Grantee Information

ID	1607
Grantee Name	WUTC-FM
City	Chattanooga
State	TN
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					1		1
Professionals - 3000					1		1
Technicians - 4000							0
Sales Workers - 4500						0	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

1.1 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							0
Managers - 2000					2		2
Professionals - 3000							0
Technicians - 4000					2		2
Sales Workers - 4500					1		1
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0

Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	5	0	5

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	3
Professionals - 3000	1
Technicians - 4000	2
Sales Workers - 4500	1
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	7

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).

1.2 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		1
Male Major Programming Decision Makers					3		3
Total	0	0	0	0	4	0	4

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					0		0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200						1	1
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	0	1	1

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							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300					1		1
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	1	0	1

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	0
Professionals - 3000	0
Technicians - 4000	
Sales Workers - 4500	0
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	1

Operatives (Semi-skilled) - 5300	1
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	2

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	2

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

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 occured, 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
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 Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	$ 150,000	6
Chief Executive Officer - Joint		$	
Chief Operations Officer	1.00	$ 75,000	5
Chief Operations Officer - Joint		$	
Chief Financial Officer	1.00	$ 60,000	8
Chief Financial Officer - Joint		$	
Chief Digital Media Operations	1.00	$ 65,000	4
Chief Digital Media Operations - Joint		$	

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

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	1.00	$ 30,000	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

Programming Director		$	

Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer	2.00	$ 60,000	16
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		$	

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

Development, Chief		$	
Development, Chief - Joint		$	
Member Services, Chief		$ 0	0
Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	
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	$ 65,000	5
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	

Government Grants Solicitation, Chief - Joint		$	

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		$	
Operations and Engineering, Chief - Joint		$	
Engineering Chief		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1	1.00	$ 30,000	2
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		$	
News / Current Affairs Director - Joint		$	
Music Director		$	
Music Librarian/Programmer		$	
Announcer / On-Air Talent		$	
Announcer / On-Air Talent - Joint		$	
Reporter		$	
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	9.00	$ 535,000	48

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
No Comments for this section	

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)

3.1 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): 12

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)

3.1 Governing Board Method of Selection

Jump to question: 3.1

Total number of board members (Automatic total of the above): 12

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	2				8		10

Male Board Members	1				1		2
Total	3	0	0	0	9	0	12

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.) 12

3.2 Governing Board Members Jump to question: 3.2

Number of Board Members with disabilities

Comments

Question	Comment
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 announcemnts?	Yes
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?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the 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?	Yes
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?	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?	Yes
Host community events (e.g. benefit concerts, neighborhood festivals)?	No
Did the community events have a specific, formal component designed to be of special service to the educational community?	No
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	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)		1,248	1,248
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)		12	12
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)		104	104
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)		12	12
All Other (incl. sports and religious — Do NOT include fundraising)			0
Total	0	1,376	1,376

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	1,376

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 2023. 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 2023 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.

"Scenic Roots" - our weekday local talk show hosted and produced by a veteran of CBS News and The Associated Press - is the flagship of our community service content, with a particular emphasis on engaging underserved communities and cultivating emerging audiences. AMPLIFY - a weekly program of, by and local Black voices hosted and produced by the Black cultural nonprofit RISE Chattanooga - is a top-rated show for its timeslot after only two years on the air. Latino USA and National Native News are recent - and well-received - additions to our broadcast schedule.

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.

Chattamatters - a civic storytelling project at The Enterprise Center, a nonprofit in Chattanooga - customizes its stories in audio form for broadcast on "Scenic Roots" and WUTC, available online on our website and our app. Our Voices Chattanooga - a partnership between WUTC, The Enterprise Center, WTCI PBS and La Paz Chattanooga - is a nonpartisan voter education campaign across media platforms aimed at engaging young voters during the 2024 election cycle. "Scenic Roots" collaborates with community partners on conversation series - among them: La Paz Chattanooga, Preserve Chattanooga, the Community Foundation of Greater Chattanooga, the Chattanooga Festival of Black Arts and Ideas, and Rhyme 'N Chatt. WUTC provides internships and volunteer opportunities in audio journalism and audio production

for students at the University of Tennessee at Chattanooga. The station holds regular tours for K-12 students from Dalton, GA and from University High (a partnership between UTC and Hamilton County Schools).

6.1 Telling Public Radio's Story Jump to question: 6.1

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 Chattamatters stories aired on "Scenic Roots" and WUTC are frequently the highest-rated content on the WUTC website, receiving hundreds of hits. AMPLIFY by RISE Chattanooga is one of the top-rated programs for its weeknight time slot. Three local Black cultural organizations - the Bessie Smith Cultural Center, the Chattanooga Festival of Black Arts and Ideas, and Rhyme 'N Chatt - have indicated interviews aired on "Scenic Roots" and WUTC generate significant turnout for their events. Interviews on "Scenic Roots" that highlight speakers and performances for the community on the campus of UTC boost turnout of those events.

6.1 Telling Public Radio's Story Jump to question: 6.1

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

In 2023, WUTC began to explore a collaboration with the storytelling nonprofit Narrative 4 - and the potential hosting in Chattanooga of "The Poetry Cafe," a public radio program in North Carolina with a diverse and community focus that is now seeking national distribution. Those explorations continue in 2024 - and so far this year, another exploration has joined the list: a partnership with La Paz Chattanooga to diversify WUTC's representation of locally-focused music of, by and for our Hispanic / Latino community.

6.1 Telling Public Radio's Story Jump to question: 6.1

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?

Without the CPB funding, WUTC would have zero local presence in the Chattanooga area and the Tennessee Valley. It would become an automated imitation of NPR satellite programming at a time when quality local media has vanished - and the prognosis for the station's future would be dim and grim at best. Public radio is one of the few viable options left to restore, protect and expand community-focused content on the local level - and CPB funding is essential to ensure WUTC continues to provide that content for all corners of our community.

Comments

Question	Comment
No Comments for this section	

7.1 Journalists Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists Jump to question: 7.1

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												
Assistant News Director												
Managing Editor	1			1			0			1		
Senior Editor												
Editor				0	0							
Executive Producer												
Senior Producer												
Producer	3	1		2	2					3	1	
Associate Producer												
Reporter/Producer												
Host/Reporter												
Reporter										0		
Beat Reporter												

Anchor/Reporter												
Anchor/Host												
Videographer												
Video Editor												
Other positions not already accounted for												
Total	4	1	0	3	2	0	0	0	0	4	1	0

Comments

Question	Comment
No Comments for this section	

8.1 Which Content Management System (CMS) is your station using? Jump to question: 8.1

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: 8.1

	Check all that apply
Grove	☑
Bento	☐
WordPress	☐
Drupal	☐
None	☐

8.1 Which Content Management System (CMS) is your station using? Jump to question: 8.1

Other

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

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: 8.2

	Check all that apply
CDP	☐
Salesforce	☐
Blackbaud	☐
Carl Bloom	☐
Roi Solutions	☐
Adobe	☐
Allegiance	☑
None	☐

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

Other

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 ☑

Constant Contact ☐

GoDaddy ☐

SendGrid ☐

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 ☐

Adobe ☐

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	

9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}? Jump to question: 9.1

Yes ☐

No ☑

9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}? Jump to question: 9.1

If no, why not?

We are applying for funding for the update.

9.2 How many CAP messages did your station release in FY{{FY}}? (Available from CAP log from your encoder(s)) Jump to question: 9.2

0

9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages Jump to question: 9.3

Yes ☐

No ☑

9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages Jump to question: 9.3

If no, why not?

As of 2-8-24 - In the process with the new Sage Update

9.4 Please describe your internal policy and threshold for pass-through of EAS messages, including how your system checks for CAP-compliant alerts. Jump to question: 9.4

The policy is in review

9.5 Please describe the relationship between your station and local emergency management agency. Jump to question: 9.5

During certain emergencies we make ourselves available to local authorities and make our signal available as needed.

9.6 Are you currently able to measure the number of individuals with Access and Functional Needs* (AFN) in your broadcast coverage area? Jump to question: 9.6

- [x] Yes
- [ ] No

9.6 Are you currently able to measure the number of individuals with Access and Functional Needs* (AFN) in your broadcast coverage area? Jump to question: 9.6

If Yes Please list the source(s) from which you obtain data on the AFN individuals in your coverage area:

Nielsen Market Data

9.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure – we do not have enough data to know) Jump to question: 9.7

- [ ] Yes
- [ ] No
- [ ] Somewhat
- [x] Unsure

9.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure – we do not have enough data to know) Jump to question: 9.7

(Optional) What barriers are preventing you from better reaching your AFN communities with emergency alerts?

9.8 For each transmitter, please list the make, model, current firmware version, location (specify studio, transmitter site, or other location), and internet connectivity of your EAS equipment. If you have more transmitters to add, please press the TAB button while on the last row. Jump to question: 9.8

	Call letters	Location	Model	Firmware Version	Make	Connected
1	WUTC	Chattanooga	3,644	rev95	Endec	LAN
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Comments

Question	Comment

No Comments for this section