Grantee Information

Technicians - 4000

ID	5253
Grantee Name	WUVS-LP
City	Muskegon
State	MI
Licensee Type	Community

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.

and the last grid includes	all persons with disab	pilities.				
1.1 Employment of Fu	ull-Time Radio Emp	loyees			Jump to o	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	Total
Officials - 1000	0					0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100	1					1
Craftspersons (Skilled) - 5200						0
Operatives (Semi- Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	1	0	0	0	0	1
1.1 Employment of Fu	ull-Time Radio Emp	oloyees			Jump to o	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	Total
Officials - 1000	1					1
Managers - 2000	0					0
Professionals - 3000						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	1	0		0		0	0		1
1.1 Employment of Fu	ull-Time Radio Emp	oloyees				Ju	mp to question: [1.1 ▼	
Major Job Category / Job Code / Joint Employee Officials - 1000						Pers	ons with Disabi	lities	
Managers - 2000									
Professionals - 3000									
Technicians - 4000									
Sales Workers - 4500									
Office and Clerical - 5100)								
Craftspersons (Skilled) -	5200								
Operatives (Semi-Skilled) - 5300								
Laborers (Unskilled) - 54	00								
Service Workers - 5500									
Total								0	
1.1 Employment of Fu	ıll-Time Radio Em _l	oloyees				Ju	mp to question: [1.1 ▼	
Please enter the gender person with disabilities lis		ican American fem	ale).						
1.2 Major Programmii	ng Decision Maker	s				Ju	mp to question: [1.2 ▼	
Please report by gender major programming decisions about program result in a double-countir programming decisions s by job category above, in	sions. Include the stat acquisition and produng of some full-time en should be included in	ion general manaq uction, program de nployees; employe the counts for this	ger if appropriate. velopment, on-ail ees having the re	Major pr r progran	rogramming de n scheduling, e	cisions in tc. This it	ıclude		
1.2 Major Programmii	ng Decision Maker	s				Ju	mp to question: [1.2 ▼	
Of the full-time employee have responsibility for ma			ncluding the stati	on gener	al manager,				
1.2 Major Programmii	ng Decision Maker	s					Jump to questior	1.2 ▼	
	African nerican H	lispanic	Native American	Asian	/Pacific	V Non-His	Vhite, panic	Total	

Female Major Programming Decision Makers											0	
Male Major Programming Decision Makers		2	0								2	
Total		2	0		0		0		0		2	
1.3 Employme	ent of Par	t-Time Radio	Employees						Jump to qu	estion: 1.3	▼	
includes all fem	ale employ	of PART-TIME er rees, the second all persons with	grid includes			grid						
1.3 Employme	ent of Par	t-Time Radio	Employees							Jump to q	uestion: 1.3 ▼	
Major Job Cat Job Code	egory /	African American Females		lispanic Females	Ame	Native erican emales	Asian/P	acific males	Non-Hi	White, spanic emales	Tot	tal
Officials - 1000												0
Managers - 200	00 [0
Professionals -	3000											0
Technicians - 40	000											0
Sales Workers -	- 4500											0
Office and Clerion 5100	ical -											0
Craftspersons (Skilled)											0
Operatives (Ser skilled) - 5300	mi-	2										2
Laborers (Unski 5400	illed) -											0
Service Workers	rs - 5500											0
Total		2		0		0		0		0		2
1.3 Employme	ent of Par	t-Time Radio	Employees			Matina					uestion: 1.3 ▼	
Major Job Cat Job Code	egory /	African American Males		Hispanic Males	Ame	Native erican Males	Asian/P	acific Males	Non-Hi	White, spanic Males	Tot	al
Officials - 1000												0
Managers - 200	00	1										1
Professionals -	3000											0
Technicians - 40	000											0
Sales Workers -	- 4500											0
Office and Clerion 5100	ical -											0
Craftspersons (Skilled)											0
Operatives (Ser skilled) - 5300	mi- [2										2

Laborers (Unskilled) - 5400										0
Service Workers - 5500										0
Total	3	0		0		0		0		3
1.3 Employment of Par	t-Time Radio Emp	loyees					Jump to qu	estion: 1.3	▼	
Major Job Category / Job Code						Pe	rsons with	n Disabilitie	s	
Officials - 1000										
Managers - 2000								(9	
Professionals - 3000										
Technicians - 4000										
Sales Workers - 4500										
Office and Clerical - 5100										
Craftspersons (Skilled) - 5	200									
Operatives (Semi-skilled) -	- 5300									
Laborers (Unskilled) - 540	0									
Service Workers - 5500										
Total									ð	
1.4 Part-Time Employn	nent						Jump to qu	estion: 1.4	▼	
Of all the part-time employ worked 15 or more hours p	rees listed in Question per week, but not full	n 1.3, how many wor time?	ked less than	15 hours	per week and					
1.4 Part-Time Employn	nent						Jump to qu	estion: 1.4	▼	
Number working less than	15 hours per week								3	
1.4 Part-Time Employn	nent						Jump to qu	estion: 1.4	▼	
Number working 15 or mor	re hours per week								2	
1.5 Full-Time Hiring							Jump to au	estion: 1.5	▼	
Enter the number of full-tin					to full-time st					
1.5 Full-Time Hiring							Jump to qu	estion: 1.5	▼	
No full-time employees we	ere hired (check here	if applicable)						√		
1.5 Full-Time Hiring							Jump to qu	estion: 1.5	▼	
Major Job Category / Job Code	Minority Female	Non-Minority Fem	ale Mi	nority Ma	le Non-N	linority	Male		Гotal	
Officials - 1000									0	
Managers - 2000									0	
Professionals - 3000									0	
Technicians - 4000									0	
Sales Workers - 4500									0	

Office / Service Workers - 5100-5500					0
Total	0	0	0	0	0
1.6 Full-Time and Part-	Time Job Openings			Jump to questi	on: 1.6 ▼
previously filled positions a regardless of whether they whether it was filled by an the promotion of an employ	ull-time and part-time openings and newly created positions. Inc were filled during the year. If a internal or an external candidate yee who stays in essentially the le filled). If no full-time or part-time or part-time.	ude all positions that b job opening was filled o e. Do not include as job same job but has a dif	ecame available during during the year, include openings any position ferent title (i.e. where the	g the fiscal year, e it regardless of ns created through	ır
1.6 Full-Time and Part-	Time Job Openings			Jump to questi	on: 1.6 ▼
Number of full-time and pa	art-time job openings				0
1.7 Hiring Contractors				Jump to questi	on: 1.7 ▼
During the fiscal year, did y	you hire independent contractor	s to provide any of the	following services?		
1.7 Hiring Contractors				Jump to questi	on: 1.7 ▼
				Check all	that apply
Underwritting solicitation re	elated activities				
Direct Mail					
Telemarketing					
Other development activitie	es				
Legal services					•
Human Resource services	•				
Accounting/Payroll					•
Computer operations					•
Website design					
Website content					4
Broadcasting engineering					•
Engineering					
Program director activities					✓
None of the above					
Comments					_
Question		ment			
No Comments for this sect					
2.1 Average Salaries F	ULL TIME EMPLOYEES ON		A	Jump to questi	
Chief Executive Officer		# of Employ	vees Avg. Ann	ual Salary Ave	rage Tenure
Chief Executive Officer - Jo	oint		\$		
Chief Operations Officer			\$		
Chief Operations Officer -	Joint		\$		

Chief Financial Officer	\$	
Chief Financial Officer - Joint	\$	
Publicity, Program Promotion Chief	\$	
Publicity, Program Promotion Chief - Joint	\$	
Communication and Public Relations, Chief	\$	
Communication and Public Relations, Chief - Joint	\$	
Programming Director	\$	
Programming Director - Joint	\$	
Production, Chief	\$	
Production, Chief - Joint	\$	
Executive Producer	\$	
Executive Producer - Joint	\$	
Producer	\$	
Producer - Joint	\$	
Development, Chief	\$	
Development, Chief - Joint	\$	
Member Services, Chief	\$	
Member Services, Chief - Joint	\$	
Membership Fundraising, Chief	\$	
Membership Fundraising, Chief - Joint	\$	
On-Air Fundraising, Chief	\$	
On-Air Fundraising, Chief - Joint	\$	
Auction Fundraising, Chief	\$	
Auction Fundraising, Chief - Joint	\$	
Underwriting, Chief	\$	
Underwriting, Chief - Joint	\$	
Corporate Underwriting, Chief	\$	
Corporate Underwriting, Chief - Joint	\$	
Foundation Underwriting, Chief		
Foundation Underwriting, Chief - Joint	\$	
-	\$	
Government Grants Solicitation, Chief Government Grants Solicitation, Chief - Joint	\$	
	\$	
Operations and Engineering, Chief	\$	
Operations and Engineering, Chief - Joint	\$	
Engineering Chief	\$	

Engineering Chief - Joint		\$	
Broadcast Engineer 1		\$	
Broadcast Engineer 1 - Joint		\$	
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		\$	
Education, Chief		\$	
Education, Chief - Joint		\$	
Information Technology, Director		\$	
Information Technology, Director - Joint		\$	
Volunteer Coordinator		\$	
Volunteer Coordinator - Joint		\$	
News / Current Affairs Director		\$	
News / Current Affairs Director - Joint		\$	
Music Director	1.00	\$ 24,960	16
Music Director Music Librarian/Programmer	1.00	\$ 24,960 \$ 0	16
	1.00		
Music Librarian/Programmer	1.00	\$ 0	0
Music Librarian/Programmer Announcer / On-Air Talent	1.00	\$ 0	0
Music Librarian/Programmer Announcer / On-Air Talent Announcer / On-Air Talent - Joint	1.00	\$ 0	0
Music Librarian/Programmer Announcer / On-Air Talent Announcer / On-Air Talent - Joint Reporter	1.00	\$ 0 \$ \$	0
Music Librarian/Programmer Announcer / On-Air Talent Announcer / On-Air Talent - Joint Reporter Reporter - Joint	1.00	\$ 0 \$ \$ \$ \$	0
Music Librarian/Programmer Announcer / On-Air Talent Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant	1.00	\$	0
Music Librarian/Programmer Announcer / On-Air Talent Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint	1.00	\$ 0 \$ \$ \$ \$ \$ \$	0
Music Librarian/Programmer Announcer / On-Air Talent Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint Broadcast Supervisor	1.00	\$	0
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	1.00	\$	0
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		\$	0
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		\$	0
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 Events Coordinator Events Coordinator - Joint		\$	0
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 Events Coordinator Events Coordinator - Joint Web Administrator/Web Master		\$	0
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 Events Coordinator Events Coordinator - Joint	1.00	\$	0

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)	
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)	Jump to question. 3.1
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)	6
3.1 Governing Board Method of Selection	Jump to question: 3.1 ▼
Total number of board members (Automatic total of the above)	6
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 renumber of governing board members with a disability.	port the
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 ▼
	te, Non-Hispanic Total
Female 2 Soard	2
Members Male 4	
Male Board Members	4
Total 6 0 0	0 6
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.)	6
3.2 Governing Board Members	Jump to question: 3.2 ▼
Number of Board Members with disabilities	

Comment

Question

Question Comment

No Comments for this section

4.1 Community Outreach Activities

Jump to guestion: 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 ▼

Vos/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 Yes community? Did the public service announcements have a specific, formal component designed to be of special service to the minority Yes community and/or diverse audiences? 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 Yes educational community? Did the community activities information broadcast have a specific, formal component designed to be of special service to the Yes minority community and/or diverse audiences? Produce/distribute informational materials based on local or national programming? Yes Did the informational programming materials have a specific, formal component designed to be of special service to the Yes educational community? Did the informational programming materials have a specific, formal component designed to be of special service to the minority Yes community and/or diverse audiences? 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? Did the community events have a specific, formal component designed to be of special service to the minority community and/or Yes diverse audiences? 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 Yes community? Did the locally created web content have a specific, formal component designed to be of special service to the minority Yes community and/or diverse audiences? Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school 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 Yes audiences?

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 ▼

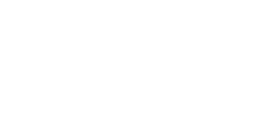
About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one 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)	520	7,378	7,898
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
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)			0
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)	4	9	4
All Other (incl. sports and religious — Do NOT include fundraising)			0
Total	524	7,378	7,902
5.1 Radio Programming and Production		Jump to	o question: 5.1 ▼
Out of all these hours of station production during t charge of the production? (Minority ethnic or racial American/Pacific Islander.)			
5.1 Radio Programming and Production		Jump to	o question: 5.1 ▼
Approx Number of Original Program Hours			7,902
Comments			
Question	Comment		
No Comments for this section			
6.1 Telling Public Radio's Story		Jump to	o question: 6.1 ▼
The purpose of this section is to give you an opport community about the activities you have engaged it by outlining key services provided, and the local vaservices. Please report on activities that occurred in	n to address community needs lue and impact of those	Joint licensee Grantees that has Local Content and Services Rep meeting the requirement for TV state they have done so in the co	oort as part of CSG funding may

6.1 Telling Public Radio's Story

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.

Jump to guestion: 6.1 ▼

questions below, so long as all of the questions

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.

below were addressed as they relate to radio

- 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.
- 1. We collaborated with the County Health Department for a HIV Awareness Radio Show. Our community has one of the highest STD rates in the State. This weekly show features guest from the Health Department 2. To combat the rise in Suicide, we collaborated with the County Mental Health Department to launch a regular segment on radio about Mental Health. 3. We collaborated with the Michigan State Police to produced PSAs about Sexual Abuse, texting while driving, Silent Observer and multiple crime prevention information. 4. We collaborated with a local non-profit to produce monthly psas on Financial awareness.

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.
- 1. With Healthwest on Suicide Prevention and Drug Overdose awareness 2. Michigan State Police on Crime Prevention and Safety Tips 3. Muskegon Heights Fire Department on Fire Prevention tips. 4. Red's Youth Center on Cultural Awareness. Connecting our kids to their roots. 5. With Men of Color Read on literacy/

6.1 Telling Public Radio's Story

Jump to guestion: 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.

1. According to the Mental Health department, they saw an increase in calls and referrals after being on radio, 2. The Health Department is continuing to see an increase HIV Testing.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

We added a weekly hip hop talk show aimed at giving the youth a voice. We are very proud of the 4 Hour Documentary on Sexual Misconduct that we produced in 2017. This Documentary was aired on over 8 Radio Station across the USA including KMOJ in Minneapolis and WKAR in Lansing, MI.

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 vou wouldn't be able to do if you didn't receive it?

We were able to buy better equipment which increase our quality of work. We were able to increase our outreach by doing more events. We used those events to do onsite HIV, Blood Pressure among other health screenings.

Comments

Question

Comment

No Comments for this section

7.1 Journalists

Jump to guestion: 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										Jump to	question: 7.1 ▼
Job Title	Full Time	Part Time	Contract	Male	Female	African- American	Hispanio	Native- American	Asian/ Pacific	White, Non- Hispanic	Othe
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	0	(

Comments

Question Comment

No Comments for this section