## Employment

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 / Job Code / 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>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Managers - 2000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Professionals - 3000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Technicians - 4000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Sales Workers - 4500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Office and Clerical - 5100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Craftspersons (Skilled) - 5200</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Operatives (Semi-Skilled) - 5300</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Laborers (Unskilled) - 5400</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Service Workers - 5500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Major Job Category / Job Code / Joint Employee</td>
<td>African American Males</td>
<td>Hispanic Males</td>
<td>Native American Males</td>
<td>Asian/Pacific Males</td>
<td>White, Non-Hispanic Males</td>
<td>More Than One Race Males</td>
<td>Total</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>------------------------</td>
<td>----------------</td>
<td>-----------------------</td>
<td>---------------------</td>
<td>-------------------------</td>
<td>-------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Officials - 1000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Managers - 2000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Professionals - 3000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Technicians - 4000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Sales Workers - 4500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Office and Clerical - 5100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Craftspersons (Skilled) - 5200</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Operatives (Semi-Skilled) - 5300</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Laborers (Unskilled) - 5400</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Service Workers - 5500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>6</strong></td>
<td><strong>0</strong></td>
<td><strong>6</strong></td>
</tr>
</tbody>
</table>

Persons with Disabilities

---

https://isis.cpb.org/Survey/SurveyClick.aspx?Rdct=SurveyIndex&sec=18&surveyType=2#
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

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.

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

<table>
<thead>
<tr>
<th>Gender/ethnicity</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native American</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian/Pacific</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More Than One Race</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Major Job Category / Job Code</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>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Managers - 2000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Professionals - 3000</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Major Job Category / Job Code</td>
<td>African American Males</td>
<td>Hispanic Males</td>
<td>Native American Males</td>
<td>Asian/Pacific Males</td>
<td>White, Non-Hispanic Males</td>
<td>More Than One Race Males</td>
<td>Total</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------------------</td>
<td>---------------</td>
<td>----------------------</td>
<td>---------------------</td>
<td>--------------------------</td>
<td>-------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Officials - 1000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Managers - 2000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Professionals - 3000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Technicians - 4000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Sales Workers - 4500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Office and Clerical - 5100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Craftpersons (Skilled) - 5200</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Operatives (Semi-skilled) - 5300</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Laborers (Unskilled) - 5400</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Service Workers - 5500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Major Job Category / Job Code

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

Persons with Disabilities

https://isis.cpb.org/Survey/SurveyClick.aspx?Rdct=SurveyIndex&sec=18&surveyType=2#
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

1.4 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

Number working 15 or more hours per week

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.)

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

Major Job Category / Job Code
Minority Female Non-Minority Female Minority Male Non-Minority Male Total
Officials - 1000
Managers - 2000
Professionals - 3000
Technicians - 4000
Sales Workers - 4500
Office / Service Workers - 5100-5500

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.

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?

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

Have you completed this Section?  Yes  No
### Average Salary

**Change Section:** 2. Average Salary  
**Show all data for:** 2020

<table>
<thead>
<tr>
<th>Position</th>
<th># of Employees</th>
<th>Avg. Annual Salary</th>
<th>Average Tenure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Executive Officer</td>
<td>1.00</td>
<td>$77,833</td>
<td>7</td>
</tr>
<tr>
<td>Chief Operations Officer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chief Financial Officer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chief Digital Media Operations</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**2.2 Communication and Promotions**

<table>
<thead>
<tr>
<th>Position</th>
<th># of Employees</th>
<th>Avg. Annual Salary</th>
<th>Average Tenure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publicity, Program Promotion Chief</td>
<td></td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Communication and Public Relations, Chief</td>
<td></td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>

Please list the Other Job titles in this sub-category not listed above
2.3 Programming and Productions

- **Programming Director**
- **Production, Chief**
- **Executive Producer**
- **Producer**

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

2.4 Development and Fundraising

- **Development, Chief**
- **Member Services, Chief**
- **Membership Fundraising, Chief**
- **Major Giving Fundraising Chief**
- **On-Air Fundraising, Chief**
- **Auction Fundraising, Chief**

Please list the Other Job titles in this sub-category not listed above
2.5 Underwriting and Grant Solicitation

- **Underwriting, Chief**
  - 1.00
  - $57,075

- Corporate Underwriting, Chief
  - 
  - 

- Foundation Underwriting, Chief
  - 
  - 

- Government Grants Solicitation, Chief
  - 
  - 

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

2.6 Broadcast Engineering and Information Technology

- **Operations and Engineering, Chief**
  - 
  - 

- Engineering Chief
  - 
  - 

- Broadcast Engineer 1
  - 
  - 

- Production Engineer
  - 
  - 

- Facilities, Satellite and Tower Maintenance, Chief
  - 
  - 

- Technical Operations, Chief
  - 
  - 

- Information Technology, Director
  - 
  - 

- Web Administrator/Web Master
  - 
  - 

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

2.7 Journalists, Announcers, Broadcast and Traffic

- **News / Current Affairs Director**
  - 1.00
  - $50,315

- Music Director
  - 1.00
  - $50,315
### Music Librarian/Programmer
- Salary: $48,682
- Number of Employees: 19

### Announcer / On-Air Talent
- Salary: $0
- Number of Employees: 23

### Reporter
- Salary: $50,034
- Number of Employees: 23

### Public Information Assistant
- Salary: $0
- Number of Employees: 23

### Broadcast Supervisor
- Salary: $0
- Number of Employees: 23

### Director of Continuity / Traffic
- Salary: $0
- Number of Employees: 23

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

### Education and Community Engagement

#### Jump to question: 2.8 ▼

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Salary</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education, Chief</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer Coordinator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events Coordinator</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Section 2. Average Salary Totals**

<table>
<thead>
<tr>
<th>Average Salary</th>
<th>8.00</th>
<th>Total Salary</th>
<th>372,297</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Employees</td>
<td>190</td>
<td></td>
<td>101</td>
</tr>
</tbody>
</table>

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

### Have you completed this Section?
- Yes
- No
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:

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

Other (please specify below)

Elected by board of directors itself (self-perpetuating body)

Total number of board members (Automatic total of the above)
### 3.2 Governing Board Members

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.

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

<table>
<thead>
<tr>
<th></th>
<th>African American</th>
<th>Hispanic</th>
<th>Native American</th>
<th>Asian / Pacific</th>
<th>White, Non-Hispanic</th>
<th>More Than One Race</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female Board Members</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Male Board Members</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>7</td>
</tr>
</tbody>
</table>

**Number of Vacant Positions**

<table>
<thead>
<tr>
<th></th>
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</thead>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>7</th>
</tr>
</thead>
</table>

**Number of Board Members with disabilities**

<table>
<thead>
<tr>
<th></th>
<th>0</th>
</tr>
</thead>
</table>

**Have you completed this Section?**

Yes

No
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?

- 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?  
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 commercial TV station, Red Cross, Urban League, school district)?  
Yes ▼

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

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

Have you completed this Section?  
Yes  No
### Radio Programming and Production

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 recipient’s local market.)

<table>
<thead>
<tr>
<th>Category</th>
<th>For National Distribution</th>
<th>For Local Distribution/All Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music (announcer in studio playing principally a sequence of musical recording)</td>
<td></td>
<td>2,350</td>
<td>2,350</td>
</tr>
<tr>
<td>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)</td>
<td></td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>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)</td>
<td></td>
<td>1,620</td>
<td>1,620</td>
</tr>
<tr>
<td>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)</td>
<td></td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>All Other (incl. sports and religious — Do NOT include fundraising)</td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
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.)

Approx Number of Original Program Hours

Have you completed this Section?  ☐ Yes  ☐ No
The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2020. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2020 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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.
WCBE is the broadcast service licensed to Columbus City Schools in Columbus, OH. Our mission is to produce and distribute trusted content that informs, educates, entertains and engages people who care about local, national and international programming. WCBE broadcasts terrestrially on 90.5FM and is available everywhere via wcbe.org, Apple Music, apps and social media sites.

Daily news programming is supplemented by regional national and international public radio outlets, such as National Public Radio, American Public Media, British Broadcasting Corporation, Ohio Public Radio and the Ohio Statehouse News Bureau. WCBE employs 3 full-time staff dedicated to writing, producing and reporting local, national and international content. Local and statewide news is presented multiple times per hour during morning and afternoon drive times and in-depth reporting is produces as feature stories, web-accessible content, long-form interviews and podcasts.

WCBE staff regularly engages with the Central Ohio community and provides programming to inform the public of local and state issues, contributes to assisting and serving students, and produces local content in an effort to expand its listenerhip. WCBE’s partnership with the Columbus Metropolitan Club, a non-profit organization which brings together businesses and other not for profit organizations through weekly discussions which are then produced for broadcast weekly on WCBE. Interaction with CMC events provides WCBE staff the opportunity to associate with other Central Ohio organizations which often result in the creation of new mutually beneficial partnerships.

The Columbus Blues Alliance, a non-profit organization dedicated to support and promote the musical genre’s activities in Central Ohio, receives regular publicity during WCBE’s weekly, locally-produced “Sean Carney’s Inside Blues” program.

“We Amplify Voices” is a prime example of how WCBE serves Columbus City School students. Regular workshops partner CCS middle school students and professional musicians to produce original music and the stories behind the songs, which is then played on the air. (Due to the pandemic this program has been suspended.)

“The Paragon Project” is another way CCS students are provided a “real world” experience. The PP provides an opportunity for student musicians to write, produce, perform and record songs and musical passages. Concerts give those students the opportunity to perform their music for a live audience and WCBE has featured the Paragon Project during “Live From Studio A” broadcasts. (Due to the pandemic this program has been suspended.)

An extension of WCBE’s locally produced programming comes in the form of its constantly expanding “WCBE Podcast Experience” website feature, which provides local hosts a voice to address issues in Central Ohio. “Craft,” “Back Talk,” “Double Take,” “Prognosis Ohio,” “The Art of Attention,” Innovating Leadership: Co-creating Our Future,” “Shhh Productions Vintage Radio Hour” and “Music Journeys” discuss timely and relevant leadership and health concerns, plus subject matter supporting local art, theater and music communities.

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.

WCBE takes pride in being a valuable, contributing member in the Central Ohio community. One important way we do this is to engage in productive partnerships with community organizations and other news outlets.

Pre-pandemic, WCBE continued its longstanding internship program with Columbus City Schools, The Ohio State University and others.

Ohio Public Radio and The Statehouse News Bureau provide WCBE with expanded state wide news coverage.

As previously stated, the WCBE website features podcast collaborations with community members. As listener habits evolve, the accessibility of these podcasts and the information discussed, such as medical, art and music news and issues, is easily accessible on any mobile electronic device.

Partnerships within the community include, but are not limited to: Columbus City Schools, Mid-Ohio Food Collective, Columbus Metropolitan Club, DNO Produce, Columbus Music Commission, Central Ohio Folk Music Society, Columbus Blues Alliance, Columbus Foundation and Columbus Museum of Art.

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.

As a result of their association with WCBE, promotional partners and underwriters received increased awareness and attendance for community activities.

WCBE partnered with the Columbus Music Commission for the Gift of Music Instrument Drive in August, 2020. Listeners were encouraged to donate gently used musical instruments and equipment, all of which were donated to the students of Columbus City Schools. The Columbus Music Commission reported a 143% increase over its 2019 drive.

WCBE again teamed up with DNO Produce for the annual “Fresh Cut Food Drive” in December, 2020. For every donation made to WCBE in that month, 3 pounds of fresh produce was donated to the Mid-Ohio Food Collective. A total of 522 donations were made during the campaign which resulted in 1566 pounds of donated produce for the area’s needy.

WCBE’s news coverage followed the rapid pace of the coronavirus outbreak and kept listeners and those who visited wcbe.org up to date on area developments, including available testing, vaccine availability and event cancellations and postponements.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

A strategic goal of WCBE is to be reflective of Central Ohio and strive to better relate to more diverse audiences. We are striving to accomplish this by broad recruitment efforts, professional development training and the continuation of our aggressive intern program. We were able to provide unique learning opportunities for young people of all backgrounds. (Pre-pandemic.)

WCBE’s news team provides a regular on-air and online presentation on important local issues:

Reported on racial disparities highlighted by COVID-19. From social/economic pressures that created more hardships and led to more exposure, to unequal access to testing and vaccines, to city/county/state efforts to provide equity.

Amid the divisiveness and isolation of 2020, artists and artist groups banded together, whether joining forces in online concerts to raise money for children’s lunches, or creating a permanent home for plywood art that came out of the summer’s protests.

Strong housing sales and rising prices in Central Ohio have created even tougher conditions for people at the lower end. Reported on rising prices and displacement, city efforts to protect renters’ rights and create more affordable housing units, as well as investing more aid for homeless people.

A recent addition to the WCBE weekend line-up is Trip The Groove Fantastic, a weekly, locally-produced exploration of urban, funk, reggae, soul, jazz, blues and hip-hop music.

WCBE features music in a variety of languages (Arabic, French, Italian and Spanish, for example) within locally produced programming, such as Ante Meridiem and Global Village. Afropop Worldwide is an award-winning 60 minute world music program which airs each Sunday on WCBE.

Student interns from diverse backgrounds and nationalities are exposed to writing, idea generation and audio production through on-air promotional announcements. (Pre-pandemic.)

WCBE provided coverage during Black History Month in February and Women’s History Month in March with special news and music programming. Jazz Sunday, in particular, celebrated the artistry of African-American and female musicians and singers every weekend throughout those months. Additionally, Trip The Groove Fantastic spotlights musicians of African-American heritage from a different geographic area each week. And World Café, a syndicated music program heard on WCBE weekday evenings, featured an extensive spotlight on influential African American artists during each installment throughout the month of February.

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?
WCBE’s typical revenue sources, fundraising, underwriting and grants, have underperformed with the onset of the pandemic. WCBE staff is striving to redefine our fundraising efforts with creative new ways to generate revenue, and as pandemic-related restrictions expire businesses are slowly returning to operations and, consequently, underwriting revenue for WCBE is beginning to show growth. CPB’s continued financial assistance to and support for WCBE is most critical during this uncertain time.

Financial assistance from the Corporation for Public Broadcasting had been a critical revenue stream for station maintenance, including its facility, programming and overall station goals. The CPB Grant enabled WCBE to broadcast local and national news, for instance, and provided a diverse programming of music to reflect the community.

The value and impact of CPB support make CPB participation in WCBE’s operations critical to our success.
### Journalists

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

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<tr>
<th>Job Title</th>
<th>Full Time</th>
<th>Part Time</th>
<th>Contract</th>
<th>Male</th>
<th>Female</th>
<th>African-American</th>
<th>Hispanic</th>
<th>Native-American</th>
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**Total:**
- Full Time: 3
- Part Time: 0
- Contract: 8
- Male: 2
- Female: 1
- African-American: 8
- Hispanic: 0
- Native-American: 0
- Asian/Pacific: 0
- White, Non-Hispanic: 0
- More Than One Race: 3
- Other: 0

Have you completed this Section? Yes No