## Grantee Information

| | |
|---|---|
| ID | 1874 |
| Grantee Name | KUHT-TV |
| City | Houston |
| State | TX |
| 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 | 1 | | | 0 | | 1 |
| Managers - 2000 - TV Only | | | | | 0 | | 0 |
| Managers - 2000 - Joint | 2 | 0 | | | | | 2 |
| Professionals - 3000 - TV Only | | | | | | | 0 |
| Professionals - 3000 - Joint | 5 | 4 | 0 | 2 | 2 | | 13 |
| Technicians - 4000 - TV Only | | 0 | | 0 | 0 | | 0 |
| Technicians - 4000 - Joint | 0 | | | | 1 | | 1 |
| Sales Workers - 4500 - TV Only | | | | | | | 0 |
| Sales Workers - 4500 - Joint | | | | 0 | | | 0 |
| Office and Clerical - 5100 - TV Only | | | | | 0 | | 0 |
| Office and Clerical - 5100 - Joint | | | | 0 | 1 | | 1 |
| 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 | 7 | 5 | 0 | 2 | 4 | 0 | 18 |

### 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 |
| Officials - 1000 - Joint | 1 | | | | 1 | | 2 |
| Managers - 2000 - TV Only | | | | | 1 | | 1 |
| Managers - 2000 - Joint | 1 | 1 | 0 | | 6 | | 8 |
| Professionals - 3000 - TV Only | | 0 | | | 1 | | 1 |
| Professionals - 3000 - Joint | 2 | 0 | | 1 | 4 | | 7 |
| Technicians - 4000 - TV Only | 0 | | | 0 | 1 | | 1 |
| Technicians - 4000 - Joint | | | | | 1 | 0 | 1 |
| Sales Workers - 4500 - TV Only | | | | | 0 | | 0 |
| Sales Workers - 4500 - Joint | | | | | | | 0 |
| Office and Clerical - 5100 - TV Only | | | | | | | 0 |
| Office and Clerical - 5100 - Joint | | | | | | | 0 |

| Major Job Category / Job Code | | | | | | | |
|---|---|---|---|---|---|---|---|
| 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 | 1 | 0 | 1 | 15 | 0 | 21 |

## 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 | 1 |
| 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** | 1 |

## 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 | | | | | | | 0 |
| Male Major Programming Decision Makers | | | | | 4 | | 4 |
| **Total** | 0 | 0 | 0 | 0 | 4 | 0 | 4 |

## 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 | | | 1 | | 1 |
| Managers - 2000 | 1 | 0 | 1 | 2 | 4 |
| Professionals - 3000 | 3 | 1 | 1 | 3 | 8 |
| Technicians - 4000 | | | 0 | | 0 |
| Sales Workers - 4500 | | | | | 0 |
| Office / Service Workers - 5100-5500 | | | | | 0 |
| **Total** | 4 | 1 | 3 | 5 | 13 |

## 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 | 17 |

## 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 | $ 323,129 | 11 |
| Chief Operations Officer - TV Only | 1.00 | $ 204,000 | 10 |
| Chief Operations Officer - Joint | | $ | |
| Chief Financial Officer - TV Only | 1.00 | $ 123,500 | 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 ⌄

| | # of Employees | Avg. Annual Salary | Average Tenure |
|---|---|---|---|
| Publicity, Program Promotion Chief - TV Only | | $ | |
| Publicity, Program Promotion Chief - Joint | 1.00 | $ 102,200 | 8 |
| Communication and Public Relations, Chief - TV Only | | $ | |
| Communication and Public Relations, Chief - Joint | | $ | |
| Head of Audience - TV Only | | $ | |
| Head of Audience - Joint | | $ | |
| Social Media Specialist / Manager - TV Only | | $ | |
| Social Media Specialist / Manager - Joint | 1.00 | $ 52,656 | 1 |

## 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 ⌄

| | # of Employees | Avg. Annual Salary | Average Tenure |
|---|---|---|---|
| Programming Director - TV Only | 1.00 | $ 121,800 | 9 |

| Job Title | FTE | | Salary | | Years |
|---|---|---|---|---|---|
| Programming Director - Joint | | | $ | | |
| Production, Chief - TV Only | 1.00 | | $ | 93,942 | 4 |
| Production, Chief - Joint | | | $ | | |
| Executive Producer - TV Only | 2.00 | | $ | 98,899 | 13 |
| Executive Producer - Joint | | | $ | | |
| Producer - TV Only | 3.00 | | $ | 70,480 | 26 |
| Producer - Joint | | | $ | | |
| Director - (Television Production ONLY) | | | $ | | |
| Digital Content Director - TV Only | | | $ | | |
| Digital Content Director - Joint | 1.00 | | $ | 110,000 | 1 |
| Digital Project Manager - TV Only | | | $ | 0 | 0 |
| Digital Project Manager - Joint | 1.00 | | $ | 58,400 | 1 |
| 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 ⌄

| Job Title | FTE | | Salary | | Years |
|---|---|---|---|---|---|
| **Development, Chief** - TV Only | | | $ | | |
| Development, Chief - Joint | | | $ | | |
| 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 | | | $ | | |
| On-Air Fundraising, Chief - TV Only | | | $ | | |
| On-Air Fundraising, Chief - Joint | 1.00 | | $ | 70,000 | 1 |
| 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 Underwritting and Grant Sollicitation　　　　　　Jump to question: 2.5 ⌄

| Job Title | FTE | | Salary | | Years |
|---|---|---|---|---|---|
| **Underwriting, Chief** - TV Only | | | $ | | |
| Underwriting, Chief - Joint | | | $ | | |
| 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 Underwritting and Grant Sollicitation　　　　　　Jump to question: 2.5 ⌄

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

Underwriting is supported through a contract vendor (Market Enginuity)

### 2.6 Broadcast Engineering and Information Technology　　Jump to question: 2.6 ⌄

| Job Title | FTE | | Salary | | Years |
|---|---|---|---|---|---|
| **Operations and Engineering, Chief** - TV Only | | | $ | | |
| Operations and Engineering, Chief - Joint | 1.00 | | $ | 118,000 | 3 |
| Engineering Chief - TV Only | | | $ | | |
| Engineering Chief - Joint | | | $ | | |
| Broadcast Engineer 1 - TV Only | 1.00 | | $ | 66,000 | 26 |
| Broadcast Engineer 1 - Joint | | | $ | | |
| Production Engineer - TV Only | | | $ | | |
| Production Engineer - Joint | 1.00 | | $ | 71,042 | 25 |
| Facilities, Satellite and Tower Maintenance, Chief - TV Only | | | $ | | |

| Job Title | | | |
|---|---|---|---|
| Facilities, Satellite and Tower Maintenance, Chief - Joint | 1.00 | $ 106,379 | 30 |
| Technical Operations, Chief - TV Only | | $ | |
| Technical Operations, Chief - Joint | 1.00 | $ 80,788 | 23 |
| Information Technology, Director - TV Only | | $ | |
| Information Technology, Director - Joint | | $ | |
| Web Administrator/Web Master - TV Only | | $ | |
| Web Administrator/Web Master - Joint | 1.00 | $ 80,088 | 20 |

**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 ⌄

| Job Title | | | |
|---|---|---|---|
| **News / Current Affairs Director** - TV Only | | $ | |
| News / Current Affairs Director - Joint | | $ | |
| Announcer / On-Air Talent - TV Only | | $ | |
| Announcer / On-Air Talent - Joint | | $ | |
| Reporter - TV Only | | $ | |
| Reporter - Joint | | $ | |
| Cinema / Videographer - TV Only | | $ | |
| Video Film Editor - TV Only | | $ | |
| Unit / Studio Supervisor - TV Only | | $ | |
| Public Information Assistant - TV Only | | $ | |
| Public Information Assistant - Joint | | $ | |
| Broadcast Supervisor - TV Only | | $ | |
| Broadcast Supervisor - Joint | | $ | |
| Director of Continuity / Traffic - TV Only | | $ | |
| Director of Continuity / Traffic - Joint | | $ | |

**2.7 Journalists, Announcers, Broadcast and Traffic**   Jump to question: 2.7 ⌄

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

**2.8 Education and Community Engagement**   Jump to question: 2.8 ⌄

| Job Title | | | |
|---|---|---|---|
| **Education, Chief** - TV Only | | $ | |
| Education, Chief - Joint | 1.00 | $ 85,000 | 1 |
| 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** | 22.00 | 2,036,303 | 214 |

**2.8 Education and Community Engagement**   Jump to question: 2.8 ⌄

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

Comments

| Question | Comment |
|---|---|
| No Comments for this section | |

**3.1 Governing Board Method of Selection**   Jump to question: 3.1 ⌄

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

**3.1 Governing Board Method of Selection**   Jump to question: 3.1 ⌄

Ex-Officio (Automatic membership because of another office held)

**3.1 Governing Board Method of Selection**   Jump to question: 3.1 ⌄

Appointed by government legislative body (including school board) or other government official (e.g. governor)    9

**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) | 9 |
|---|---|

**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 | 0 | | | | 1 | | 1 |
| Male Board Members | 1 | 2 | 0 | 1 | 4 | 0 | 8 |
| **Total** | 1 | 2 | 0 | 1 | 5 | 0 | 9 |

**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.) | 9 |
|---|---|

**3.2 Governing Board Members**  Jump to question: 3.2 ⌄

| Number of Board Members with disabilities | 0 |
|---|---|

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.

See Annual Impact report

**4.2 Production Activity**  Jump to question: 4.2 ⌄

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

See Annual Impact report

**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

No

**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.

Houston Public Media is a community service of and licensed by the University of Houston, which is governed by the University of Houston System Board of Regents. The University of Houston's governance policy is enumerated in its MAPP Policies and Procedures. The University of Houston regents have an Audit and Finance Committee and HPM reports annually there to..

**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?

See annual impact report

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 | | | | | | | | | |
| Assistant News Director | | | | | | | | | |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Managing Editor | | | | | | | | | | |
| Senior Editor | | | | | | | | | | |
| Editor | | | | | | | | | | |
| Executive Producer | | | | | | | | | | |
| Senior Producer | | | | | | | | | | |
| Producer | | | | | | | | | | |
| Associate Producer | | | | | | | | | | |
| Reporter/Producer | | | | | | | | | | |
| Host/Reporter | | | | | | | | | | |
| Reporter | | | | | | | | | | |
| Beat Reporter | | | | | | | | | | |
| Anchor/Reporter | | | | | | | | | | |
| Anchor/Host | | | | | | | | | | |
| Videographer | | | | | | | | | | |
| Video Editor | | | | | | | | | | |
| Other positions not already accounted for | | | | | | | | | | |
| **Total** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |

Comments

| Question | Comment |
|---|---|
| No Comments for this section | |

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**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

**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

SenGRid, Red Point, MailerLite

**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

SenGrid, Red Point, MailerLite

Comments

| Question | Comment |
|---|---|
| No Comments for this section | |