Grantee Information

ID	1245
Grantee Name	WBHM-FM
City	Birmingham
State	AL
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							0
Managers - 2000	2				2	1	5
Professionals - 3000	1			1	3		5
Technicians - 4000							0
Sales Workers - 4500	1						1
Office and Clerical - 5100					1		1
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500						0	0
Total	4	0	0	1	6	1	12

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					1		1
Managers - 2000					3		3
Professionals - 3000					2		2
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	1	0	0	0	6	0	7

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	
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

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 White, Non-Hispanic Male

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					2	1	3
Male Major Programming Decision Makers					3		3
Total	0	0	0	0	5	1	6

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					5		5
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	5	0	5

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					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	0	2

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	0

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   3

1.4 Part-Time Employment

Jump to question: 1.4 ▾

Number working 15 or more hours per week   4

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					0
Managers - 2000	1	0			1

Professionals - 3000		1			1
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	1	1	0	0	2

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 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 | 2

1.7 Hiring Contractors

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

1.7 Hiring Contractors

Check all that apply

Underwritting solicitation related activities	☐
Direct Mail	☑
Telemarketing	☐
Other development activities	☐
Legal services	☐
Human Resource services	☐
Accounting/Payroll	☐
Computer operations	☐
Website design	☑
Website content	☑
Broadcasting engineering	☑
Engineering	☐
Program director activities	☐
None of the above	☐

Comments

Question	Comment
No Comments for this section	

2.1 Corporate Management

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	$ 108,000	4
Chief Executive Officer - Joint		$	
Chief Operations Officer	1.00	$ 63,000	3
Chief Operations Officer - Joint		$	
Chief Financial Officer	1.00	$ 50,000	1
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		$	

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	1.00	$ 61,000	21
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer		$	
Producer - 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	1.00	$ 61,000	8
Development, Chief - Joint		$	
Member Services, Chief		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief	1.00	$ 55,000	3
Membership Fundraising, Chief - Joint		$	
Major 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   Jump to question: 2.4 ▾
Please list the Other Job titles in this sub-category not listed above

2.5 Underwritting and Grant Sollicitation   Jump to question: 2.5 ▾

Underwriting, Chief	1.00	$ 48,000	4
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief	2.00	$ 78,000	21
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	

2.5 Underwritting and Grant Sollicitation   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	1.00	$ 67,500	8
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		$	
Information Technology, Director		$	
Information Technology, Director - Joint		$	
Web Administrator/Web Master		$	
Web Administrator/Web Master - Joint		$	

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	2.00	$ 67,000	2
News / Current Affairs Director - Joint		$	
Music Director		$	
Music Librarian/Programmer		$	
Announcer / On-Air Talent	2.00	$ 50,000	5
Announcer / On-Air Talent - Joint		$	
Reporter	2.00	$ 50,000	3
Reporter - Joint		$	
Public Information Assistant		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic		$	
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		$	
Events Coordinator - Joint		$	
Section 2. Average Salary Totals	16.00	$ 758,500	83

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
	This is the addition of the Business Manager position for the Gulf States Newsroom. Kim Homer was hired into this position.
	This includes WBHM's News Director, Gigi Douban, as well as Priska Neely, the Managing Editor for the Gulf States Newsroom.

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]

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)   [   ]

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)   [15]

3.1 Governing Board Method of Selection   Jump to question: [3.1 ▼]

Total number of board members (Automatic total of the above)   [18]

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	1			4		6
Male Board Members	1	0			6		7
Total	2	1	0	0	10	0	13

3.2 Governing Board Members   Jump to question: [3.2 ▼]

Number of Vacant Positions   [5]

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.)   [18]

3.2 Governing Board Members   Jump to question: [3.2 ▼]

Number of Board Members with disabilities   [0]

Comments

Question	Comment
	This includes Chuck (GM), Jim Bakken with UAB, and Angela Szarenski, the president of WBHM's Junior Board.

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 announcemnts?	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)?	No
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	No
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?	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 commerical 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

Question	Comment

No Comments for this section

5.1 Radio Programming and Production   Jump to question: [5.1 ▼]

Instructions and Definitions:

5.1 Radio Programming and Production   Jump to question: [5.1 ▼]

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)	0	0	0
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	1	24	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)	11	240	251
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	2	2	4
All Other (incl. sports and religious — Do NOT include fundraising)	0	2	2
Total	14	268	282

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   75

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 2020. 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 2020 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.

WBHM's community needs and issues are identified and addressed by a multifaceted effort of community outreach, live events, digital engagement, assessment of audience feedback, and of course, reporting in our city and our region. We continue to make special efforts to reflect the diversity of the community in both our on-air and online content, with community engagement through station events, our Friends Board and our Junior Board. While WBHM has more than 40 years of experience as a radio station, we continue to expand and experiment with our digital footprint. This was especially true this past year as the pandemic took hold and we stepped up our efforts on social media to engage and reach new audiences, especially as our community depended on critical and timely information regarding Covid-19. Developing and strengthening our relationships within those communities continues to benefit WBHM—and thus our community—across the board. Our news programming in 2020 covered a lot of ground, including many stories about the upcoming elections, education, and lots of coverage around the pandemic and stories related to it. A few examples of the diverse cross section of our coverage this year includes: the local effects and reactions to President Trump impeachment trial, exploring ways to teach evolution in Alabama schools, efforts to lift Alabama's ban on teaching yoga in public schools, efforts to block transgender therapies by the legislature, the rise of "drive in" church services during the pandemic, race disparities in Covid-19 deaths in Alabama, "mini stories to make you smile" during the pandemic, the lack of broadband access to rural Alabama areas, the removal of a 115 year old Confederate monument from downtown Birmingham, celebrating Juneteenth during Covid-19, the lack of diversity in emojis, environmental and racial justice at a local superfund site, and multiple remembrances of Alabamians who we have lost do to Covid-19. These are just a few examples of the incredible local journalism that our team has produced to help address community issues, needs, and interests. Links to all of our stories are always accessible via our website and app free of charge for anyone to listen to. WBHM's news team was especially challenged during the pandemic in finding ways to do their jobs in a safe and healthy manner. Our team quickly pivoted into making use of technologies that allowed them to interview people at safe distances, but also still provide sound rich and compelling audio narratives. These stories took a lot of time, resources, and ingenuity to put together in a continuously changing environment. Throughout the year, but especially during the pandemic, our reporters made sure a variety of voices were heard from within our own community, but also shared many stories from our community on NPR with national audiences. In the build up to launching the Gulf States Newsroom, a separate collaboration with CPB and NPR, we have also worked hard to view our stories in a larger regional way to make them more accessible and impactful for a larger audience. This work will continue as the Gulf States Newsroom continues to take shape. It will undoubtedly increase the reach of WBHM's newsroom, as well as bring content from our regional partners that will be important to our listeners as well. Once it became apparent that our traditional in person engagement efforts planned throughout much of 2020 would be cancelled, including several arts and fundraising events, we explored new ways that we could digitally engage and grow our audiences. In response, we started an online group called "Y'all's Things Considered" which has grown to over 1,200 members, most of whom are very engaged on the platform. It has created a very interesting community space during a time where people were starved for connection. This space is used to engage with our members, share station content, but also gives the members the opportunity to help drive the conversation. It has helped the WBHM team, especially our news department, come up with story ideas and connect with new sources for stories. We never solicit for donations or fundraising efforts in this space either. With the lack of face-to-face interaction, this group also led to the formation of a "weekly coffee club" that WBHM hosts on Tuesday mornings. It is a time for members of the public to meet each other, as well as engage with members of the WBHM staff. The response has been incredibly positive, especially for people who have been very isolated. Perhaps one of the biggest impact that WBHM made in all of 2020, was providing daily newscasts free of charge for nearly radio stations statewide that had no access to daily news coverage of the coronavirus pandemic. This introduced WBHM to a lot of new audiences in the process, including many communities we would never otherwise reach. Because of WBHM's strength as a news station, it was approached by the Alabama Broadcasters Association early in the pandemic to see if it could provide additional news resources to stations around the state that were in need of help. Our Chief Engineer, Program Director, and several other staff members, figured out the technical and distribution infrastructure to supply these newscasts several times a day. The newscast service ran for nearly four months in total. This contribution ultimately led to WBHM being chosen as "2020 Radio Station of the Year" by the Alabama Broadcasters Association. While it did not involve our traditional listener base, WBHM also provided technical and professional assistance to set one of the largest Covid-19 testing sites in the state, located at the University of Alabama at Birmingham. Our engineer helped coordinate for a low power transmitter and approval with the FCC to be operated in downtown Birmingham at the testing site. Our program director helped to record the voiceover scripts, which directed individuals on what to do when entering the site. We also recorded and engineered the audio scripts that were recorded in Spanish as well. These scripts were updated several times as testing ramped up throughout 2020.

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.

Throughout FY 2020, WBHM had a variety of collaborative efforts and ongoing partnerships with other media organizations, and non-profit community groups. We continued our live event series called "The Big Q" (the "q" stands for "question"). We partnered with 1A Across America once, this time focusing on the Alabama primary elections in February of 2020. The ultimately became WBHM's last in-person community event, held just a week before the pandemic started. We have not held any in-person events since that time, instead largely relying on virtual events and gatherings. We also held a Big Q a call-in show focused on "what you need to know about Covid-19" with a panel of health and medical experts, and another separate event on Zoom specifically focused on schools and how to safely return students to the classroom. WBHM has maintained our collaborative coverage of local and state government through a continued partnership with the non-profit news site BirminghamWatch, as well as political commentary collaboration with Alabama Public Television, which provides critical access to legislative coverage from Montgomery. These collaborations have helped to share resources and expertise throughout the state where there is not enough political coverage. We have also partnered with several other public radio stations throughout the state to share tape for newscasts and features in a bigger way than we have in the past. Because of the pandemic, many of the cultural events we traditionally sponsor, including the Magic City Art Connection, the Crisis Center's annual Bocce Bash, Moss Rock Festival, and the historic Alabama Theatre's Summer Film Series, just to name a few, were all cancelled because of safety measures. Given WBHM's financial situation, we provided some free underwriting to a few local non-profits early in the pandemic to assist them as best we could. As this was not a sustainable solution, we developed a "BOGO" program so that local community partners could buy underwriting to support a local non-profit of their choice. This partnership between WBHM, the donors, and the non-profits, has significantly helped many local non-profits continue to operate and raise awareness during the pandemic. It has also helped WBHM to recover some lost revenue from the cancelling of events related underwriting. Given the popularity of this program, we will likely continue it after the pandemic is over. Separately from this, WBHM's news team continued to cover the effects of the pandemic on these institutions and highlight their importance to our local community and way of civic and cultural life. We have received a lot of wonderful feedback for making this support of other local non-profits possible. Aside from the changes to our day-to-day work, WBHM's partnership were effected by the pandemic in several ways. One of our long time community partnerships was put on hold. For 25 years WBHM served as a collection site for food and toiletries for Greater Birmingham Ministries, a multi-faith, multi-racial organization that provides emergency services for people in need. We had previously provided PSA's for the entire month of December to help encourage donations to this important local cause, but because of the pandemic, it was not deemed safe to have WBHM act as a donation site. We hope to return to this partnership in the coming year if it is safe. Instead of this, we were able to partner with another local food bank in the community and a corporate sponsor. For every gift made to the station, this corporate sponsor would make a separate donation to the food bank. Not only did this help support the station and build a lot of good will, it helped to raise awareness about food insecurity within our own community. It was an experiment that we will be trying again in 2021. WBHM also made the difficult decisions to close the Alabama Reading Service for the blind and print impaired. This service had helped to share local and national content with those that might otherwise have trouble accessing it. This was a largely volunteer run operation, with a part-time paid host/producer. With Covid-19 restrictions, we were unable to have volunteers on location at WBHM. Given the fact that most of our volunteers fell into an age range extremely susceptible to Covid-19, we also did not want to risk their safety at the station. We shifted the hosting resources from the Reading Service to the WBHM FM side and have continued to supplement and provide extra coverage to our larger audience with those resources. Upon further review and careful evaluation, we made the decision to permanently shut down the Alabama Reading Service moving forward. With the exception of the outdated SCA technology, all of the the space, equipment, and resources will be used to assist with our news

operations in other ways. WBHM's public service and engagement continues to extend beyond our journalism. Much of our staff are actively engaged with a number of boards and organizations across community as well. These groups include, but are not limited to, The Crisis Center, Leadership Birmingham, Leadership Alabama, The Women's Network, National Journalism Advisory Board, Kiwanis Club of Birmingham, Birmingham Committee on Foreign Relations, Eastern Regional Public Media, and multiple staff committees with the University of Alabama at Birmingham.

6.1 Telling Public Radio's Story

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.

Many of WBHM's key initiatives and partnerships have been measured by the awards we have received for our coverage in 2020. These include our regular news coverage, but especially by our "2020 Station of the Year Award" by the Alabama Broadcasters Association. This was in recognition for our statewide newscast initiative, which created and distributed newscasts with coronavirus coverage to nearly 50 different stations across Alabama for a period of nearly 4 months. WBHM's success with the StoryCorps "One Small Step" initiative led to them continuing the program locally. We have continued to receive glowing comments and feedback from participants of the program, as well as those who have had the re-broadcasts of the special when we aired it. In our "The Big Q" series, particularly focused on Covid-19 and eduction, we were able to convene conversations where parents spoke directly with educational and local health department officials, including those in charge of making decisions locally regarding students returning to the classroom. In that particular discussion, many questions were answered directly by the officials which people felt like they had been unable to get a straight answer on previously. We also learned that the local officials followed up directly with some of the participants following the event. We received a lot of positive anecdotal feedback and clearly helped to build some bridges of trust within our community via that event. Obviously WBHM was challenged by Covid-19 and we were disappointed to cancel many in-person events and partnerships we had planned throughout the year. Our goal is to bring back and make up for as many as we can once the pandemic is over. WBHM regularly receives correspondence from listeners in the community. It is very clear that our programming and news coverage make a difference. Here are a few sample comments that are indicative of impact in the community: "Thankful for this trusted news source that allows me to determine my own beliefs and responses established from facts and truthfulness!" "Though I have satellite radio, I am supporting WBHM because we need unbiased informative news and programing on the airways available to everyone." "Thanks for everything you do! Your reporting is top notch. A voice of sanity in a crazy world!" "Thank you to the folks at WBHM for what you do every day to bring objective reporting to your listeners.I realize that it takes hard work to practice real journalism and, thankfully, Public Radio continues to stay the course." "Thanks for collaborating with the Food Bank this year! Happy to know my donation will not only be going towards my favorite local radio station but also to a family in need. Thanks for all your do WBHM!" "Thank you for your continued service to our community through provision of balanced, informative programming. This partnership helping members of our community is commendable. Keep up the great work!" "Thank you for offering us a way to help both WBHM and the people of our city through the food bank donation. The programming on WBHM is a much-need counter to the craziness and vitriol that are all too common on other news outlets. THANK YOU!!! "My older brother, Joe *****, introduced me to WBHM 2 years ago and I haven't stopped listening since! It is now my main source of news. Thank you all so much for you dedication to reporting facts." "Like others have said, you have been a constant companion during COVID. I have been home since March and you have been here with me! Thank you!" "Even though I'm out far less during the pandemic, it's the rare week that doesn't include at least ONE driveway moment-! Thanks for all that you guys do to keep us informed and part of the wider world."

6.1 Telling Public Radio's Story

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

WBHM's news team regularly produces on-going coverage and stories that are of interest to minority and diverse audiences, especially in a city as diverse as Birmingham. Just as in past years, our reporting continued to cover blight, crime, education, economic issues, revitalization, and other issues surrounding Alabama politics that touch millions of lives within our state. In the past two years, WBHM has also had a reporter specifically following, tracking, and reporting the issues with Alabama's prison system. This includes being in touch with prisoners, families, as well as corrections officials. As we all know, Alabama's prison system disproportionately affects minority populations in our state in a number of ways. We are working to tell these stories and how they effect our community. Her work has included spots and feature pieces, but her ongoing work will culminate in an investigative podcast series later in 2021. In 2020, WBHM's news teams focused on how minority populations were dealing with and reacting to the Covid-19 pandemic, with stories which focused on everything from PPP access to vaccine hesitancy in the African-American community. These stories are ones which they will continue to track throughout 2021 and the long-term effects of the pandemic. Birmingham and its surrounding community were also effected by demonstrations and protests following the death of George Floyd. Our team covered the protests while in process, but the dialogue afterwards in our community, especially with people of color. On the programming side, WBHM carried several specials from APM and other program providers addressing racial and equity issues we are all facing in our country today and how we move forward. On the organizational side, WBHM recognizes that it needs to implement further DEI initiatives and practices across our entire organization. In early 2020, our news team started tracking sources to make sure that we were speaking with diverse communities in a more tangible way. As an organization WBHM needs to invest significant time and resources in this area. The station is currently in the process of issuing a Diversity Statement, one that is outside of what is already covered by our license holder, UAB. As WBHM develops a new strategic plan in the coming year, diversity goals need to be at the center of it. These goals need to be measurable, and the station held accountable by its employees, listeners, and larger Birmingham community. We also need to diversify our Friends Board and recruitment efforts to better reflect our community. As WBHM selects a new full-time Executive Director in 2021, DEI efforts will be among their most important tasks in their early months. On the engagement front, we continue to reach out to connect with more community organizations and groups to build a wider web of partners, especially in the African American and Hispanic communities around Birmingham. As mentioned elsewhere in this report, WBHM had to close the Alabama Reading Service. Before taking this action, we assembled lists of resources to offer to this community, including digital technologies on smart phones, smart speakers, as well as other local organizations that could assist them. Because of the technological limits of SCA technology, it was incredibly hard for us to measure how many people were still using the service. Despite our efforts to re-brand and adapt the service, it was impossible to make it successful in new ways during the pandemic. WBHM will continue to make the alternative resources available to anyone in the sight-impaired community. We also communicated these changes with local key stakeholders and experts in the sight impaired community.

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?

WBHM enjoys strong local support, with a variety of community partners and business supporters, and is bolstered by its strong reputation throughout the state and in the public radio system. While the support of our community is vibrant--both from our thousands of members and local business supporters--CPB funding remains essential in helping WBHM serve our community. As WBHM has tried to continue to increase the size of our newsroom, and expand our programming to attract younger and more diverse audiences, we are also still trying to find more ways to increase our local sustainable revenue. Funding from the CPB continues to provide WBHM flexibility in our budgeting and planning models, but can often provide enough wiggle room to try new initiatives in better serving our community. At its core, CPB funding specifically helped us with new program acquisitions to our schedule in early 2020, as well with our local journalism during the Covid-19 epidemic. Funding has helped us maintain our staffing levels during the pandemic, especially as we were worried about our listener and business support declining. In a year where face-to-face interaction was impossible, WBHM's news team was able to significantly increase our digital engagement, interactions, and reach within our community, especially when it was needed most. In a region where fact based journalism is desperately needed, WBHM must continue to invest more resources in being able to tell the stories of our community and provide first-rate programming and news to our community. With the assistance and support of CPB, WBHM can continue to make these aspirations a reality. In 2021, WBHM is finally fully staffed after being down a reporting position during a hiring freeze early in 2020. As the Covid-19 pandemic starts to end, our team--and especially our journalists--are eager to engage in our community in ways we have not been able to in the past year. With the help of CPB, we will emerge a stronger station and increase WBHM's impact upon our local community in a bigger way than before.

Comments

Question	Comment

No Comments for this section

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.

7.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Other
News Director	1				1						1	
Assistant News Director												
Managing Editor	0											
Senior Editor												
Editor												
Executive Producer												
Senior Producer	0											
Producer	1				1						1	
Associate Producer												
Reporter/Producer												
Host/Reporter	2			1	1	1					1	
Reporter	1				1						1	
Beat Reporter												

Anchor/Reporter												
Anchor/Host												
Videographer												
Video Editor												
Other positions not already accounted for												
Total	5	0	0	1	4	1	0	0	0	3	1	0

Comments

Question	**Comment**

No Comments for this section