Grantee Information

ID: 1245
Grantee Name: WBHM-FM
City: Birmingham
State: AL
Licensee Type: University

1.1 Employment of Full-Time Radio Employees

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.

<table>
<thead>
<tr>
<th>Major Job Category / Joint Employee</th>
<th>African American Females</th>
<th>Hispanic Females</th>
<th>Native American Females</th>
<th>Asian/Pacific Females</th>
<th>White, Non-Hispanic Females</th>
<th>More Than One Race Females</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Officials - 1000</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
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</tr>
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<td>1</td>
<td>1</td>
<td></td>
<td>6</td>
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<tr>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Sales Workers - 4500</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Office and Clerical - 5100</td>
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</tr>
<tr>
<td>Craftspersons (Skilled) - 5200</td>
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<td>operatives (Semi-Skilled) - 5300</td>
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</table>

1.1 Employment of Full-Time Radio Employees

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

<table>
<thead>
<tr>
<th>Major Job Category / Joint Employee</th>
<th>African American Males</th>
<th>Hispanic Males</th>
<th>Native American Males</th>
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<th>More Than One Race Males</th>
<th>Total</th>
</tr>
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<tbody>
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<td></td>
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<tr>
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<td>0</td>
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<td>1</td>
</tr>
</tbody>
</table>

1.1 Employment of Full-Time Radio Employees

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

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<thead>
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<td>1</td>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

1.2 Major Programming Decision Makers

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, as 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

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

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?
### 1.3 Employment of Part-Time Radio Employees

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

#### Major Job Category / Job Code

<table>
<thead>
<tr>
<th>Minority Female</th>
<th>Non-Minority Female</th>
<th>Minority Male</th>
<th>Non-Minority Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Officials - 1000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Managers - 2000</td>
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</tr>
<tr>
<td>Professionals - 3000</td>
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<td></td>
</tr>
<tr>
<td>Technicians - 4000</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office and Clerical - 5100</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Craftspersons (Skilled) - 5200</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operatives (Semi-skilled) - 5300</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laborers (Unskilled) - 5400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Workers - 5500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

| 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            |                    |              |                  | 1     |

| Officials - 1000|                    |              |                  |       |
| Managers - 2000 |                    |              |                  |       |
| Professionals - 3000 |              |              |                  |       |
| Technicians - 4000 |                |              |                  |       |
| Sales Workers - 4500 |                 |              |                  |       |
| Office and Clerical - 5100 |             |              |                  |       |
| Craftspersons (Skilled) - 5200 |          |              |                  |       |
| Operatives (Semi-skilled) - 5300 |          |              |                  |       |
| Laborers (Unskilled) - 5400 |            |              |                  |       |
| Service Workers - 5500 |            |              |                  |       |
| Total            |                    |              |                  | 0     |

### 1.4 Part-Time Employment

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full-time?

#### Number working less than 15 hours per week

- 2

#### Number working 15 or more hours per week but not full-time

- 2

### 1.5 Full-Time Hiring

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

#### Major Job Category / Job Code

<table>
<thead>
<tr>
<th>Minority Female</th>
<th>Non-Minority Female</th>
<th>Minority Male</th>
<th>Non-Minority Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Officials - 1000</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Managers - 2000</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>

No full-time employees were hired (check here if applicable)
Professionals - 3000

Technicians - 4000

Sales Workers - 5000

Office / Service Workers - 5000

Total

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 occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Number of full-time and part-time job openings

1.7 Hiring Contractors

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

1.7 Hiring Contractors

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 Brander
Caroline Spears was hired into the Corporate Support Director position.
Richard Banks
CDP
Sabrina Balch
Priska Neely
Will Dahlberg
Irmon Kit
Michael Kraft, Darrell McCalla, and Andrew Yeager
Kyra Miles, Cody Smith, Taylor Washington
Diana Beattie, Miranda Fulmore, Andrea Blackwell-Owns, Mary Scott Huggins, Zoe McDonald, Rashah McChesney, Amaesca Railer
Frantasia Johnson
Will Dahlberg (Cancer)
Darrell
Lisa Legrand and Nancy McLamore
Jon Malone
Tom Smith
Nancy Tim
Lisa Legrand, Jon Malone, Karma Tolliver
Michael Harrington, Stephen Bisaha, and Richard Banks
Will Dahlberg (Executive Director position)
Irmon Kit
Caroline Spears
Frantasia Johnson

2.1 Corporate Management

<table>
<thead>
<tr>
<th># of Employees</th>
<th>Avg. Annual Salary</th>
<th>Average Tenure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Executive Officer</td>
<td>1.40</td>
<td>$100,000</td>
</tr>
<tr>
<td>Chief Executive Officer - Joint</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chief Operations Officer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chief Operations Officer - Joint</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chief Financial Officer</td>
<td>1.40</td>
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<tr>
<td>Chief Financial Officer - Joint</td>
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<td></td>
</tr>
<tr>
<td>Chief Digital Media Operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chief Digital Media Operations - Joint</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2.1 Corporate Management

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

**Publicity, Program Promotion Chief**  
**Publicity, Program Promotion Chief - Joint**

**Communication and Public Relations, Chief**  
**Communication and Public Relations, Chief - Joint**

**Head of Audience**  
**Head of Audience - Joint**

**Social Media Specialist / Manager**  
2.40 $65,851 2

**Social Media Specialist / Manager - Joint**

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

### 2.3 Programming and Productions

**Programming Director**  
**Programming Director - Joint**

**Production, Chief**  
**Production, Chief - Joint**

**Executive Producer**  
**Executive Producer - Joint**

**Producer**  
**Producer - Joint**

**Digital Content Director**  
**Digital Content Director - Joint**

**Digital Project Manager**  
**Digital Project Manager - Joint**

**Managing Director, Audience Engagement**  
**Managing Director, Audience Engagement - Joint**

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

### 2.4 Development and Fundraising

**Development, Chief**  
**Development, Chief - Joint**

**Member Services, Chief**  
**Member Services, Chief - Joint**

**Membership Fundraising, Chief**  
1.00 $62,000 5

**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**

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

### 2.5 Underwriting and Grant Solicitation

**Underwriting, Chief**  
**Underwriting, Chief - Joint**

**Corporate Underwriting, Chief**  
1.40 $68,690 1

**Corporate Underwriting, Chief - Joint**

**Foundation Underwriting, Chief**  
**Foundation Underwriting, Chief - Joint**

**Government Grants Solicitation, Chief**  
**Government Grants Solicitation, Chief - Joint**

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

### 2.6 Broadcast Engineering and Information Technology

**Operations and Engineering, Chief**  
1.00 $72,118 14

**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**
2.6 Broadcast Engineering and Information Technology

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

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

2.8 Education and Community Engagement

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

### Comments

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

#### 3.1 Governing Board Method of Selection

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

**3.1 Governing Board Method of Selection**

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

Appointed by government legislative body (including school board) or other government official (e.g. governor)

Elected by community/membership

Elected by the Board

Elected by community/membership

Elected by community/membership

3.1 Governing Board Method of Selection

Elected by Board of Trustees

Elected by community/membership

#### 3.2 Governing Board Members

Corporate Account Executive (sales), we have two individuals.

### More than One Race

<table>
<thead>
<tr>
<th>Race</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>More Than One Race</td>
</tr>
<tr>
<td>Hispanic</td>
<td>More Than One Race</td>
</tr>
<tr>
<td>Native American</td>
<td>More Than One Race</td>
</tr>
<tr>
<td>Asian</td>
<td>More Than One Race</td>
</tr>
<tr>
<td>Pacific</td>
<td>More Than One Race</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>More Than One Race</td>
</tr>
<tr>
<td>More than One Race</td>
<td>Total</td>
</tr>
</tbody>
</table>
3.2 Governing Board Members

Number of Vacant Positions

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

3.2 Governing Board Members

Number of Board Members with disabilities

Comments

Question

4.1 Community Outreach Activities

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

4.1 Community Outreach Activities

Produce public service announcements?

Did the public service announcements have a specific, formal component designed to be of special service to the educational community?

Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?

Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?

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?

Produce/distribute informational materials based on local or national programming?

Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?

Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Host community events (e.g., benefit concerts, neighborhood festivals)?

Did the community events have a specific, formal component designed to be of special service to the educational community?

Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Provide locally created content for your own or another community-based computer network/web site?

Did the locally created web content have a specific, formal component designed to be of special service to the educational community?

Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?

Did the partnership have a specific, formal component designed to be of special service to the educational community?

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

Comments

Question

5.1 Radio Programming and Production

Instructions and Definitions:

5.1 Radio Programming and Production

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 distribution to at least one station outside the grant recipients local market.?

(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

Approx Number of Original Program Hours

Comments

Question

5.1 Radio Programming and Production

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 devoted to artistic and/or cultural subject matter)

0

0

0

News and Public Affairs (includes regular coverage of news events, such as that produced to a newsmaker, and public issue-driven listener questions and discussions)

1

148

149

Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)

0

0

0

Other (incl. sports and religious — Do NOT include fundraising)

0

0

0

Total

5

148

153

5.1 Radio Programming and Production

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:

3.2. Governing Board Members

Jump to question:

4.1. Community Outreach Activities

Jump to question:

5.1. Radio Programming and Production

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3.2. Governing Board Members

Jump to question:
6.1 Telling Public Radio's Story

Jump to question 6.1 | 6.2

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's local services, such as multiple long-form and short-form content, digital and in-person engagement, education services, community information, partnerships with other organizations, and activities you reached or new audiences you engaged...

VBMH's core focus is in trying to achieve these goals and our approach to these needs has primarily been through the coverage from the Gulf and State Newsrooms, as well as direct community engagement as pandemic restrictions have been eased. That being said, VBMH is currently beginning a new partnership with two local community organizations and has been re-evaluating what works and what doesn’t. Our efforts have included working with local community organizations and school districts to evaluate their needs, as well as providing resources and support for local events and initiatives.

Our approach to fulfilling these goals has been through a combination of outreach to community organizations, partnerships with other organizations, and direct engagement with our audience. We have sought to create partnerships and collaborations with other organizations to address specific needs and issues in our community.

We have worked with local community organizations to provide resources and support for local events and initiatives, and have sought to create partnerships and collaborations with other organizations to address specific needs and issues in our community. Our approach has been to use our resources and expertise to support and promote local initiatives, while also working to build relationships and partnerships with other organizations to further our mission.

Our goal is to continue to develop and expand our partnerships and collaborations with other organizations in the future, and to continue to work to address the needs and issues of our community through our programming and services.
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 08:16:06 Michael Jennings, a longtime pastor at Zion of Abbey Road Church in Sylacauga, Ala., says he was doing a neighborhood 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 11:44:33 Birmingham will spend just over $8.3 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 16:55:44 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 23:24:40 White rooms of election day or irregularities have lingered in the county for years, Alabama Secretary of State John Merrill confirmed Thursday. Merrill confirmed to WBHM his office is looking into allegations of voter fraud in Bessemer this election cycle. 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 to the Corporation for Public Broadcasting. CPB's funding allows WBHM the opportunity and flexibility to not only cover the essential costs of covering our community, but allows us some freedoms and flexibility to experiment with ways to reach a larger and more diverse audience. 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. 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 height of the pandemic and since.

Comments

Question

Jump to question

11

In Alabama, there 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 has on your ability to serve your community. What would you have to do if you didn’t receive it?

Public Radio's Story 05/25/2020

4.11

5. We're also interested in knowing the peak usage patterns of your programming. How many hours do you broadcast?

6.1 Telling Public Radio's Story

Jump to question

5.5

6.1 Telling Public Radio's Story

Jump to question

5.3

6.1 Telling Public Radio's Story

Jump to question

5.2

6.1 Telling Public Radio's Story

Jump to question

5.1

7.1 Journalists

Jump to question

5.1

7.1 Journalists

Jump to question

5.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalists in 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 during the heights of the pandemic and since.

Comments

Question

Jump to question

No Comments for this section

7.1 Journalists

Jump to question

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7.1 Journalists

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7.1 Journalists

Jump to question

5.1
8.2 Which Customer Relationship Management (CRM) System is your station using?

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?

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

Check all that apply

Mailchimp
Hubspot
Constant Contact
GoDaddy
None

8.4 Which Marketing Automation Platform is your station using?

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.

Check all that apply

Mailchimp Marketing Platform
Hubspot Marketing Hub
Active Campaign
Adobe
Piano.io
None

Comments

No Comments for this section