Grantee Information

ID	1279
Grantee Name	KBAQ-FM
City	Tempe
State	AZ
Licensee Type	University

1.1 Employment of Full-Time Radio Employees

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees

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
Managers - 2000							0
Professionals - 3000					4		4
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

Major Job Category / Job Code / Joint Employee							
Service Workers - 5500							0
Total	0	0	0	0	4	0	4

1.1 Employment of Full-Time Radio Employees

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					2		2
Professionals - 3000					2		2
Technicians - 4000		0			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	5	0	5

1.1 Employment of Full-Time Radio Employees

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]	[ ]	[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					3		3
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	3	0	3

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	1	0		1	3		5
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 | 1 | 0 | 0 | 1 | 3 | 0 | 5 |

1.3 Employment of Part-Time Radio Employees

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

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

Number working less than 15 hours per week   4

1.4 Part-Time Employment

Number working 15 or more hours per week   4

1.5 Full-Time Hiring

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring

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

1.5 Full-Time Hiring

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0
Professionals - 3000		1	0		1
Technicians - 4000			0	1	1
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	1	0	1	2

1.6 Full-Time and Part-Time Job Openings

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Number of full-time and part-time job openings   7

1.7 Hiring Contractors

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

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		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer		$	
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		$	

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	1.00	$ 92,632	4
Programming Director - Joint		$	
Production, Chief	2.00	$ 81,156	8
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer	2.00	$ 55,544	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		$	
Member Services, Chief		$	

Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	
Membership Fundraising, Chief - Joint		$	
Major Giving Fundraising Chief		$	
Major Giving Fundraising Chief - Joint		$	
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint		$	
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		$	
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		$	
Engineering Chief		$	
Engineering Chief - Joint		$	

Broadcast Engineer 1		$	
Broadcast Engineer 1 - Joint		$	
Production Engineer	1.00	$ 48,996	1
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		$	
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		$	
Music Director		$	
Music Librarian/Programmer		$	
Announcer / On-Air Talent	3.00	$ 70,615	8
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 　　[ ]　　$ [ ]　　[ ]

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　　[9.00]　　$ [348,943]　　[31]

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)　　[ ]

3.1 Governing Board Method of Selection　　Jump to question: [3.1 ∨]

Elected by community/membership　　[7]

3.1 Governing Board Method of Selection　　Jump to question: [3.1 ∨]

Other (please specify below)　　[1]

3.1 Governing Board Method of Selection

Student board member.

3.1 Governing Board Method of Selection

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

3.1 Governing Board Method of Selection

Total number of board members (Automatic total of the above)   8

3.2 Governing Board Members

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members

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

3.2 Governing Board Members

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members					6		6
Male Board Members	1	1					2
Total	1	1	0	0	6	0	8

3.2 Governing Board Members

Number of Vacant Positions

3.2 Governing Board Members

Total Number of Board Members (Total should equal the total reported in Question 3.1.)   8

3.2 Governing Board Members

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?	No
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?	No
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?	No
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 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?	No
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	No
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?	No
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?	No

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)		8,474	8,474
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)		285	285
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)		0	0
All Other (incl. sports and religious — Do NOT include fundraising)			0
Total	0	8,759	8,759

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   1,100

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

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

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 previously been optional. Response to this section of the SAS is now mandatory.

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.

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.

In 2022, classical music station KBAQ in Phoenix concentrated on its primary objective of providing classical music presented by local hosts to serve as a refuge from the 24-hour news cycle. With this having been an election year, listeners seemed to appreciate the oasis. We continued our web- and email-based promotions inviting listeners to help choose the music through our Top 100 Most Wanted List. We also continued to air locally recorded performances on Arizona Encore to give people isolated at home a sense of connection to the community.

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.

Many of our outreach efforts are in partnership with co-licensee Arizona State University through the audio production wing of its PBS member station, KAET. In 2022, we brought new and not-yet-aired local performances from the Phoenix Symphony along with recent performances from True Concord Voices, the Phoenix Chorale, Arizona Musicfest Festival Orchestra, and others. Annually, KBAQ participates in the worldwide tradition of classical stations airing the Vienna Philharmonic's New Year's Day concert. In December, we aired a live broadcast of the Phoenix Symphony and Phoenix Symphony Chorus performing Handel's Messiah. This is the first live performance of the Phoenix Symphony in many years. In addition to partnerships with arts organizations, we began working with area schools for the Classical Next initiative, recognizing the most talented young musicians, ages 7 to 13, in the listening area. Each month, we select one aspiring musician, interview them, and then visit their school to honor them among their peers.

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.

KBAQ continues being the primary source of information about culture and the arts in Metropolitan Phoenix. We continue to air, one to three nights per week, recently recorded concerts from diverse visiting ensembles: Catalyst String Quartet, Mill Avenue Chamber Players, American String Quartet, Takacs Quartet, Faure Quartet, Phoenix Children's Chorus, Arizona Opera, True Concord Voices, and Orchestra of Tucson. In 2022, with the pandemic waning, we were able to relaunch our Heart of the Arts podcast, which raises awareness about arts events and organizations in the Phoenix area.

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.

In 2022, KBAQ highlighted minority composers, soloists, and conductors throughout Black History Month, Women's History Month, and Hispanic Heritage Month. We recognized their achievements on air when playing musical selections, and we directed listeners to our website where we had additional content lauding these musicians. Our engagement with diverse audiences in 2022 also included presenting a special on black film composers (Quincy Jones, Terence Blanchard, Mervyn Warren); spotlighting black composers throughout the day for Martin

Luther King, Jr. Day; presenting a film music special, Women of the Big Screen, featuring female film composers, for Women's History Month; incorporating an overall more diverse playlist of composers than you would find at many classical stations; producing a choral music special for Juneteenth honoring black composers; airing music for a wider range of holidays, including traditional celebrations of minority communities, such as Kwanzaa. In 2023, we will add an emphasis on Asian American and Pacific Islander Heritage Month, playing works by AAPI composers and featuring AAPI soloists.

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?

Without CPB funding, KBAQ would not be able to sustain the community engagement that serves the arts community in the Greater Phoenix area. We would be limited to simply airing music, without the outreach component that connects the audience to the community. The CPB funding allows us to devote resources to producing special content that directly benefits and celebrates the diverse demographic in Metropolitan Phoenix. In 2023, this funding will make it possible for us to establish a performance space at our main studios and bring in local ensembles for live and recorded performances.

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
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	

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.

Check all that apply

Grove	☐
Bento	☐
WordPress	☐
Drupal	☑
Arc	☐
None	☐

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

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	