments, a one-minute feature broadcast each day that presents historical information about civil rights Arkansas. UA Little Rock Department of English Professor J. Bradley Minnick to produce Facts about Fiction, a one-minute feature broadcast each day that presents information about writers and writing and to produce Arts and Letters, a half-hour program that highlights the arts and
humanities. UA Little Rock Department of Sociology and Anthropology to produce Being Human, a one-minute feature broadcast each day hat presents anthropological research - University District Development Corporation to produce and broadcast the Community Development Minute, which provides information about the work of neighborhood development corporations • University of Arkansas for Medical Sciences o broadcast Here's to Your Health, a two-minute feature broadcast each weekday about health information and medical advice - University of Arkansas Cooperative Extension Service to produce and broadcast Strengthening Our Communities, a one-minute educational program
about economic and community development - Clinton School of Public Service to broadcast Clinton School Presents, a weekly interview
show featuring graduates that are working to make a lasting impact in Arkansas - Talk Business and Politics to broadcast a weekly business and politics show. Talk Business also provides reporting support to the KUAR newsroom • The Yarn Storytelling to air episodes of true stories old live by Arkansans - The Central Arkansas Master Naturalists to produce and broadcast Nature in the Natural State, a one-minute educational spot about native plants, animals and ecology in Arkansas - Financial advisor Chris Harkins to broadcast the Arkansas Business taff - Arkansas Supreme Court to produce and broadcast Courts and Community, a one-minute educational program that covers the work and history of the Arkansas court system.
6.1 Telling Public Radio's Story Jump to question: 6.1 V
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
esources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources or strengthening conversational ties across diverse neighborhoods. Did a partn
resources? Please include direct feedback from a partner(s) or from a person(s) served.

Little Rock Public Radio can measure its impact through its audience estimates from Nielsen Audio: • KUAR's newscasts reach an estimated average of 34,000 listeners weekly • An average of 1100 people listen to Clinton School Presents each week • An average of 2,600 people sten to Arts Scene each week on both KLRE and KUAR • An average of 4,400 people listen to Talk Business and Politics Monday report - An produced by one of our content partners each time it airs between 6 am . and $7 \mathrm{p} . \mathrm{m}$. We also held a free to the public event celebrating our 0th aniversiery. We had over 350 people attend this event where we hosted Code Switch who led a discussion on education and how segergration still effects the public school system today
6.1 Telling Public Radio's Story Jump to question: 6.1 V
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 literate adults) during Fiscal Year 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you egurly broadcast in a language other than English, please note the language broadcast

KUAR broadcasts Latino USA twice each week, a newsmagazine covering issues for and about North America's growing Hispanic and Latino populations and the issues of an increasingly diverse population - KUAR broadcasts Arkansas Moments, historical features about the civil ights struggle in Arkansas - KUAR broadcasts Arts and Letters, which regularly highlights achievements of authors and artists from diverse
and minority communities and ethnicities. UA Little Rock Public Radio collaborated with Just Communities of Arkansas to provide diversity, equity, and inclusion training for its staff • KUAR produces and broadcasts the University District Development Corporation Community Development Minute, which shares educational information about the work of a community development organization in a majority minority and low-income community that surrounds the UA Little Rock campus
6.1 Telling Public Radio's Story
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?
Little Rock Public Radio uses CPB funding to pay for national programming. This allows the stations to focus locally generated revenue on ocal programming. As described earlier, KUAR produces 10 local newscasts each weekday and in-depth reports on issues of interest to Aransans. The station also uses locally generated funds to support the production of programs that highlight local arts and culture as described above. Because national programs are so important to building and maintaining a radio audience, KUAR broadcasts shows like俍 ocal programming and news. Losing this funding would detrimentally affect the locally focused service Little Rock Public Radio provides.
Comments
Question
7.1 Journalists

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles

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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 q | $V$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Job Title | $\begin{aligned} & \text { Full } \\ & \text { Time } \end{aligned}$ | Part Time | Contract | Male | Female | AfricanAmerican | Hispanic | Native- American | Asian/ Pacific | White, NonHispanic | More Than One Race | Other |
| News Director | 1 |  |  | 1 |  |  |  |  |  | 1 |  |  |
| Assistant News Director |  |  |  |  |  |  |  |  |  |  |  |  |
| Managing Editor |  |  |  |  |  |  |  |  |  |  |  |  |
| Senior Editor |  |  |  |  |  |  |  |  |  |  |  |  |
| Editor |  |  |  |  |  |  |  |  |  |  |  |  |
| Executive Producer |  |  |  |  |  |  |  |  |  |  |  |  |
| Senior Producer |  |  |  |  |  |  |  |  |  |  |  |  |
| Producer |  |  |  |  |  |  |  |  |  |  |  |  |
| Associate Producer |  |  |  |  |  |  |  |  |  |  |  |  |
| Reporter/Producer |  |  |  |  |  |  |  |  |  |  |  |  |
| Host/Reporter | 2 |  |  | 1 | 1 |  |  |  | 0 | 2 |  |  |
| Reporter | 1 | 1 |  | 1 | 1 |  |  |  | 1 | 1 |  |  |
| Beat Reporter |  |  |  |  |  |  |  |  |  |  |  |  |
| Anchor/Reporter |  |  |  |  |  |  |  |  |  |  |  |  |
| Anchor/Host |  |  |  |  |  |  |  |  |  |  |  |  |
| Videographer |  |  |  |  |  |  |  |  |  |  |  |  |
| Video Editor |  |  |  |  |  |  |  |  |  |  |  |  |
| Other positions not already accounted for |  |  |  |  |  |  |  |  |  |  |  |  |
| Total | 4 | 1 | 0 | 3 | 2 | 0 | 0 | 0 | 1 | 4 | 0 | 0 |
| Comments |  |  |  |  |  |  |  |  |  |  |  |  |

Question

## 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.
8.1 Which Content Management System (CMS) is your station using?
Grove
Bento
WordPress
Drupal
None question: 8.1 V
8.1 Which Cont that apply
Other

## Grove

Bento
WordPress
Jump to question: 8.1 V
Check all that apply
$\nabla$
$\square$ $\square$
Drupal
None
8.1 Which Content Management System (CMS) is your station using? Other

Jump to question: 8


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 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? | $\text { Jump to question: } 8.2 \mathrm{~V}$ |
| :---: | :---: |
|  | Check all that apply |
| CDP | $\checkmark$ |
| Salesforce | $\square$ |
| Blackbaud | $\square$ |
| Carl Bloom | $\square$ |
| Roi Solutions | $\square$ |
| Adobe | $\square$ |
| Allegiance | $\square$ |
| None | $\square$ |
| 8.2 Which Customer Relationship Management (CRM) System is your station using? | Jump to question: 8.2 V |
| Other |  |
| 8.3 Which Email Service Provider (ESP) is your station using? | Jump to question: 8.3 V |
| 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 V |
|  | Check all that apply |
| Mailchimp | $\square$ |
| Constant Contact | $\pi$ |
| GoDaddy | $\pi$ |
| SendGrid | $\square$ |
| None | $\square$ |
| 8.3 Which Email Service Provider (ESP) is your station using? | Jump to question: 8.3 V |
| Other |  |
| 8.4 Which Marketing Automation Platform is your station using? | Jump to question: 8.4 V |
| 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 V |
|  | Check all that apply |
| Mailchimp Marketing Platform | $\square$ |
| Hubspot Marketing Hub | $\square$ |
| Adobe | $\square$ |
| None | 0 |
| 8.4 Which Marketing Automation Platform is your station using? | Jump to question: 8.4 V |
| Other |  |
| Comments |  |

$\nabla$
No
9.1 Did your station have the capability to relay CAP messages from IPAWS in FY\{\{FY\}\}? Jump to question: 9.

If no, why not?
.2 How many CAP messages did your station release in FY\{\{FY\}\}? (Available from CAP log Jump to question:
from your encoder(s))
$\qquad$
90
. 3 Is your station compliant with the new FCC rules for EAS encoder systems that went into Jump to question: 9.3 effect December 12, \{\{FY\}\}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages

Yes
No
9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into Jump to question 9.3 effect December 12, \{\{FY\}\}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert
system-messages
If no, why not?
.4 Please describe your internal policy and threshold for pass-through of EAS messages, Jump to question:including how your system checks for CAP-compliant alerts.
ur system uses KETS as First EAS Montor Assion our encoder determines if it is to be passed on or ignored and does accordingly. Weather alerts are limited by geographic area of our broadcast coverage area
.5 Please describe the relationship between your station and local emergency management Jump to question agency.

## We have a working relationship with the city, county, and the NWS

9. 6 Are you currently able to measure the number of individuals with Access and Functional Jump to question: 9.6 Needs* (AFN) in your broadcast coverage area?

## Yes

## No

0
6 Are you currently able to measure the number of individuals with Access and Functional leeds* (AFN) in your broadcast coverage area?

Yes Please list the source(s) from which you obtain data on the AFN individuals in your coverage area:
9.7 Are you currently able to reach the AFN community in your coverage area with your
mergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals
Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure - we do not have enough data to know)

## Yes

No
Somewhat
9.7 Are you currently able to reach the AFN community in your coverage area with your Jump to question: 9.7 V

Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure - we do not have enough data to know)

## (Optional) What barriers are preventing you from better reaching your AFN communities with emergency alerts?

9.8 For each transmitter, please list the make, model, current firmware version, location Jump to question: 9. (specify studio, transmitter site, or other location), and internet connectivity of your EAS
equipment. If you have more transmitters to add, please press the TAB button while on the last row.



