Grantee Information

ID	1735
Grantee Name	WUFT-TV
City	Gainesville
State	FL
Licensee Type	University

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

Please enter the number of FULL-TIME TELEVISION and JOINT 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 Television and Joint 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 - TV Only							0
Officials - 1000 - Joint							0
Managers - 2000 - TV Only							0
Managers - 2000 - Joint							0
Professionals - 3000 - TV Only					2		2
Professionals - 3000 - Joint	2	2	0		3	0	7
Technicians - 4000 - TV Only							0
Technicians - 4000 - Joint		0			0		0
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint					1		1
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint	2				1		3
Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint							0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total	4	2	0	0	7	0	13

1.1 Employment of Full-Time Television and Joint 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 - TV Only					0		0
Officials - 1000 - Joint					1		1
Managers - 2000 - TV Only					0		0
Managers - 2000 - Joint					0		0
Professionals - 3000 - TV Only					4	1	5
Professionals - 3000 - Joint		1			4		5
Technicians - 4000 - TV Only					0		0
Technicians - 4000 - Joint					2		2
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint							0
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint							0

Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint			0				0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total	0	1	0	0	11	1	13

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

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

1.1 Employment of Full-Time Television and Joint 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

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					2		2
Total	0	0	0	0	3	0	3

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.

1.3 Employment of Part-Time Television and Joint Employees

Jump to question: 1.3

Please enter the number of PART-TIME employees, both TV-only and Joint, 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 Television and Joint 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 Television and Joint 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 Television and Joint 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		3		2	5
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500	1				1
Total	1	3	0	2	6

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	4

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

- None
- Development Activities
- Legal Services
- Human Resources Services
- Accounting/Payroll Services
- Computer Operations
- Engineering

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 - TV Only		$	
Chief Executive Officer - Joint	1.00	$ 242,644	12
Chief Operations Officer - TV Only		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer - TV Only	1.00	$ 130,000	1
Chief Financial Officer - Joint		$	
Chief Digital Media Operations - TV Only		$	
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 - TV Only		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief - TV Only		$	
Communication and Public Relations, Chief - Joint	1.00	$ 60,573	36
Head of Audience - TV Only		$	
Head of Audience - Joint		$	
Social Media Specialist / Manager - TV Only		$	
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 - TV Only		$ 0	0

Programming Director - Joint		$	
Production, Chief - TV Only	1.00	$ 74,984	4
Production, Chief - Joint		$ 0	0
Executive Producer - TV Only		$	
Executive Producer - Joint		$	
Producer - TV Only		$	
Producer - Joint		$	
Director - (Television Production ONLY)		$	
Digital Content Director - TV Only		$	
Digital Content Director - Joint		$	
Digital Project Manager - TV Only		$	
Digital Project Manager - Joint		$	
Managing Director, Audience Engagement - TV Only		$	
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 - TV Only		$	
Development, Chief - Joint		$ 0	0
Member Services, Chief - TV Only		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief - TV Only		$	
Membership Fundraising, Chief - Joint		$	
Major Giving Fundraising Chief - TV Only		$	
Major Giving Fundraising Chief - Joint		$ 0	0
On-Air Fundraising, Chief - TV Only		$	
On-Air Fundraising, Chief - Joint	1.00	$ 92,893	6
Auction Fundraising, Chief - TV Only		$	
Auction Fundraising, Chief - Joint		$	

2.4 Development and Fundraising

Jump to question: 2.4

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

2.5 Underwriting and Grant Solicitation

Jump to question: 2.5

Underwriting, Chief - TV Only		$	
Underwriting, Chief - Joint	1.00	$ 116,525	12
Corporate Underwriting, Chief - TV Only		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief - TV Only		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief - TV Only		$	
Government Grants Solicitation, Chief - Joint		$	

2.5 Underwriting and Grant Solicitation

Jump to question: 2.5

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

2.6 Broadcast Engineering and Information Technology

Jump to question: 2.6

Operations and Engineering, Chief - TV Only		$	
Operations and Engineering, Chief - Joint	1.00	$ 95,000	2
Engineering Chief - TV Only		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1 - TV Only		$	
Broadcast Engineer 1 - Joint	1.00	$ 99,408	6
Production Engineer - TV Only	2.00	$ 52,375	10
Production Engineer - Joint		$	
Facilities, Satellite and Tower Maintenance, Chief - TV Only		$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	

Technical Operations, Chief - TV Only		$	
Technical Operations, Chief - Joint		$	
Information Technology, Director - TV Only		$	
Information Technology, Director - Joint	1.00	$ 86,994	3
Web Administrator/Web Master - TV Only		$	
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 - TV Only		$	
News / Current Affairs Director - Joint	1.00	$ 98,159	2
Announcer / On-Air Talent - TV Only		$	
Announcer / On-Air Talent - Joint		$	
Reporter - TV Only	1.00	$ 93,942	3
Reporter - Joint		$	
Cinema / Videographer - TV Only		$	
Video Film Editor - TV Only		$	
Unit / Studio Supervisor - TV Only	1.00	$ 57,250	21
Public Information Assistant - TV Only		$ 0	
Public Information Assistant - Joint		$	
Broadcast Supervisor - TV Only	1.00	$ 47,500	16
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic - TV Only		$	
Director of Continuity / Traffic - Joint	1.00	$ 45,217	18

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 - TV Only		$	
Education, Chief - Joint		$	
Instructional Services Director - TV Only		$	
Parent / Pre-School Coordinator - TV Only		$	
Volunteer Coordinator - TV Only		$	
Volunteer Coordinator - Joint		$	
Events Coordinator - TV Only		$	
Events Coordinator - Joint		$	
Section 2. Average Salary Totals	16.00	1,393,464	152

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

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

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

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					4	0	4
Male Board Members				2	7		9
Total	0	0	0	2	11	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 Local Community Outreach — Jump to question: 4.1

In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

WUFT-TV, which has been licensed to the University of Florida for decades, has for many years been the only outlet on free over the air broadcasting in north central Florida, for families to engage with early childhood educational programming and it remains a foundation in the community for such programming today. While the Covid-19 pandemic is now behind our nation and community, WUFT-TV continues to focus early childhood educational programming during the daytime hours of 7 am-5 pm providing award-winning programming that appeals to a variety of underserved audiences and especially those who only have access to free broadcast television. During the pandemic WUFT-TV was one of the first stations in Florida to provide enhanced educational programming that assisted families when schools were closed or operating in a remote fashion. As in years past, WUFT continues to champion unique educational services such as the “Best Friends” program with UF Health/Shands Children’s Hospital and the statewide partnership with partner Florida Public Media stations through “Learning Media” champions service to all audiences but especially those underserved and those who do not have access to more expensive tools. WUFT is widely recognized for the efforts related producing public safety content as is evidenced by the station’s Florida Public Radio Emergency Network, a multiplatform public safety initiative that CPB recognized in 2019 with the Community Lifeline Award. This service meetings the needs of every segment of the audience but primarily focuses efforts toward the audiences that do not have access to cable television, satellite or other paid services. Through providing critical safety information via free over the air broadcasting all audiences receive the content that’s important to their safety and that of their families.

4.2 Production Activity — Jump to question: 4.2

In what production activity has you station been involved that supports unserved or underserved audiences?

WUFT-TV, as a part of the University of Florida’s College of Journalism and Communications, operates multiple public media outlets including WUFT Classic, a local arts and classical music station, GHQ, a student-focused and operated station that produces various types of ethnic content for underserved audiences in the region and, of course, WUFT-FM, which is the leading news/talk, public affairs radio station in the Gainesville-Ocala, Florida marketplace. In recent years WUFT also invested in and launched WUFQ-FM, which promotes the arts and programming that is rarely heard on any other media in the community. WUFT’s media services and production department has embarked on the production of two initiatives for both television and radio which highlight not for profit organizations in the region and the arts communities. Both of these programs, known as “Greater Good” and “Artistry in Motion” ensure underserved communities and audiences are served at the highest level through WUFT. From a news coverage standpoint WUFT is proud to be one of the few remaining fully integrated news operations in the Gainesville-Ocala, Florida market and the only one that focuses resources on storytelling and news coverage that highlights stories in the underserved areas of the region.

4.3 Program Content in Other Languages — Jump to question: 4.3

Do you provide program content in languages other than English? If so, please list your services in this area

For more than 15 years, WUFT-TV/FM have been the sole program and news supplier to Hispanic audiences of north central Florida through the station’s “Noticias WUFT” content service. This regular Spanish-language news service includes a regular produced news product and local content presented on a unique Spanish-language website and accompanying radio program. The mission of the service is two-fold; service to the Spanish-language audiences of the area and training for bilingual students in the University of Florida College of Journalism and Communications. WUFT and licensee the University of Florida remains quite proud of this unique and powerful Spanish-language product and experience.

4.4 Governance Structure — Jump to question: 4.4

Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.
Your response should include but is not limited to:
What are the direct and indirect reporting relationships?
What committees are active and what is their function?
Does your Board have an Audit and Finance Committee?
What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

WUFT-TV is licensed to the University of Florida's Board of Trustees and operates through the Division of Media Properties in the UF College of Journalism and Communications under the direction of the Dean of the College. The UF Board of Trustees consists of six members appointed by the Governor and five members appointed by the Board of Governors charged with directing the activities of the University. It sets policy for the institution and serves as the school's legal owner and final authority and holds the institution's resources in trust and is responsible for their efficient and effective use. The chair of the Faculty Senate and the president of the Student Body are also voting members. The UF Board of Trustees meets quarterly to discuss UF issues and has several committees. Audit and Operations Review is responsible for reviewing and recommending to the Board policies affecting operational review accountability and audit. Educational Policy and Strategy is responsible for reviewing and making recommendations on educational policy, recruitment and retention of faculty and student educational experiences. Facilities is responsible for reviewing and recommending to the Board policies affecting physical plant and real

property. Finance is responsible for reviewing the financial affairs of the University. Governance is responsible for reviewing and making recommendations on Board development functions. Governmental Relations is responsible for reviewing and recommending policies on local, state and federal legislation. Public Relations reviews media communications with the public including alumni. WUFT-TV has a community fundraising and ambassador group that assists the station in its fundraising efforts and advises the station with regard to fundraising, programming, community involvement and more.

4.5 Community Outreach

Jump to question: 4.5

CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

WUFT-TV and WUFT-FM continue to serve as a community steward with service to the north central Florida region on a number of critically important fronts; primarily local news, information, early childhood education and public safety. Woven into these themes are two programs which WUFT developed in the last year focused on the community groups working for positive in our communities and one that works to make a difference in the area of the arts. WUFT's Greater Good is an aggressive program that highlights the efforts of not-for-profit agencies in the area and the impact they make in our area. WUFT's Artistry in Motion is a similar effort that focuses on various artists and organizations that promote the arts in north Florida. Combined with WUFT's award-winning local news and information programming in addition to the work FPREN (Florida Public Radio Emergency Network) ensures our public media properties are at the forefront of community service and making a significant difference when and where people need it most.

Comments

Question	Comment
No Comments for this section	

5.1 Journalists

Jump to question: 5.1

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

5.1 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			1			
Managing Editor	1			1						
Senior Editor										
Editor										
Executive Producer	1			1						
Senior Producer	1			1						
Producer										
Associate Producer										
Reporter/Producer										
Host/Reporter										
Reporter										
Beat Reporter										
Anchor/Reporter	1				1					
Anchor/Host										
Videographer	1			1						
Video Editor										
Other positions not already accounted for										
Total	7	0	0	5	2	0	1	0	0	

Comments

Question	Comment
No Comments for this section	

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

Jump to question: 6.1

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

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

Jump to question: 6.1

Check all that apply

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

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

Jump to question: 6.1

Other

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

Jump to question: 6.2

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.

6.2 Which Customer Relationship Management (CRM) System is your station using? Jump to question: 6.2

Check all that apply

CDP

Salesforce

Blackbaud

Carl Bloom

Roi Solutions

Hubspot

Adobe

SAP

None

6.2 Which Customer Relationship Management (CRM) System is your station using? Jump to question: 6.2

Other

Allegiance

6.3 Which Email Service Provider (ESP) is your station using? Jump to question: 6.3

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

6.3 Which Email Service Provider (ESP) is your station using? Jump to question: 6.3

Check all that apply

Mailchimp

Hubspot

Constant Contact

GoDaddy

None

6.3 Which Email Service Provider (ESP) is your station using? Jump to question: 6.3

Other

6.4 Which Marketing Automation Platform is your station using? Jump to question: 6.4

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.

6.4 Which Marketing Automation Platform is your station using? Jump to question: 6.4

Check all that apply

Mailchimp Marketing Platform

Hubspot Marketing Hub

Active Campaign

Adobe

Piano.io

None

6.4 Which Marketing Automation Platform is your station using? Jump to question: 6.4

Other

Comments

Question	Comment
No Comments for this section	