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		0
Managers - 2000					0		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

1.1 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		0
Professionals - 3000					1		1
Technicians - 4000					1		1
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	
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					2		2
Total	0	0	0	0	2	0	2

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	0		0
Technicians - 4000			0		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: 2

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	$ 242,644	12
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer	1.00	$ 130,000	1
Chief Financial Officer - Joint		$	
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	$ 60,573	36
Head of Audience		$	
Head of Audience - Joint		$	
Social Media Specialist / Manager		$	
Social Media Specialist / Manager - Joint		$	

2.2 Communication and Promotions — Jump to question: 2.2

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

2.3 Programming and Productions — Jump to question: 2.3

Programming Director		$	
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$ 0	0
Executive Producer	1.00	$ 52,500	9
Executive Producer - Joint		$	
Producer	1.00	$ 48,435	10
Producer - Joint		$	
Digital Content Director		$	
Digital Content Director - Joint		$	
Digital Project Manager		$	
Digital Project Manager - Joint		$	
Managing Director, Audience Engagement		$	
Managing Director, Audience Engagement - Joint		$	

2.3 Programming and Productions — Jump to question: 2.3

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

2.4 Development and Fundraising — Jump to question: 2.4

Development, Chief		$	
Development, Chief - Joint		$ 0	0
Member Services, Chief		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	

Membership Fundraising, Chief - Joint		$	
Major Giving Fundraising Chief		$	
Major Giving Fundraising Chief - Joint		$ 0	0
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint	1.00	$ 92,893	6
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	$ 116,525	12
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	$ 95,000	2
Engineering Chief		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1		$	
Broadcast Engineer 1 - Joint	1.00	$ 99,408	6
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	$ 86,994	3
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	1.00	$ 98,159	2
Music Director		$	
Music Librarian/Programmer		$	
Announcer / On-Air Talent		$	
Announcer / On-Air Talent - Joint		$	
Reporter		$	
Reporter - Joint		$	
Public Information Assistant		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic		$	

Director of Continuity / Traffic - Joint	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		$	
Education, Chief - Joint		$	
Volunteer Coordinator		$	
Volunteer Coordinator - Joint		$	
Events Coordinator		$	
Events Coordinator - Joint		$	
Section 2. Average Salary Totals	12.00	$ 1,168,348	117

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					4		4
Male Board Members		0		2	7	0	9
Total	0	0	0	2	11	0	13

3.2 Governing Board Members — Jump to question: 3.2

Number of Vacant Positions:

3.2 Governing Board Members — Jump to question: 3.2

Total Number of Board Members (Total should equal the total reported in Question 3.1.): 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)		780	780
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)		0	0
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)	17	418	435
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)	62	105	167
Total	79	1,304	1,383

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	40

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 2022. 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 2022 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 the associated sub channels that the University of Florida operates for the purpose of serving the communities of north central Florida, fulfill our dual mission of service to community and the students of the state of Florida's flagship institution. In recent years the University has continued to invest heavily in the ability for WUFT-FM to provide unique and powerful local news and information to the region in addition to the state of Florida through extensive news and public safety operations. All of this content production occurs through WUFT's professional staff working side by side with students in the UF College of Journalism. With primary focus areas in news/information and public safety content WUFT-FM has made a name for itself in these critical areas of local content. More than ten years ago WUFT-FM launched the Florida Public Radio Emergency Network or "FPREN", a 24/7/365 content service that focuses on public safety issues such as hurricanes, tropical storms and other severe weather events. FPREN produces both live and prerecorded safety information that is rebroadcast on public radio and television stations across Florida. This service, recognized in 2019 by the Corporation for Public Broadcasting with the "Community Lifeline" award, is known nationally as an ideal example of how public media should serve their communities.

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 likely holds the distinction of being the only public media in America that collaborates with and supports two entire state's public media outlets with safety information on a 24/7/365 basis. WUFT's "FPREN" has a storied history of service to each public broadcasting radio and television station in Florida and South Carolina through various public safety events. While a number of these high profile events have been hurricane-related, the day in-day out coverage of significant safety events is what truly distinguishes WUFT's service mentality from other public media outlets. WUFT is very active in the local community as well working with many non-profit organizations and governmental agencies to impact the community in a positive way. WUFT was a key driver of local information during the recent pandemic and remains one of the few operating news facilities 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.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

For more than ten years WUFT has funded and programmed "Noticias WUFT", a local news and information content service in spanish language, which is broadcast on WUFT and provided to the marketplace via an online site and social media platforms. This news and information resource is produced through WUFT's Innovation News Center and full-time staff work alongside UF students to act upon the dual mission of service to the community and to the University's students. Noticias WUFT students are routinely placed in outstanding full-time positions with leading national Spanish-language media following graduation further underscoring WUFT's desire to serve communities and our students at the highest level possible.

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's grant funding from the Corporation for Public Broadcasting is, simply, the key to WUFT's ability to serve the communities of north central Florida in the fashion the station does. Through the operation of the radio station's Innovation News Center and FPREN, WUFT is committed to ensuring both the local marketplace and partner stations throughout Florida and South Carolina, receive the critical information and content their audiences need to survive events such as hurricanes and other natural disasters. CPB funding supports these initiatives and allows WUFT to achieve at the highest level in these areas of news, information and service to the community.

Comments

Question	Comment
No Comments for this section	

7.1 Journalists

Jump to question: 7.1

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

7.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific
News Director	1				1	0	0		
Assistant News Director	1			1			1		
Managing Editor	1			1					
Senior Editor	1				1		1		
Editor									
Executive Producer									
Senior Producer	1				1		1		
Producer									
Associate Producer									
Reporter/Producer	1				1				
Host/Reporter									
Reporter									

Beat Reporter										
Anchor/Reporter										
Anchor/Host	2		0	2						
Videographer	1			1						
Video Editor										
Other positions not already accounted for										
Total	9	0	0	5	4	0	3	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

Arc

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

Hubspot

Adobe

SAP

None

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

Other

Allegiance

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

Hubspot

Constant Contact

GoDaddy

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

Active Campaign

Adobe

Piano.io

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	