Grantee Information

ID	1346
Grantee Name	WUFT-FM
City	Gainesville
State	FL
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							0
Professionals - 3000					0		0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	0	0	0

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							0
Professionals - 3000					2		2
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	2	0	2

1.1 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	
Professionals - 3000	0
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	

Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.1 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							0
Male Major Programming Decision Makers					0		0
Total	0	0	0	0	0	0	0

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

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							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	0	0	0

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment — Jump to question: 1.4

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

1.4 Part-Time Employment — Jump to question: 1.4

Number working less than 15 hours per week

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					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: 0

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		$	
Chief Executive Officer - Joint	1.00	$ 242,643	14
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer		$	
Chief Financial Officer - Joint	1.00	$ 137,887	2
Chief Digital Media Operations		$	
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	1.00	$ 62,996	8
Head of Audience		$	
Head of Audience - Joint		$	
Social Media Specialist / Manager		$	
Social Media Specialist / Manager - Joint		$ 0	0

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	1.00	$ 111,822	3
Producer	1.00	$ 57,500	10
Producer - Joint	1.00	$ 45,100	1
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		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	

Membership Fundraising, Chief - Joint		$	
Major Giving Fundraising Chief		$	
Major Giving Fundraising Chief - Joint	1.00	$ 140,697	8
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		$	
Underwriting, Chief - Joint	1.00	$ 118,855	8
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	1.00	$ 98,800	4
Engineering Chief		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1		$	
Broadcast Engineer 1 - Joint	1.00	$ 57,516	1
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	1.00	$ 90,473	6
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	1.00	$ 49,882	11
Announcer / On-Air Talent - Joint	1.00	$ 78,000	4
Reporter		$	
Reporter - Joint	2.00	$ 76,142	6
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		$ 0	0
Section 2. Average Salary Totals	15.00	$ 1368313	86

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): 2

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): 11

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): 13

3.2 Governing Board Members — Jump to question: 3.2

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members — Jump to question: 3.2

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members — Jump to question: 3.2

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	1				3		4
Male Board Members		0		2	7		9
Total	1	0	0	2	10	0	13

3.2 Governing Board Members — Jump to question: 3.2

Number of Vacant Positions: 0

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.): 13

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?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
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?	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?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question	Comment
No Comments for this section	

5.1 Radio Programming and Production — Jump to question: 5.1

Instructions and Definitions:

5.1 Radio Programming and Production — Jump to question: 5.1

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production — Jump to question: 5.1

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)		1,377	1,377
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)		16	16
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)	12	352	364
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)		1	1
All Other (incl. sports and religious — Do NOT include fundraising)		157	157
Total	12	1,903	1,915

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	229

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

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.

previously been optional. Response to this section of the SAS is now mandatory.

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.

WUFT-FM and each of the sub-channels that the public radio operates has a very defined purpose in fulfilling the dual mission of the radio station(s) that allow the University of Florida to not only succeed in providing superior service to the communities of the region but also to the students in the UF College of Journalism and Communication who depend on the university's media properties, and WUFT-FM in particular, to enhance their academic experience and ensure they are prepared for industry positions. The University and state of Florida continue to exhibit their commitment to WUFT-FM through ongoing investment in the station's programming, operations and infrastructure and, in particular, in support of WUFT-FM's news and public safety/emergency messaging service in "FPREN" (Florida Public Radio Emergency Network). In 2012 WUFT-FM launched the highly successful and nationally recognized FPREN service, which is a 24/7/365 content service for partner public radio and television stations across Florida providing programming (live and preproduced) related to high profile public safety events such as hurricanes, tropical storms, floods, freezes, etc. This service was recognized by the Corporation for Public Broadcasting with the coveted "Community Lifeline" award for exceptional service to the community for coverage of hurricane Irma.

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.

WUFT-FM is one of very few public radio stations in the United States that operates in a leadership position when it comes to the coverage of and creation of content for partner public broadcasting entities related to public safety and emergency messaging. FPREN has an incredible and successful history of providing service to public media in Florida and South Carolina through various types of intensities of public safety events. While a majority of these events have been severe weather-related, FPREN stands ready to provide support to public media colleagues through coverage of safety-related events on broadcast, digital, social and mobile media platforms. WUFT-FM operates with a service-related mentality and the staff remains fully committed to the unique and powerful mission the station operates with. WUFT-FM has been a key driver of information and content, especially during events such as the pandemic as well and to this day operates one of the few truly local news-focused operations in the Gainesville-Ocala, Florida market.

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.

WUFT-FM, as a licensee of the University of Florida and operating through the UF College of Journalism and Communications, takes the role of "local broadcaster" seriously and remains thoroughly committed to ensuring news and information is at the core of the station's mission. Through the decades that WUFT-FM has been on the air serving the north central Florida region, the public radio station and associated sub-channels have been providing critically important local news, information and public safety content. In the past 20 years, as more and more local news sources have dwindled, WUFT has become the last operating radio station newsroom in the market and one of just three news facilities in the region reporting on local news and events. Routinely, WUFT is recognized by our colleagues throughout Florida and South Carolina for the support we provide their stations and communities during times of crisis, such as hurricanes and other substantial public safety 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.

WUFT-FM (as associated public television station WUFT-TV) remain committed to "Noticias WUFT", a local spanish-language news and information program, which is available on WUFT, WUFT.org and various social media platforms associated with the University of Florida's public media enterprise. This bilingual news and information resource is produced through WUFT's Innovation News Center and full-time staff work alongside bilingual UF students to perform to the mission of the station in this unique and powerful way. Noticias WUFT student journalists are routinely placed in outstanding full-time bilingual industry positions across the country, further underscoring the commitment WUFT and UF have to preparing students for industry.

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?

WUFT-FM's CSG funding from the Corporation for Public Broadcasting is key to the station's ability to meet the dual mission of service to community and to the educational mission of the University of Florida. From support the funding provides to the programming and news operation of the radio station to the enhancements that are possible to WUFT's very unique contributions to public safety and emergency management, the CSG is an invaluable resource that allows WUFT-FM to achieve at the highest level.

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

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific
News Director	1			1					
Assistant News Director	1			1					
Managing Editor	1			1					
Senior Editor									
Editor									
Executive Producer									
Senior Producer	2				2	1	1		
Producer	3			2	1	2			
Associate Producer									
Reporter/Producer									
Host/Reporter									

Reporter										
Beat Reporter										
Anchor/Reporter										
Anchor/Host	3			3						
Videographer										
Video Editor	1			1						
Other positions not already accounted for										
Total	12	0	0	9	3	3	1	0	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?

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

73

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?

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

We pass all required EAS messages through unless we have a Meteorologist live on the air providing lifesaving information. We verify messages received to messages sent via Encoder log based on criteria determined by the station General Manager.

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

We work with our local emergency management agency to ensure the community has the emergency information they need.

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

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:

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

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	WUFT-FM	Studio	Digital ENDEC	95	Sage	University of
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Comments

Question	Comment
No Comments for this section	