

Station Activity Survey (SAS-RADIO)

This MS-Excel file provides a copy of the SAS-Radio survey. Please download a copy of the SAS-Radio instruction guide to determine the time periods in which you should report for the various sections. You may use this file to help complete the SAS-Radio survey BUT you are still required to enter all of your results into the on-line SAS-Radio survey. You can access the SAS-Radio survey by logging into CPB's Integrated Station Information System application (see instructions below). This file is a working copy of the survey in that all formulas and calculations are active in this spreadsheet. However, this file will NOT pre-populate data items from the prior year survey, nor data points provided by CPB. These items will ONLY be pre-populated in the on-line version of the SAS-Radio survey.

Important SAS-Radio Information

- 1) You will need to log into the Integrated Station Information System system to access the SAS-Radio survey
--> <http://ISIS.cpb.org>
- 2) The 2018 SAS-Radio survey must be completed and submitted to CPB by February 15, 2019
- 3) If you have any questions about the SAS-Radio survey please contact the help desk
E-Mail: SAS@cpb.org
Toll-Free Number: 866.635.4747

1. Employment

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

1.1

Employment of Full-Time Radio Employees	African-American Females	Hispanic Females	Native-American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Major Job Category/Job Code/Joint Employee						
Officials - 1000						0
Managers - 2000						0
Professionals - 3000	1				3	4
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100					1	1
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	1	0	0	0	4	5

Employment of Full-Time Radio Employees	African-American Males	Hispanic Males	Native-American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Major Job Category/Job Code/Joint Employee						
Officials - 1000						0
Managers - 2000					1	1
Professionals - 3000					4	4
Technicians - 4000						0
Sales Workers - 4500					1	1
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	6	6

Employment of Full-Time Radio Employees	Persons with Disabilities
Major Job Category/Job Code/Joint Employee	
Officials - 1000	
Managers - 2000	1
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

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

1. White, Non-hispanic male

1. Employment

Major Programming Decision Makers		African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Total
<p>* 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 in Question 1.1</p> <p>Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?</p>							
1.2	Female Major Programming Decision Makers						0
	Male Major Programming Decision Makers					1	1
	Total	0	0	0	0	1	1

1.3 Employment of Part-Time Radio Employees

* 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.

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

Employment of Part-Time Radio Employees		African-American Males	Hispanic Males	Native-American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Major Job Category/Job Code/Joint Employee							
Officials - 1000							0
Managers - 2000							0
Professionals - 3000		1				1	2
Technicians - 4000							2
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total		1	0	0	0	1	2

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

1.4 Part-Time Employment

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?

Number working less than 15 hours per week	4
Number working 15 or more hours per week	

1.5 Full-Time Hiring

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.)

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

✓

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

1. Employment**1.6 Full-Time and Part-Time Job Openings**

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 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.

Number of full-time and part-time job openings	0
--	---

1.7 Hiring Contractors

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

Check all that apply

Underwriting solicitation related activities	<input type="checkbox"/>
Direct Mail	<input type="checkbox"/>
Telemarketing	<input type="checkbox"/>
Other Development Activities	<input type="checkbox"/>
Legal Services	<input checked="" type="checkbox"/>
Human Resources Services	<input checked="" type="checkbox"/>
Accounting/Payroll Services	<input type="checkbox"/>
Computer Operations	<input checked="" type="checkbox"/>
Website design	<input type="checkbox"/>
Website content	<input type="checkbox"/>
Broadcasting engineering	<input checked="" type="checkbox"/>
Engineering	<input type="checkbox"/>
Program Director Activities	<input type="checkbox"/>
None of the Above	<input type="checkbox"/>

2. Salary Report

2.1

Average Salaries	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1	\$102,440.00	11
Chief Executive Officer - Joint			
Chief Operations Officer			
Chief Operations Officer - Joint			
Chief Financial Officer			
Chief Financial Officer - Joint			
Publicity, Program Promotion Chief			
Publicity, Program Promotion Chief - Joint			
Communication and Public Relations, Chief			
Communication and Public Relations, Chief - Joint			
Programming Director			
Programming Director - Joint			
Production Chief			
Production Chief - Joint			
Executive Producer			
Executive Producer - Joint			
Producer			
Producer - Joint			
Development Chief			
Development Chief - Joint			
Member Services, Chief	1	\$55,411.00	6
Member Services, Chief - Joint			
Membership Fundraising Chief			
Membership Fundraising Chief - Joint			
On-Air Fundraising Chief			
On-Air Fundraising Chief - Joint			
Auction Fundraising Chief			
Auction Fundraising Chief - Joint			
Underwriting Chief	1	\$55,411.00	1
Underwriting Chief - Joint			
Corporate Underwriting Chief			
Corporate Underwriting Chief - Joint			
Foundation Underwriting Chief			
Foundation Underwriting Chief - Joint			
Government Grants Solicitation Chief			
Government Grants Solicitation Chief - Joint			
Operations and Engineering Chief			
Operations and Engineering Chief - Joint			
Engineering Chief			
Engineering Chief - Joint			
Broadcast Engineer 1			
Broadcast Engineer 1 - Joint			
Production Engineer			
Production Engineer - Joint			
Facilities, Satellite and Tower Maintenance, Chief			
Facilities, Satellite and Tower Maintenance, Chief - Joint			
Technical Operations, Chief			
Technical Operations, Chief - Joint			
Education, Chief			
Education, Chief - Joint			
Information Technology, Director			
Information Technology, Director - Joint			
Volunteer Coordinator			
Volunteer Coordinator - Joint			
News/Current Affairs Director	1	\$48,859.00	22
News/Current Affairs Director - Joint			
Music Director	1	\$48,859.00	22
Music Librarian/Programmer			
Announcer/On-Air Talent	1	\$47,278.00	17
Announcer/On-Air Talent-Joint			
Reporter	2	\$48,859.00	21
Reporter - Joint			
Public Information Assistant			
Public Information Assistant - Joint			
Broadcast Supervisor			
Broadcast Supervisor - Joint			
Director of Continuity/Traffic	1	\$35,859.00	2
Director of Continuity/Traffic - Joint			
Events Coordinator			
Events Coordinator - Joint			
Web Administrator/Web Master	1	\$40,706.00	13
Web Administrator/Web Master - Joint			
Total	10	\$483,682.00	115

3. Governing Board

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:

Ex- Officio (Automatic membership because of another office held)	
Appointed by government legislative body (including school board) or other government official (e.g. governor)	
Elected by community /membership	7
Other (please specify below):	
Elected by board of directors itself (self-perpetuating body)	
Total number of board members (Automatic total of the above)	7

3.2 Governing Board Members

	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Total
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. For minority group identification, please refer to "Instructions and Definitions" in the employment subsection.						
Female Board Members	2	1				3
Male Board Members	2				2	4
Total	4	1	0	0	2	7

Number of Vacant Positions	0
----------------------------	---

Total Number of Board Members (Total should equal the total reported in Question 3.1.)	7
--	---

Number of Board Members with disabilities	0
---	---

4. Community Outreach Activities

4.1 Community Outreach Activities	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?	No
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	No
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community	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?	No
Produce/distribute informational materials based on local or national programming?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	No
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	No
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?	No
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?	No

5. Radio Programming and Production

5.1

Radio Programming and Production	For National Distribution	For Local Distribution/All Other	Total
Instructions and Definitions: About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)			
Music (announcer in studio playing principally a sequence of musical recording)		2,168	2168
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)		25	25
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.)		266	266
Documentary (includes highly produced long form stand alone or series of programs, principally devoted to in-depth investigation, exploration or examination of a single or related multiple subject matter.)		0	0
All other (including sports and religious - Do NOT include fundraising)		10	10
Total	0	2469	2469

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.)	156 hours
Approx. Number of Original Program Hours	

6. Local Content & Services Report

6.1 Telling Public Radio's Story	
<p>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 2018. 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.</p>	<p>Joint licensee Grantees that have filed a 2018 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.</p>
<p>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.</p>	<p>WCBE's goals served to guide staff in providing programming to and engagement in the greater Central Ohio community: continue and expand community connections; inform public of local and state issues / elections and potential impact on the area; contribute to assisting and serving children; increase local programming; develop an expanded listener base.</p>
<p>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.</p>	<p>For example, WCBE 90.5 engaged in a winter clothing drive in partnership with As referenced in Item 1, WCBE focused on growing podcasts as a means of collaborating with community. The station also continued its commitment in community service. A significant effort was made to help feed the hungry through WCBE's public-private partnership between a local commercial fruit / vegetable wholesaler and Columbus' regional food bank. WCBE 90.5 continued its longstanding internship program with The Ohio State University, Columbus City Schools, and other schools within the area. A collaboration with Ohio Public Radio – 90.3 WCPN (Dayton, Cleveland, Ohio) – provided expanded news coverage.</p>
<p>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.</p>	<p>A significant measure of success is provided by WCBE's partners and underwriters – increased awareness / attendance for community projects; increased ticket sales to events; upticks in donations to area non-profits; contribution of on-air testimonials; maintenance of a passionate donor pool; a dedicated WCBE Friends Advisory Board.</p>
<p>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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.</p>	<p>A yearly partnership with DNO Produce Inc. resulted in 3,000 pounds of fresh produce donations to the Mid-Ohio Foodbank. A WCBE 5K-Run engaged runners in contributing to the health of the station and to the runners. WCBE 90.5 engaged in a winter clothing drive in partnership with Cristo Rey High School in Columbus, Ohio, WCBE's news team provides focus on local salient issues. According to estimates for the central Ohio region, the 65- and older population will double over the next 30 years. Stories concentrated on senior citizens and efforts to keep this aging population in their homes. Not only did the on-air features report on local data, but presented what the City of Columbus was doing to research and address the needs of its older residents.</p>
<p>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?</p>	<p>Broadcasts served to inform listeners about the area's new approaches to community hunger. Research from the region's food bank found that more than 400,000 people in Local fundraising for WCBE has faced challenges (e.g., socioeconomic levels; business closings; competition for funding) in providing sustainable funding from year-to-year. Corporation for Public Broadcasting (CPB) has been a critical life-line in supporting and maintaining the station – its facility, its programming, its goals. CPB funding has assisted WCBE in accessing more community voices and in advancing</p>

7. Journalists

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 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.

For each position please fill in the number of full-time, part-time and contract individuals in that position. Then provide the gender and ethnic breakouts for those individuals.

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/ Pacific	White, Non-Hispanic	Other
*** SAMPLE *** Reporter	3	1	1	2	3	2	1			2	

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/ Pacific	White, Non-Hispanic	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					2	
Reporter											
Beat Reporter											
Anchor/Reporter											
Anchor / Host											
Videographer											
Video Editor											
Other positions not already accounted for											
Total	3	0	0	2	1	0	0	0	0	3	0