2/14/2014 Print Survey

Grantee Information

ID	1380
Grantee Name	WUIS-FM
City	Springfield
State	L
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.

Major Job Category / Job Code / Joint Employee	African American Females	His panic Fe males	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000					0	0
Managers - 2000					3	3
Professionals - 3000					0	0
Technicians - 4000					0	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	3	3
Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000					1	1
Managers - 2000					1	1
Professionals - 3000					4	4

2/14/2014					Prir	nt Survey
Technicians - 4000					1	1
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	8	8
Major Job Category / Job Code / Joint Employee Officials - 1000				Perso	ns with Disabilities	
Managers - 2000						
Professionals - 3000						
Technicians - 4000						
Sales Workers - 4500						
Office and Clerical - 5100						
Craftspersons (Skilled) - 5	5200					
Operatives (Semi-Skilled)	- 5300					
Laborers (Unskilled) - 540	00					
Service Workers - 5500						
Total					0	
Please enter the gender a person with disabilities list		an American female).				
1.2 Major Programmin Please report by gender a major programming decisio decisions about program result in a double-counting programming decisions sh by job category above, in	and ethnic or racial grou ons. Include the station acquisition and product g of some full-time empl nould be included in the	general manager if a ion, program develop loyees; employees ha counts for this item a	ppropriate. Major programent, on-air program so aving the responsibility f	ng responsibility for maki amming decisions include cheduling, etc. This items	•	
Of the full-time employees have responsibility for ma	reported in Question 1	.1, how many, includ	ing the station general r	manager,		
Af	rican		Native	\	White,	

Hispanic

American

Asian/Pacific

Non-Hispanic

Total

American

2/14/2014					Pr	int Survey
Female Major					2	2
Programming						
Decision Makers						
Male Major					3	3
Programming						
Decision Makers						
Total	0	0	0	0	5	5
1.3 Employment of Pa	rt-Time Radio Emp	loyees		Jun	np to question: 1.3 ▼]
Please enter the number of	of PART-TIME employe	ees in the grids below . T	The first grid			,
includes all female employ and the last grid includes			/ees,			
and the last grid molddes	an persone with disak	muos.				
Major Job Category /	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	
Job Code	Females	Females	Females	Females	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
Major Job Category /	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	
Job Code	Males	Males	Males	Males	Males	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000					4	4
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical -						0
5100						

2/14/2014									Prin	t Survey
Craftspersons (Skilled) - 5200										0
Operatives (Semi- skilled) - 5300										0
Laborers (Unskilled) - 5400										0
Service Workers - 5500										0
Total	0		0		0		0		4	4
Major Job Category / Job Code							Perso	ns with Dis	abilities	
Officials - 1000										
Managers - 2000										
Professionals - 3000										
Technicians - 4000										
Sales Workers - 4500										
Office and Clerical - 5100										
Craftspersons (Skilled) - 5	200									
Operatives (Semi-skilled) -	5300									
Laborers (Unskilled) - 5400	0									
Service Workers - 5500										
Total									0	
1.4 Part-Time Employm	nent						Jum	p to questior	ո։ 1.4 ▼	
Of all the part-time employed worked 15 or more hours p			y w orked les	s than 15 h	ours per v	v eek and h	now many			
Number working less than	15 hours per week	(5	
Number working 15 or mor	e hours per week								1	
1.5 Full-Time Hiring							Jum	p to questior	ո։ 1.5 ▼	
Enter the number of full-tim (Do not include internal pro					time to full	l-time statu	s during th	e fiscal year	r.)	
No full-time employees we	re hired (check her	e if applicable)								
Major Job Category / Job Code	Minority Female	Non-Mino	rity Female	Min	ority Mal	le No	n-Minorit	y Male		Total
Officials - 1000										0
Managers - 2000						_ 				0

Professionals - 3000

/14/2014						Print Survey
Technicians - 4000						0
Sales Workers - 4500						0
Office / Service Workers - 5100-5500						0
Total	0	0		0	0	0
1.6 Full-Time and Par	t-Time Job Openings				Jump to question	1.6 ▼
previously filled positions regardless of whether the whether it was filled by the promotion of an empl	full-time and part-time opers and new ly created positioney were filled during the yean internal or an external croyee w ho stays in essentia to be filled). If no full-time or	ns. Include all positions the ear. If a job opening was andidate. Do not include a ally the same job but has	nat became a filled during t s job opening a different titl	vailable during the f he year, include it re gs any positions cre e (i.e. where there	iscal year, egardless of eated through	
Number of full-time and p	part-time job openings					0
1.7 Hiring Contractor	s				Jump to question	1: 1.7 ▼
	d you hire independent con	tractors to provide any of	the follow in	g services?	, ,	
					Check all th	at apply
Underw ritting solicitation	related activities					
Direct Mail						
Telemarketing						
Other development activ	ities					
Legal services						•
Human Resource service	es					
Accounting/Payroll						
Computer operations						
Website design						•
Website content						•
Broadcasting engineerin	g					
Engineering						
Program director activitie	es					
None of the above						
Comments						
Question		Comment				
No Comments for this se	ction					
2.1 Average Salaries					Jump to question	: 2.1 ▼
		# of Employ	ees	Avg. Annual Sala	ry Average	Tenure
Chief Executive Officer		1	.00	\$ 69,70	19	1
Chief Executive Officer -	Joint			\$		

2/14/2014			Print Su
		\$	0
Chief Operations Officer - Joint		\$	
Chief Financial Officer	1.00	\$ 51,480	7
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	1.00	\$ 41,268	11
Programming Director - Joint		\$	
Production, Chief	1.00	\$ 40,154	10
Production, Chief - Joint		\$	
Executive Producer		\$	
Executive Producer - Joint		\$	
Producer		\$	
Producer - Joint		\$	
Development, Chief		\$	
Development, Chief - Joint		\$	
Member Services, Chief		\$	
Marchae Carvings Chief Inint			
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	1.00	\$ 37,314	8
Underwriting, Chief - Joint		\$	
Corporate Underwriting, Chief		\$	
Corporate Underwriting, Chief - Joint		\$	

Government Grants Solicitation, Chief		\$	
Government Grants Solicitation, Chief - Joint		\$	
Operations and Engineering, Chief		\$	
Operations and Engineering, Chief - Joint		\$	
Engineering Chief	1.00	\$ 52,232	8
Engineering Chief - Joint		\$	

Broadcast Engineer 1 - Joint \$

Production Engineer \$

Facilities, Satellite and Tow er Maintenance, Chief

Facilities, Satellite and Tower Maintenance, Chief - Joint

S

Technical Operations, Chief

\$

Technical Operations, Chief - Joint

Information Technology, Director \$

Information Technology, Director - Joint \$

Volunteer Coordinator \$

Volunteer Coordinator - Joint \$

 News / Current Affairs Director
 1.00
 \$
 53,409
 4

News / Current Affairs Director - Joint

Music Librarian/Programmer \$

Announcer / On-Air Talent \$ 0 0

Announcer / On-Air Talent - Joint

Reporter 4.00 \$ 46,780 2

Reporter - Joint \$

Public Information Assistant

Production Engineer - Joint

2/14/2014			Print Survey
		\$	
Public Information Assistant - Joint		\$	
Broadcast Supervisor		\$	
Broadcast Supervisor - Joint		\$	
Director of Continuity / Traffic		\$	
Director of Continuity / Traffic - Joint		\$	
Events Coordinator		\$	
Events Coordinator - Joint		\$	
Web Administrator/Web Master		\$	
Web Administrator/Web Master - Joint		\$	
Total	11.00	\$ 392,346	51
Comments	11.00	332,340	31
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 (ex-officio members) who are selected by the fo		oting and non-voting	
Ex-Officio (Automatic membership because of a	nother office held)		1
Appointed by government legislative body (inclu or other government official (e.g. governor)	ding school board)		9
Elected by community/membership			3
Other (please specify below)			
Bected by board of directors itself (self-perpetu	uating body)		
Total number of board members (Automatic total	of the above)		13
3.2 Governing Board Members			Jump to question: 3.2 ▼
Please report the racial or ethnic group of the m number of governing board members with a disa		ender. Please also report the	9
For minority group identification, please refer to	"Instructions and Definitions" in the 🖯	mployment subsection.	
African American His	panic Native American	Asian / Pacific White	e, Non-Hispanic Tota
Female 1 Doard Members	0		3
Male			

2/14/2014 Print Survey Board Members Total Number of Vacant Positions Total Number of Board Members (Total should equal the total reported in Question 3.1.) Number of Board Members with disabilities Comments Question Comment No Comments for this section 4.1 Community Outreach Activities 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? Yes/No Produce public service announcemnts? No ▼ Did the public service announcements have a specific, formal component designed to be of special service to the educational No ▼ community? 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 No ▼ educational community? Did 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 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? 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 No ▼ and/or 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 No ▼ community and/or diverse audiences? Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school Yes ▼ district)? Did the partnership have a specific, formal component designed to be of special service to the educational community? Yes ▼

diverse audiences?

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

No ▼

2/14/2014 Print Survey

C			

Question Comment

No Comments for this section

5.1 Radio Programming and Production

Jump to question: 5.1 ▼

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.)

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)		364	364
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	0	128	128
News and Public Affairs (includes regular coverage of news events, such as that produced by a new sroom, and public issuesdriven listener participation, interview and discussion programs)	34	275	309
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	0	0	0
All Other (incl. sports and religious — Do NOT include fundraising)	0	0	0
Total	3 4	767	801

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.)

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 occured in Fiscal Year 2013. Responses state they have done so in the corresponding may be shared with Congress or the public. Grantees are required to post a copy questions below, so long as all of the questions 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 2013 Local Content and Services Report as part of meeting the requirement for TV CSG funding may 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.

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.

WUIS cultivates a curious, civically-engaged audience and enriches the community through independent journalism, programming and outreach. This includes the continued production of Illinois Edition as a show case for the various journalism produced by WUIS. Key journalism coverage

areas include government by the WUIS Statehouse Bureau, food by the WUIS Harvest Desk, WUIS Health Desk reports, and general assignment reporting with particular emphasis in the arts and education along with coverage of central Illinois news. This reporting is also featured during drive times though new scasts and feature stories in Morning Edition and All Things Considered. Attention to breaking local news takes over as it happens when weather or other news demands. All of this content is also posted to WUIS.org and pushed out through social media for sharing by the community. WUIS.org features the WUIS Community Calendar which is drawn from for on-air announcements of community activities. Commenting has been added to WUIS.org to allow community discussion of any story posted.

2. Describe key initiatives and the variety of partners with w hom 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.

WUIS had a couple major collaborations this past year. The WUIS Harvest Desk is a partnership with Harvest Public Media which includes other public media KCUR in Kansas City, low a Public Radio, NET in Nebraska, KUNC in Colorado, and KBIA in Columbia, Missouri. WUIS funds a full time food reporter as its contribution to this project. The coverage from seed to plate includes food, fuel, and field. Agriculture is a key Illinois industry and food is an important urban topic from organics, restaurants and farmer's markets. WUIS continues to partner with the Rotary Club of Springfield Sunrise to run an essay program for high school seniors. This I Believe is based off the national program. All seniors in the WUIS/WIPA broadcast area are eligible to submit essays for consideration. Ten are selected by a panel of community judges and are awarded a scholarship. Each author also records their essay for air and reads it to a Rotary meeting. The essays are also published in the local new spaper, the State Journal-Register, a partner in the project. The national curriculum is made available for classroom use and several teachers use it.

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.

Several Harvest stories were carried nationally by NPR programs such as Here & Now, Morning Edition, and All Things Considered. This I Believe saw nearly 100 essays submitted from students throughout central Illinois. The essays were one of the top ten visited sections on WUIS.org.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

WUIS runs a radio information service (RIS) on its subsignal for the reading and visually impaired. Volunteers read local papers and magazines which are listened to through special radios or a webstream. WUIS covered marriage equality heavily as it developed in 2013 and continues that coverage as the law is implemented in 2014. WUIS covered hearings at the state capitol as minority rights advocates expressed their displeasure with the proposed legislative map Democrats proposed and the possibility of a court challenge including the U.S. Supreme Court's refusal to hear a challenge on new legislative boundaries. WUIS covered Illinois being the fourth state to allow undocumented immigrants to obtain a driver's license with a new law signed by Gov. Pat Quinn. WUIS also covered President Barack Obama's order that stopped the deportation of immigrants w ho moved to the U.S. when they were young. The move drew praise and criticism in Illinois. Coverage included foreign exchange students w rapping-up the school year in central Illinois. Exchange students w ho spent this past school year in central Illinois with their host families attended a dinner where students from countries like Spain, Thailand, and Germany shared meals from and discussed progress on ESL.

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 allows WUIS to afford quality national programming that attracts an audience. In turn, that audience financially supports WUIS and creates the margin needed to expand local programming. When CPB funding is reduced, personnel have to be reduced. This impairs our capacity to cover the local community in an environment of decreasing accountability and context based journalism. WUIS' addition of a daily one-hour local news magazine, Illinois Edition, has benefitted from this funding. In 2014, the program is being slotted for a second daily airing due to community response. CPB seed funding of the Harvest local journalism center allow ed WUIS to increase its reporting capacity by one FTE improving coverage of food issues in central Illinois. Sustaining this reporter without CPB support will be a challenge for 2014.

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.

2/14/2014 Print Survey

Job Title	Full Time	Part Time	Contract	Male	Female	African- American	Hispanic	Native- American	Asian/ Pacific	White, Non- Hispanic	Othe
News Director	1			1						1	
Assistant News Director											
Managing Editor											
Senior Editor	1	0	0	0	1	0	0	0	0	1	(
Editor	1			1	0	0	0	0	0	1	(
Executive Producer											
Senior Producer											
Producer											
Associate Producer											
Reporter/Producer											
Host/Reporter	0	0	0	0	0	0	0	0	0	0	(
Reporter	0	1	0	0	1	0	0	0	0	1	
Beat Reporter	1	0	0	1	0	0	0	0	0	1	
Anchor/Reporter	1	0	0	1	0	0	0	0	0	1	(
Anchor/Host											
Videographer											
Video Editor											
Other positions not already accounted for											
Total	5	1	0	4	2	0	0	0	0	6	

Comments

Question Comment

No Comments for this section