

**Grantee Information**

<b>ID</b>	1245
<b>Grantee Name</b>	WBHM-FM
<b>City</b>	Birmingham
<b>State</b>	AL
<b>Licensee Type</b>	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	1			1	1		3
Professionals - 3000	3	0		0	6		9
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
<b>Total</b>	6	0	0	1	7	0	14

**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	1				3		4
Professionals - 3000					3		3
Technicians - 4000							0
Sales Workers - 4500	1						1
Office and Clerical - 5100	0						0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
<b>Total</b>	2	0	0	0	7	0	9

**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	1
Managers - 2000	1
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	0
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
<b>Total</b>	2

**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).

2 White, Non-hispanic males

**1.2 Major Programming Decision Makers**

Jump to question: [1.2](#)

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

**1.2 Major Programming Decision Makers**

Jump to question: [1.2](#)

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

**1.2 Major Programming Decision Makers**

Jump to question: [1.2](#)

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers				1	2		3
Male Major Programming Decision Makers					3		3
<b>Total</b>	0	0	0	1	5	0	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					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
<b>Total</b>	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	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	1				1		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
<b>Total</b>	1	0	0	0	1	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	
<b>Total</b>	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

**1.4 Part-Time Employment**

Jump to question: [1.4](#)

Number working 15 or more hours per week

**1.5 Full-Time Hiring**

Jump to question: [1.5](#)

Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

**1.5 Full-Time Hiring**

Jump to question: [1.5](#)

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

**1.5 Full-Time Hiring**

Jump to question: [1.5](#)

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000				1	1
Managers - 2000	1		1		2

Professionals - 3000	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="4"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office / Service Workers - 5100-5500	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>
<b>Total</b>	<input type="text" value="3"/>	<input type="text" value="2"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="8"/>

**1.6 Full-Time and Part-Time Job Openings**

Jump to question: [1.6](#)

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

**1.6 Full-Time and Part-Time Job Openings**

Jump to question: [1.6](#)

Number of full-time and part-time job openings

**1.7 Hiring Contractors**

Jump to question: [1.7](#)

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

**1.7 Hiring Contractors**

Jump to question: [1.7](#)

Check all that apply

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

**Comments**

**Question** **Comment**

Rashah McChesney and Miranda Fulmore  
 Taylor Washington  
 Ashley Brouwer  
 Caroline Spears was hired into the Corporate Support Director position.  
 Richard Banks  
 CDP  
 Sabrina Balch  
 Priska Neely  
 Will Dahlberg  
 Irmon Kirt  
 Michael Krall, Darrell McCalla, and Andrew Yeager  
 Kyra Miles, Cody Short, Taylor Washington  
 Diana Beattie, Miranda Fulmore, Andrea Blackert-Owens, Mary Scott Hodgkin, Zoe McDonald, Rashah McChesney,  
 Amasico Rainer  
 Frantasia Johnson  
 Will Dahlberg (Cancer)  
 Darrell  
 Lissa Legrand and Nancy McLemore  
 Jon Malone  
 Tim Stout  
 Nancy, Tim  
 Lissa Legrand, Jon Malone,  
 Karma Tolliver  
 Michael Harrington, Stephan Bisaha, and Richard Banks.  
 Will Dahlberg (Executive Director position)  
 Irmon Kirt  
 Caroline Spears  
 Frantasia Johnson

**2.1 Corporate Management**

Jump to question: [2.1](#)

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	<input type="text" value="1.00"/>	\$ <input type="text" value="106,000"/>	<input type="text" value="1"/>
Chief Executive Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Operations Officer	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Operations Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Financial Officer	<input type="text" value="1.00"/>	\$ <input type="text" value="52,000"/>	<input type="text" value="1"/>
Chief Financial Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Digital Media Operations	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Digital Media Operations - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

**2.1 Corporate Management**

Jump to question: [2.1](#)

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

2.2 Communication and Promotions

Jump to question: 2.2

<a href="#">Publicity, Program Promotion Chief</a>		\$		
Publicity, Program Promotion Chief - Joint		\$		
<a href="#">Communication and Public Relations, Chief</a>		\$		
Communication and Public Relations, Chief - Joint		\$		
<a href="#">Head of Audience</a>		\$		
Head of Audience - Joint		\$		
<a href="#">Social Media Specialist / Manager</a>	2.00	\$	45,853	2
Social Media Specialist / Manager - Joint		\$		

2.2 Communication and Promotions

Jump to question: 2.2

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

2.3 Programming and Productions

Jump to question: 2.3

<a href="#">Programming Director</a>	1.00	\$	64,383	23
Programming Director - Joint		\$		
<a href="#">Production, Chief</a>		\$		
Production, Chief - Joint		\$		
<a href="#">Executive Producer</a>		\$		
Executive Producer - Joint		\$		
<a href="#">Producer</a>		\$		
Producer - Joint		\$		
<a href="#">Digital Content Director</a>		\$		
Digital Content Director - Joint		\$		
<a href="#">Digital Project Manager</a>		\$		
Digital Project Manager - Joint		\$		
<a href="#">Managing Director, Audience Engagement</a>		\$		
Managing Director, Audience Engagement - Joint		\$		

2.3 Programming and Productions

Jump to question: 2.3

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

2.4 Development and Fundraising

Jump to question: 2.4

<a href="#">Development, Chief</a>		\$		
Development, Chief - Joint		\$		
<a href="#">Member Services, Chief</a>		\$		
Member Services, Chief - Joint		\$		
<a href="#">Membership Fundraising, Chief</a>	1.00	\$	62,400	5
Membership Fundraising, Chief - Joint		\$		
<a href="#">Major Giving Fundraising Chief</a>		\$		
Major Giving Fundraising Chief - Joint		\$		
<a href="#">On-Air Fundraising, Chief</a>		\$		
On-Air Fundraising, Chief - Joint		\$		
<a href="#">Auction Fundraising, Chief</a>		\$		
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 Underwriting and Grant Solicitation

Jump to question: 2.5

<a href="#">Underwriting, Chief</a>		\$		
Underwriting, Chief - Joint		\$		
<a href="#">Corporate Underwriting, Chief</a>	1.00	\$	60,000	1
Corporate Underwriting, Chief - Joint		\$		
<a href="#">Foundation Underwriting, Chief</a>		\$		
Foundation Underwriting, Chief - Joint		\$		
<a href="#">Government Grants Solicitation, Chief</a>		\$		
Government Grants Solicitation, Chief - Joint		\$		

2.5 Underwriting and Grant Solicitation

Jump to question: 2.5

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

2.6 Broadcast Engineering and Information Technology

Jump to question: 2.6

<a href="#">Operations and Engineering, Chief</a>	1.00	\$	72,318	10
Operations and Engineering, Chief - Joint		\$		
<a href="#">Engineering Chief</a>		\$		
Engineering Chief - Joint		\$		
<a href="#">Broadcast Engineer 1</a>		\$		
Broadcast Engineer 1 - Joint		\$		
<a href="#">Production Engineer</a>		\$		
Production Engineer - Joint		\$		
<a href="#">Facilities, Satellite and Tower Maintenance, Chief</a>		\$		
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$		
<a href="#">Technical Operations, Chief</a>		\$		
Technical Operations, Chief - Joint		\$		
<a href="#">Information Technology, Director</a>		\$		

Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Web Administrator/Web Master</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

**2.6 Broadcast Engineering and Information Technology** Jump to question:

Please list the Other Job titles in this sub-category not listed above  
 Corporate Account Executive (sales), we have two individuals.

**2.7 Journalists, Announcers, Broadcast and Traffic** Jump to question:

<u>News / Current Affairs Director</u>	<input type="text" value="2.00"/>	\$ <input type="text" value="70,000"/>	<input type="text" value="3"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Music Director</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Music Librarian/Programmer</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Announcer / On-Air Talent</u>	<input type="text" value="2.00"/>	\$ <input type="text" value="56,501"/>	<input type="text" value="1"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Reporter</u>	<input type="text" value="6.00"/>	\$ <input type="text" value="52,500"/>	<input type="text" value="3"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Public Information Assistant</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Broadcast Supervisor</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Director of Continuity / Traffic</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

**2.7 Journalists, Announcers, Broadcast and Traffic** Jump to question:

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

**2.8 Education and Community Engagement** Jump to question:

<u>Education, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Education, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Volunteer Coordinator</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Events Coordinator</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<b>Section 2. Average Salary Totals</b>	<input type="text" value="18.00"/>	\$ <input type="text" value="641,955"/>	<input type="text" value="50"/>

**2.8 Education and Community Engagement** Jump to question:

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

Comments  
**Question** **Comment**  
 No Comments for this section

**3.1 Governing Board Method of Selection** Jump to question:

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:   
 Ex-Officio (Automatic membership because of another office held)

**3.1 Governing Board Method of Selection** Jump to question:   
 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:   
 Elected by community/membership

**3.1 Governing Board Method of Selection** Jump to question:   
 Other (please specify below)

**3.1 Governing Board Method of Selection** Jump to question:

WBHM license is held by the Board of Trustees for the University of Alabama System. Here is the information on how their board operates and is appointed: The purpose of the Board of Trustees is to ensure the effective leadership, management, and control over the activities of the three doctoral research universities in The University of Alabama System. This structure provides for a definitive, orderly form of governance, and secures and continues responsive, progressive, and superior institutions of higher education. The Board of Trustees created the present multi-campus structure in 1969, and each of the component institutions has a unique mission that is consistent with the broader mission of the System. About the Board Established in 1969, The University of Alabama System includes The University of Alabama (located in Tuscaloosa), The University of Alabama at Birmingham, and The University of Alabama in Huntsville. The System is governed by a self-nominating Board of 15 elected and one ex-officio member. The Constitution of the State of Alabama provides that the Board is composed of three members from the Congressional district in which the Tuscaloosa campus is located and two members from each of the other six Congressional districts. The Governor is an ex-officio member of the Board. Those members who are not ex-officio are elected by the Board, subject to confirmation by the State Senate and may serve up to three consecutive, full six-year terms. The purpose of the Board of Trustees is to ensure the effective leadership, management, and control over the activities of the three doctoral research universities in The University of Alabama System. This structure provides for a definitive, orderly form of governance, and secures and continues responsive, progressive, and superior institutions of higher education. The primary functions of the Board are to determine the major policies of the System. These include reviewing existing policies; defining the mission, role, and scope of each campus; and assuming ultimate responsibility to the public and political bodies of Alabama. Rules, policies, and procedures are promulgated to ensure that, through The University of Alabama System Office, the necessary flow of information for such accountability takes place.

**3.1 Governing Board Method of Selection** Jump to question:   
 Elected by board of directors itself (self-perpetuating body)

**3.1 Governing Board Method of Selection** Jump to question:   
 Total number of board members (Automatic total of the above)

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

**3.2 Governing Board Members** Jump to question:

African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
------------------	----------	-----------------	-----------------	---------------------	--------------------	-------

Female Board Members	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="4"/>	<input type="text"/>	<input type="text" value="6"/>
Male Board Members	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="8"/>	<input type="text"/>	<input type="text" value="9"/>
<b>Total</b>	<input type="text" value="3"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="12"/>	<input type="text" value="0"/>	<input type="text" value="15"/>

**3.2 Governing Board Members**

Jump to question: [3.2](#)

Number of Vacant Positions

**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.)

**3.2 Governing Board Members**

Jump to question: [3.2](#)

Number of Board Members with disabilities

<b>Question</b>	<b>Comment</b>
-----------------	----------------

No Comments for this section

**4.1 Community Outreach Activities**

Jump to question: [4.1](#)

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

**4.1 Community Outreach Activities**

Jump to question: [4.1](#)

	Yes/No
Produce public service announcements?	No
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	No
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?	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?	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?	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?	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?	No
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No

<b>Question</b>	<b>Comment</b>
-----------------	----------------

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)	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="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)	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	<input type="text" value="5"/>	<input type="text" value="148"/>	<input type="text" value="153"/>
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
All Other (incl. sports and religious — Do NOT include fundraising)	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
<b>Total</b>	<input type="text" value="5"/>	<input type="text" value="148"/>	<input type="text" value="153"/>

**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

<b>Question</b>	<b>Comment</b>
-----------------	----------------

No Comments for this section

**6.1 Telling Public Radio's Story**

Jump to question: [6.1](#)

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten

Joint licensee Grantees that have filed a 2022 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You

(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. **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:

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 core focus in trying to achieve these goals and our approach to these needs has primarily been through the coverage from the WBHM and Gulf States Newsrooms, as well as direct community engagement as pandemic restrictions have been eased. That being said, WBHM is currently in a period of transition with how we think about and cover community issues, needs, and services and re-evaluating what we have "traditionally" done. During the fiscal year covered in this SAS survey, as well as in our new fiscal year, we are in the process of re-evaluating many of our goals and the systems by which we traditionally have measured our successes and failures. Nearly two years ago WBHM signed onto the Public Media for All initiative, and we are working through the process of identifying how those targeted goals can be measured and will ultimately help us better serve our community. Up until early 2022, WBHM did not have baseline DEI training across our organization. The team at the station spent considerable time during this fiscal year working with UAB (our license holder) to go through trainings and get our team aligned around understanding the importance of that work for our efforts. WBHM's news coverage is a blend of both proactive planned coverage (i.e., stories pitched in editorial meetings) and reactionary coverage depending on breaking news and community needs we identify through social media, direct outreach with community organizations, local sources, as well as the long established relationships we have within our community. WBHM has continued to expand our digital presence by experimenting with TikTok, Instagram, and Twitter spaces to engage younger audiences too. Through this fiscal year WBHM also continued to produce two different newsletters (presently we are only producing one), which primarily focus on re-sharing our news content and station information for those who may have missed it. It is an approachable manner that is meant to connect with audiences on a local level while also still sharing national content that we feel would be beneficial for our audiences with it too. Our weekly newsletter continues to see an open rate of over 50% and high engagement, including ideas for stories and feedback that is beneficial to informing our service and operations. Like many stations our size, we are challenged by resources and personnel. WBHM has lacked a clear digital strategy and vision, particularly with audience development, but is something we are focusing on in this new fiscal year as a part of creating a larger vision and strategic plan for the station. In 2022 WBHM started using the Hearken platform as an engagement tool to better engage and cultivate local stories that otherwise might have never been able to find. WBHM's news team has continued to track the diversity of sourcing for our stories and publicly share that information on our website and other platforms with our audiences. With the work that WBHM is currently doing internally, we are excited to share more specific details about goals, progress, and milestones we've reached in the coming year in the next SAS survey.

### 6.1 Telling Public Radio's Story

Jump to question:

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.

During this past fiscal year, particularly as WBHM had turnover in our team, including at the leadership level, which considerably limited some key initiatives and partnerships. Throughout the transition of leadership, we strategically chose to invest in the partnerships at that moment to make sure we were meeting our obligations. We did not forge any new partnerships or initiatives for much of this fiscal year, but partnered with trusted organizations we had worked with in the past, including HICA, Birmingham AIDS Outreach, Birmingham LINKS, as well as a number of other smaller groups. WBHM has a long and rich history of working with the community. As turnover has occurred, some of those relationships have dissolved. WBHM also continued our collaboration with Alabama Public Television on a "legislative roundup" two-way interview every Friday during sessions. These are broadcast and made available online as well. Our most important collaborative partners have been with fellow Gulf States Newsroom (GSN) stations and investing significant time and efforts on WBHM's end to making sure that partnership remains strong and we are fulfilling our obligations as the lead station for the GSN. On a news side, the collaboration and sharing of regional stories has been invaluable. While it does take extra effort to regionalize a story, it has helped to expand the scope of coverage for our listeners to a wider swath of the South and not just central Alabama. The GSN has also helped in the exchange of business and management practices across our organizations as well, which I think has benefited all of the stations as a whole.

### 6.1 Telling Public Radio's Story

Jump to question:

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.

The following is just a brief sampling of some of the comments we receive from our listeners describing the impact our work plays in their lives and in our community: "A recent report on the deplorable state of Alabama's prisons was riveting and disturbing." "Love the news balance you bring. And Terri Gross is responsible for a many of the books my book club reads!" "I am in love with 'This American Life' and the 'Moth Radio Hour'! I have learned so much from these shows and been highly entertained at the same time. These programs are story telling at its very best! If I am listening while driving, I stay in my car until they are finished!" "I drive me teenage daughter to school. Friday's she now asks to listen to Story Corps. When the interview with the man who held Robert Kennedy's head after he was shot came on. We had to wait to get out of the car until the story finished and we could compose ourselves." "A few years ago my son insisted on giving \$5 to WBHM. It was all the money in his wallet. We went by the station and Will Dahlberg gave us a tour. My son still talks about that day and how important it is to "support the news." "How do you know you will be here? We moved to Germany but I still like to listen to WBHM it's a connection to home." "I first learned about NPR in the mid-'80s when I lived in Seattle. When I returned to Alabama in 2000, I tried several NPR stations and found that WBHM met my interests best." "I grew up listening to NPR. My husband only started listening recently. He mentioned about not being able to leave the car until a story ended. I said "There's a name for that! Driveway moment!" I found it amusing that he enjoyed it so much and started having driveway moments!" "I have been listening for years and years and years. It's becoming a privilege to hear the truth. I depend on public radio for this." "I split my donations between WBHM and WUJAL. I live in Tuscaloosa so your reception is poor but WBHM programs are the best. I usually just suffer through the poor reception." "Keep up the good work! Just wish WUJAL would catch up to you in quality." "I'll never forget the moment two or three years ago when I pulled in my driveway as an All Things Considered segment played an interview with a 7-year-old about school shooter drills. He was explaining that he knew he was supposed to get behind the desk, but if something happened he would stand up to the shooter to protect his friends. I have a nine-year-old (he was seven at the time) and I just lost it thinking about the injustice of the fact that our selfless and inherently good children have to face decisions like that today. More people need to hear this content because I truly believe it can bring about real, societal change." "I've been especially thankful for WBHM during the worst of the pandemic, although WBHM has been good company since I arrived in Birmingham 41 years ago." "Just today I heard a story about a New York artist - Bassquatt. I felt a special connection to this story because my class of 1st and 2nd graders have been studying his inspiring story and his unique works of art. Thank you for all you do to inform and enlighten the people of Birmingham." "Knowing I can hear news and conversations in Alabama that is not just conservative but too often ridiculously so is because of WBHM, primarily. Your honest programming in this insanely red state is very important to me. I wish I could afford to give more." "My mother, sister and brother and his family are all in BHM. Over the past decades I visit them from my home in Japan as often as possible and the first thing I do is find WBHM/NPR on the radio of the rental car. It's a life saver for me. Keep up your incredible work." "Our local station journalists are to be commended for their reliable, balanced, and relevant coverage. You are my first choice for news that matters to me." "Outstanding professional work by Ms Hodgins. She is a credit to WBHM, our community and state." "Sitting in my new home in Nashville, TN I tell my Alexa 'play NPR.'" "What comes on but WBHM is a great reminder of my hometown, Birmingham, Alabama." "Thank you for being a positive voice of reason for Alabama! We love all you do!" "Thank you to the station and reporting staff for the excellent Deliberate Indifference podcast, which is one of the best pieces of corrections reporting I've seen and is sorely needed given the challenges facing Alabama's prison system." "The Deliberate Indifference podcast is outstanding! I wish every Alabama legislator would listen to it. Alabama's criminal justice system needs reform. Please keep up the good work!" "There was a story the afternoon of Thursday, the 8th, about a Ukrainian man who was killed when Russian troops marched through his town. The reporters were trying to figure out who had killed them. This longform reporting is one of the reasons that public radio news is so amazing, instructive, and engaging." "I grew up in suburbs of B'ham, long before WBHM existed. Left for college in 1971. Have lived in the NYC area since 1982, but we also have a lake house in Alabama. I actually like a lot of your programming better than our local WNYC NPR station. With Alexa, TuneIn, etc., I can listen to either whenever I want. Happy to support both." "We depend on WBHM to keep us informed in a more balanced and in depth style than other news outlets. Thank you for your continued hard work at award winning reporting."

### 6.1 Telling Public Radio's Story

Jump to question:

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

WBHM still remained under Covid restrictions via our University during a portion of this particular fiscal year, so our engagement activities still remained quite limited. In our current fiscal year we partnered with NPR in the dual language broadcast in Spanish for the SOTU. We are open to further collaboration with community organizations and others over reaching many of these audiences. One of our reporters also produced a English and Spanish version of this story: "Advocacy group helps Mexican families in Alabama reunite after decades apart." We did outreach and made it available for Hispanic radio stations in Alabama to use as well. (We are not sure how many ended up airing it.) One of the biggest investments of time and resources during this fiscal year was the launch of the "Deliberate Indifference" podcast, hosted and produced by WBHM's own Mary Scott Hodgins. Lead by Hodgins, this multi-year investigation focuses on Alabama's prison crisis. This tag sets up what you can expect to learn. "Upwards of 20,000 people live in Alabama's prisons, a system that siphons more than half a billion tax dollars every year, and yet it can be difficult to know what goes on inside." Diving into its history to show how we got to the incredibly inhuman conditions of Alabama's prisons, this show gives voice to many citizens whose voices and experiences are often ignored. As is widely known, the majority of Alabama's overcrowded prisons are filled with men of color. This series helps cast a light on them, as well as their families and others. For more information, go to <https://www.deliberateindifference.org/> Our primary efforts as a news organization is investigation and meeting needs for community by highlighting issues, raising awareness, and disseminating facts. As such, here are all the stories published in this year broken down by content subject. This list demonstrates our efforts. (Note: we will also attach a PDF version with hyperlinks to the stories on our public file on our website.) A year of stories: October 1, 2021 to September 30, 2022. (This does not include data or information about WBHM's weekday newscasts.) Government Jackson's water crisis put new attention on its longstanding lead contamination issue 2022-09-28 15:15:11 Jackson's water issues echo infrastructure struggles across the Gulf South, resulting in nearly 1,800 lawsuits over the past year and attention from the EPA. Birmingham councilors allege promises broken but city still renews Via contract 2022-09-28 10:43:24 Under the contract, the city will pay the Via ride-sharing service up to \$2.64 million per year to provide transit services. Alabama prisoners refusing to work in 2nd day of protest 2022-09-27 20:52:24 Prisoners including those who provide food, laundry and janitorial services refused to show up for work at major state prisons, leaving staff scrambling to keep the facilities running. "We got our miracle": Freed Americans back home in Alabama 2022-09-25 15:43:52 Alex Druke and Andy Huynh had gone missing June 9 in the Kharkiv region of northeastern Ukraine while while fighting with Ukrainian forces against Russia. Birmingham's new Xpress rapid bus line gives residents a new option to travel across the city 2022-09-22 16:14:53 The Birmingham Xpress is a single route that runs east to west between Five Points West and Woodlawn. A total of 32 stops take riders to places like Pinckston Baptist Hospital, the University of Alabama at Birmingham, Railroad Park and Sloss Furnace. Jackson residents claim city's water woes stem from decades of neglect in new lawsuit 2022-09-22 12:26:58 The lawsuit claims that Jackson's water quality was poor long before the recent pump failure at O.B. Curtis — caused by decades of neglect and mismanagement. Russian separatists release 2 U.S. veterans as part of a prisoner exchange 2022-09-21 21:26:04 Alex Druke and Andy Huynh went missing in the Kharkiv region of northeastern Ukraine near the Russian border June 9. They had traveled to Ukraine on their own and became friends because both are from Alabama. Judge blocks upcoming lethal injection in Alabama 2022-09-20 14:30:42 The judge issued a preliminary injunction to block the state from executing Alan Miller on Thursday by any method other than nitrogen hypoxia, an untested method Miller says he requested but Alabama is not ready to use. Video appears to show Alabama corrections officer beating inmate 2022-09-20 10:01:39 The video, circulating on social media, shows what appears to be a distressed inmate on the edge of a roof at a building at Elmore Correctional Facility, while a group of prison staff look at him from the ground. Alabama could use nitrogen hypoxia for executions in death sentences. What if it? 2022-09-19 12:16:42 The state approved the method in 2018, but it has not yet been used or tested. A man is awaiting a Sep. 22 execution said he opted for nitrogen hypoxia instead of lethal injection due to a fear of needles, but corrections officers lost his paperwork. Jefferson County Commission approves extra money for The World Games 2022-09-08 05:30:26 Commissioners approved allotting an additional \$4 million to help offset the deficit incurred by organizers of The World Games. The matter passed on a 4-1 vote.

Alabama man's execution was botched, advocacy group alleges 2022-08-30 18:00:00 Alabama corrections officials apparently botched an inmate's execution last month, an anti-death penalty group alleges, citing the length of time that passed before the prisoner received the lethal injection and a private autopsy indicating his arm may have been cut to find a vein. A Black pastor was watering his neighbor's flowers. Then the police showed up 2022-08-30 06:01:56 Michael Jennings, a longtime pastor at Vision of Abundant Life Church in Sylacauga, Ala., says he was doing a neighborly deed of watering his out-of-town neighbor's flowers, per their request, when a police officer showed up. Birmingham Modernizing Garbage Pickup 2022-08-25 11:04:33 Birmingham will spend just over \$6.5 million to give each household in Birmingham a new, 96-gallon garbage receptacle that Mayor Randall Woodfin said will modernize the way the city picks up garbage. Jefferson County Commission delays discussion on World Games deficit. 2022-08-18 16:35:44 The World Games officials have asked the commission for an additional \$4 million to help close a reported \$14 million debt after the July event. Secretary of State investigating Bessemer for potential voter fraud 2022-08-17 13:23:46 While rumors of election fraud or irregularities have lingered in the city for years, Alabama Secretary of State John Merrill confirmed to WBHM his office is looking into allegations of voter fraud in Bessemer this election cycle. Birmingham's guaranteed income program aims to help single mothers who face inequality 2022-07-28 15:55:30 Sixty percent of all households with children in Birmingham are led by single mothers. That's one factor when it comes to inequalities working women face. Alabama execution is set despite opposition from the victim's family 2022-07-28 06:35:45 Joe Nathan James Jr. was convicted and sentenced to death in the 1994 shooting death of Faith Hall in Birmingham. Hall's daughters have said they would rather James serve life in prison. Jefferson County Commission to look for other absentee voting space after alleged voter suppression 2022-07-13 13:23:55 Bessemer Absentee Voting Clerk Karen Dunn Burks last week accused Jefferson County government of voter suppression because of plans to move her office from the courtroom basement to another office also in the basement. She contended the plan created unfair conditions and accommodations for voters and was inhumane. Lawsuit aims to block Alabama from using COVID relief funds on prison project 2022-07-12 18:08:16 The U.S. Treasury said prison construction is a "generally ineligible" use of American Rescue Plan funds, but has not intervened in Alabama's plans. B

**6.1 Telling Public Radio's Story**

Jump to question:

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's enjoys strong local support from throughout the heart of Alabama with a variety of community partners and business supporters. It maintains a strong and credible reputation in the state of Alabama, as well as within the NPR Network. WBHM's success is built and sustained by the support in our community, but our ability to operate at a sustainable level would be significantly reduced if it were not for the restricted and unrestricted funds made available by the Corporation for Public Broadcasting. CPB's funding allows WBHM the opportunity and flexibility to not only help cover the essential costs of covering our community, but allows us some freedoms and flexibility to experiment with ways to reach new, younger, and more diverse audiences. CPB funding is essential for WBHM to continue providing the high quality journalism and programming that our audiences expect and demand from us, as well as purchase programming from trusted partners and program providers within the public radio system. WBHM participates in a growing number of community events and forums in our community. Through our increasing community engagement, we are working to engage and better reflect the heart of Alabama and its diversity. Collectively, these efforts help us to continue to provide high-quality journalism and inspired and entertaining programming – serving citizens with the news they trust and the programs they love. This critical funding still continues to be crucial for our business continuity, particularly during the heights of the pandemic and since.

Comments  
**Question** **Comment**

No Comments for this section

**7.1 Journalists**

Jump to question:

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**

Jump to question:

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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Assistant News Director	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Managing Editor	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>
Senior Editor	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>
Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Executive Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Senior Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Associate Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Reporter/Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Host/Reporter	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>
Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Beat Reporter	<input type="text" value="5"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>
Anchor/Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Anchor/Host	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Videographer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Video Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other positions not already accounted for	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
<b>Total</b>	<input type="text" value="11"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="3"/>	<input type="text" value="9"/>	<input type="text" value="4"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="7"/>	<input type="text" value="0"/>	<input type="text" value="1"/>

Comments  
**Question** **Comment**  
 Miranda and Richard  
 Andrew Yeager and Priska Neely  
 Rashah McChesney  
 Zoe McDonald (Multi-media news producer)  
 Stephan Bisaha, Cody Short, Kyra Miles, Mary Scott Hodgkin, Taylor Washington.

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

Jump to question:

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

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

Jump to question:

**Check all that apply**

- Grove
- Bento
- WordPress
- Drupal
- Arc
- None

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

Jump to question:

Other

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

Jump to question:

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.

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

Jump to question:



- Check all that apply**
- CDP
  - Salesforce
  - Blackbaud
  - Carl Bloom
  - Roi Solutions
  - Hubspot
  - Adobe
  - SAP
  - None

**8.2 Which Customer Relationship Management (CRM) System is your station using?** Jump to question: [8.2](#)

Other  
 We use these systems along with interfaces in our Allegiance and Traffic CRM's, as well as with Constant Contact which we are transitioning away from using in this fiscal year.

**8.3 Which Email Service Provider (ESP) is your station using?** Jump to question: [8.3](#)

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

**8.3 Which Email Service Provider (ESP) is your station using?** Jump to question: [8.3](#)

- Check all that apply**
- Mailchimp
  - Hubspot
  - Constant Contact
  - GoDaddy
  - None

**8.3 Which Email Service Provider (ESP) is your station using?** Jump to question: [8.3](#)

Other

**8.4 Which Marketing Automation Platform is your station using?** Jump to question: [8.4](#)

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

**8.4 Which Marketing Automation Platform is your station using?** Jump to question: [8.4](#)

- Check all that apply**
- Mailchimp Marketing Platform
  - Hubspot Marketing Hub
  - Active Campaign
  - Adobe
  - Piano.io
  - None

**8.4 Which Marketing Automation Platform is your station using?** Jump to question: [8.4](#)

Other

Comments  
**Question** **Comment**  
 No Comments for this section