

Grantee Information

ID	1523
Grantee Name	WJFF-FM
City	Jeffersonville
State	NY
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.

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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi- Skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>

Operatives (Semi-Skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="2"/>

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category /
Job Code /
Joint Employee

Officials - 1000	<input type="text"/>
Managers - 2000	<input type="text"/>
Professionals - 3000	<input type="text"/>
Technicians - 4000	<input type="text"/>
Sales Workers - 4500	<input type="text"/>
Office and Clerical - 5100	<input type="text"/>
Craftspersons (Skilled) - 5200	<input type="text"/>
Operatives (Semi-Skilled) - 5300	<input type="text"/>
Laborers (Unskilled) - 5400	<input type="text"/>
Service Workers - 5500	<input type="text"/>
Total	<input type="text" value="0"/>

Persons with Disabilities

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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Male Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="1"/>

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					1		1
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	1	0	1

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					1
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	1	0	0	0	0	1

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	<input type="text"/>
Laborers (Unskilled) - 5400	<input type="text"/>
Service Workers - 5500	<input type="text"/>
Total	<input type="text" value="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	<input type="text"/>
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1.4 Part-Time Employment

Jump to question: 1.4 ▼

Number working 15 or more hours per week	<input type="text" value="2"/>
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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)	<input type="checkbox"/>
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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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office / Service Workers - 5100-5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="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 occurred, 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	<input type="text" value="1"/>
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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	
Underwriting solicitation related activities	<input type="checkbox"/>
Direct Mail	<input checked="" type="checkbox"/>
Telemarketing	<input type="checkbox"/>
Other development activities	<input checked="" type="checkbox"/>

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	1.00	\$ 57,068	4
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	\$ 48,750	7
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Programming Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Production, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Executive Producer</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Executive Producer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Producer</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Producer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Digital Content Director</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Digital Content Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Digital Project Manager</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Digital Project Manager - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Managing Director, Audience Engagement</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Managing Director, Audience Engagement - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

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 ▼

<u>Development, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Development, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Member Services, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Member Services, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Membership Fundraising, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Membership Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Major Giving Fundraising Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Major Giving Fundraising Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>On-Air Fundraising, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Auction Fundraising, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.4 Development and Fundraising

Jump to question: 2.4 ▼

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

2.5 Underwriting and Grant Solicitation

Jump to question: 2.5 ▼

<u>Underwriting, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Corporate Underwriting, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Foundation Underwriting, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Government Grants Solicitation, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

Government Grants Solicitation, Chief - Joint

\$

2.5 Underwriting and Grant Solicitation

Jump to question: 2.5

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

2.6 Broadcast Engineering and Information Technology

Jump to question: 2.6

Operations and Engineering, Chief

\$

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

\$

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

\$

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	2.00	\$	105,818	11

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

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)

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				1	8		9

Male Board Members	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="5"/>	<input type="text"/>	<input type="text" value="6"/>
Total	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="13"/>	<input type="text" value="0"/>	<input type="text" value="15"/>

3.2 Governing Board Members

Number of Vacant Positions

Jump to question:

3.2

3.2 Governing Board Members

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

Jump to question:

3.2

3.2 Governing Board Members

Number of Board Members with disabilities

Jump to question:

3.2

Comments

Question

Comment

No Comments for this section

4.1 Community Outreach Activities

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?

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?	No
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)?	No
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?	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?	No
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

Instructions and Definitions:

Jump to question:

5.1

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)	0	1,092	1,092
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	85	85
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	294	294
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	0
All Other (incl. sports and religious — Do NOT include fundraising)	0	65	65
Total	0	1,536	1,536

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

297

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 occurred 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.**

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.

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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.

WJFF Radio Catskill's Mission Statement lays out a vision for making available to the listening community "a broad range of ideas and ideals useful to a full and enlightened life" while also working with its community to broadcast its own viewpoints, concerns, needs, and interests. To that end, WJFF's mission establishes three goals: (1) engage the community in "preserving and transmitting [its] cultural heritage and artistic expressions," (2) connect that local community to "the global community," and (3) "promote understanding among people of diverse social and cultural backgrounds." WJFF Radio Catskill serves communities in Sullivan County, the Catskills, and Northeast Pennsylvania by keeping listeners connected to the information they need. The singular "community" of Radio Catskill's Mission Statement is in fact many diverse communities spread out over a large, rural area. Farmers, families, artists, caregivers, corrections officers, second-home owners, service industry laborers, and folks from many more walks of life all live and work together in our listening area. Yet, these people also live apart. There are divisions of race, religion, income, and politics. There are also geographic divisions within the listening area, where a few larger villages serve as population centers but just as many people are spread across isolated hamlets, hilltops, and valleys. The winters are long, the roads are long, and internet connection can be tricky at best. WJFF is a key part of bridging these divides and staving off isolation in the best of times, and the past few years have been far from the best of times. The work we do is more crucial than ever. Our goals and approach changed drastically in 2020 to meet growing community needs and overcome strange new obstacles. Those changes were positive, energized our organization, and were well-received by the public. This little radio station, sitting just outside of the global epicenter of the COVID-19 pandemic in New York City, radically overhauled its schedule to something a skeleton crew could handle, while also exponentially increasing the amount of local news and information available to listeners. For the first time ever in its then 30-year history, Radio Catskill was broadcasting local news, information, and interviews on a daily basis. The response from the community to the programming we offered in 2020 was immediate, positive, and resounding. But it was difficult to maintain this level of production with a tiny staff and no news department. Thankfully, the addition of Multi-Platform Content Producer Patricio Robayo to the staff and the airwaves in late 2021 helped us do just that.

Thanks to him, we were able to maintain the quality and scope of our work while gradually making it more efficient to accomplish throughout 2022. But instead of continuing to make incremental changes in 2022, we instead made the biggest change the station had ever seen – packing up its home of 32 years and moving it to a new location. After years of planning and construction, WJFF Radio Catskill moved out of the building its volunteers built in the late 1980s and into state-of-the-art facilities in Liberty, NY. The facilities were so new, in fact, they were still being completed as we made our first broadcast from the new studio on June 23rd. This was a challenging time. But once again, community support was amazing, from folks supporting the capital campaign for the move, to people coming by during our open houses, to our new neighbors in Liberty joining us on air for our weekly get-to-know-the-community segment, Give Me Liberty. In radio, what we broadcast on-air takes up most of our attention, and rightly so. But something as physical and “off-air” as a new facility also has many positive impacts on what we do. Our new location is at the foot of the hill where our transmitter sits, which allowed us to put up a microwave relay and fully control our Station to Transmitter Link. This also means our offices are located Our location allows people in the more populated areas of Sullivan County to reach us more easily. The large, professional building allows us to host other community organizations as they do their good work, such as the Delaware Valley Arts Alliance’s “Arts for Sullivan Community Arts Grants” information session held here in the fall. We made this move to be able to better serve the community in the present, and to lay a solid foundation for us to continue serving the community for decades to come. We worked for years to accomplish this move, and we’re poised to do more than we ever could because of it. Even with such monumental efforts going on behind the scenes, Radio Catskill continued to bring more community voices on air in 2022, and continued to let them lead the discussion whenever possible. In addition to our daily news programming, we expanded our series of on-air discussion panels hosted by members of the community who are not WJFF staff or volunteers in 2022. The February panel “Life as a Black American in Sullivan County [NY],” produced in partnership with Sullivan County NAACP and Hosted by Sandra Johnson Fields, NAACP President, led to a series of on-air talks with the NAACP. A total of four separate talks were presented over six different broadcasts. Our annual International Women’s Day panel was curated and hosted by Adrienne Jensen, head of the Sullivan County Human Rights Commission. Our coverage of the issue of abortion and reproductive rights included both a live community panel discussion and special coverage of the “Bans Off Our Bodies” protests in May. We also carried breaking news coverage from NPR and live local reactions when news broke of the SCOTUS ruling overturning Roe v. Wade. That happened on June 24th, the second day of broadcasting from our new, yet-to-be-completed radio station.

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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.

The primary way WJFF Radio Catskill partners with community organizations and institutions is by putting them on air. So, our primary focus for programming in 2022 remained the production of local news and public affairs programming. This comes in the form of pre-recorded headlines that fit into the NPR clock, live-read news updates, live phone interviews, and pre-recorded interviews, as well as the occasional feature segments. This is all done despite having no news director, no news department, and three staff members who each wear other, multiple, non-editorial hats. We are driven by both Radio Catskill’s Mission Statement and the tagline we first adopted in 2020, “Keeping You Connected.” This is now our uber-directive, the conceptual umbrella under which all other initiatives fall. We have more community partners working with us than ever. We are their go-to outlet for getting information to the public. KEY INITIATIVES Health & Wellness Sullivan County, NY consistently ranks at or near the bottom of health rankings for New York State. So, it is important to connect listeners with a range of health topics. We continued to feature regular interviews with health professionals from local and regional hospitals, as well as continuing check-ins with a local nutritionist and monthly updates with Sullivan 180 (a local health & wellness nonprofit). The ongoing pandemic also required us to have up-to-date and accurate information for listeners. In 2022, this included info about variant spread and vaccine boosters. Late 2022 saw a “triple-demic” looming, with cases of COVID, Flu, and RSV on the rise. The challenge of reporting on these issues this year also included finding ways to reach listeners who may be “burned out” on respiratory illness news. Voting, Elections, & Democracy Covering elections is a key community service in any election year, but quality election coverage became even more crucial in our region in 2022. A “perfect storm” of confusing electoral politics affected New York State, particularly the 19th congressional district where Radio Catskill is located. In late April, the New York Court of Appeals threw out the electoral maps state Democrats had gerrymandered in a botched redistricting process. One week after that, Governor Kathy Hochul chose NY-19 Rep. Antonio Delgado to replace Lt. Gov. Brian Benjamin following his indictment and resignation, leaving our local congressional district without a Representative even as the district itself was being redrawn by a judge. The results? Multiple primaries, a special election for NY-19, and lots of confusion. At one point, some voters could vote for two different people to represent the same district in two different races on the same day. In response, Radio Catskill crafted a series of election update headlines that served as extended PSAs attempting to clarify the candidates, deadlines, and voting days for listeners. The effort won a special “Serving New York” award from the NYS Broadcasters Association. Increasing State News For most of this station’s existence, there was an abundance of national news, some local news and information, and hardly anything in between. This changed in a big way in 2022 when Radio Catskill officially partnered with New York State Public Radio, giving us access to content generated by public radio stations around the state. This content includes daily updates from the state capitol in Albany. Further enhancing this partnership, WJFF participates in the organization’s weekly news-planning meetings and provides opportunities for other stations to make use of some of our election content. We also partnered with the Albany-based Times Union newspaper’s Hudson Valley bureau for regular updates that involve the capitol and our region of the state. Maintaining a Healthy Local News Ecosystem Many rural areas have seen local, independent media outlets dry up. Some have even become “news deserts.” In our listening area—Sullivan County, the Catskills, and Northeast PA—this has not happened. We’re determined to keep it that way. Whether print or broadcast, commercial or non-commercial media, local media outlets are all in this together. We partner with the Sullivan County Democrat, River Reporter, and Shawangunk Journal newspapers for weekly, on-air news updates and monthly reporter roundtables. Local youth-led newspaper Manor Ink has a monthly spot on our program, Radio Chatskill. We have close ties with the local commercial radio network, Bold Gold Media, and even partnered with them to bring our listeners candidate debates that they had hosted. And, Radio Catskill’s 2022 Community Awards were dedicated to honoring Local Media for connecting our community with courageous conversations and quality journalism. Honorees included the student journalists of Manor Ink, The Sullivan County Democrat, The River Reporter, The Shawangunk Journal, and Bold Gold Media. Special Recognition went to Barry Plaxen of the monthly local arts journal, Canvas. Food Insecurity Food insecurity is an ongoing problem in our region. Radio Catskill continues to interview the neighbors, nonprofits, food pantries, and local government offices working to help those impacted by scarcity. The station also has a list on its website of local food banks and other food relief initiatives for those in need or those looking to help. Official Information & Resources Local governments need to share information with the public about safety, services, and resources. Residents need to know about these resources. We host regular, weekly updates from officials in Wayne and Sullivan Counties on a range of topics and services. It’s a goal of ours no matter what crisis may affect local listeners –pandemic, weather events, power outages, etc.—we are part of the local emergency response chain. Talking directly to local officials without beat reporters on our staff often means our journalistic filter is not as strong as it should be during these conversations. So, we rely on our local media partners to give listeners a full and honest picture of what the officials are talking about. It’s no coincidence, for instance, that following our weekly Sullivan County Update at 6:30 Monday evenings, we have a weekly check-in at 6:45 Monday with a local print reporter whose primary beat is the county legislature. Breaking State & National News We prioritize carrying breaking state & national-level news when it is potentially impactful on listeners’ lives, the civic status-quo, or the course of history. We carry all of the special breaking news coverage NPR offers, which this year included live coverage of the House Select Committee Hearings on the January 6th Attack, remarks from President Biden, the confirmation of Justice Ketanji Brown Jackson, and news related to the invasion of Ukraine. We also carry state-level breaking news, including key addresses from NY Governor Hochul such as her address on severe inclement weather. We also carry live, anchored coverage from New York State Public Radio Stations like WXXI’s coverage of events like the State of the State address. Arts & Nonprofits Art, culture, and music are a crucial part of life in our listening area. They are also at the heart of our mission statement’s charge to preserve and transmit the cultural heritage of our listening area. As such, Radio Catskill regularly works with local artists, musicians, arts organizations, and performance venues. These efforts continued in 2022, with weekly artist interviews on either The Local Edition or Radio Chatskill. In 2022, WJFF Radio Catskill again partnered with the Shandeele Music Festival to bring all of the classical performances in its Sunset Concert Series to listeners — a total of 10 hours of performances and interviews. With the worst of the

pandemic behind us and our new studios open for business, live music returned to Radio Catskill in the fall of 2022. The programs Jambalaya with Aldo Troiani and Now

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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.

OVERALL IMPACT: Listeners who called the station, visited in person, or stopped by our outreach tables at community events in 2022 told Radio Catskill staff and volunteers again and again that we were doing a tremendous job with the local news, interviews, and information. It's hard to measure this kind of impact but the amount of positive feedback we heard continues to be above and beyond what we heard in years past. We also heard from our broadcasting peers in 2022. WJFF Radio Catskill earned 3 awards at the New York State Broadcasting Association's 56th Annual Awards for Excellence in Broadcasting. Our daily news and talk program The Local Edition won an award For Outstanding Public Affairs Program, Patricio Robayo won an award for Outstanding Interview for his piece on incarcerated journalist John J. Lennon, and the station won a "Serve New York" Outstanding Public Service Announcement award for our series of PSAs clarifying our region's wildly confusing primary, special election, and regular election seasons to listeners. In 2022, readers of The River Reporter again voted WJFF Radio Catskill "Best Local Radio Station" in its annual Best-Of poll. Readers put us above the multiple popular commercial stations that broadcast in our region. Finally, we also heard good things from our many community partners about the value our services have for them, their work, and the community in general. PARTNER FEEDBACK : Isabel Braverman, Brand and Communications Manager for the Sullivan County Visitors Association: Through our partnership with WJFF we are seeing enhanced inquiries to our website as well as visitation to our visitor center in Liberty, NY. We have also seen an increase in attendance of the events that we share with WJFF and that they assist us with in promoting. It has been a mutually beneficial program that we certainly will continue in the years to come. Mary Paige Lang-Clouse, Director Ethelbert B. Crawford Public Library WJFF provides vital services to the public libraries in Sullivan County. They promote the varied programs we offer to the public - all at no charge - so that everyone has access to the many enriching cultural programs (music, dance, lectures, book clubs, hands-on workshops), educational programs (voter education, storytimes, lessons in using technology, learning to paint, how to felt, grow garlic, prepare a healthy dish, or giving reluctant readers the opportunity to read aloud to the receptive ear of a pup). They share it all with the public. WJFF often seeks out a presenter we have coming up and will request to interview them on air prior to the program thereby creating further interest in our local program offerings. We've shared recorded programming with WJFF with the presenter's permission to distribute valuable information more widely. The radio station also does a great job of helping keep the public informed about weather-related delayed openings or closures of the library which the public greatly appreciates. We know each other on a first-name basis. We table alongside each other at community events (RiverFest, BagelFest, etc.) We greatly value our local radio station and the support they provide to the 9 public libraries/11 locations throughout Sullivan County. Dan Hust, Director of Communications, Sullivan County NY Government: Sullivan County Government issued more than 150 press releases and media advisories in 2022, virtually all of which merited mention on local radio stations. WJFF, as the only local public radio service and a community-oriented organization, repeatedly aired these announcements, from the most critical (emergency closures and weather warnings) to the mundane (upcoming events and office activities). More often than not, the small team at WJFF reformat these notices for broadcast without further prompting, allowing my office to confidently report to my County colleagues that their information did indeed reach the airwaves and, by extension, the masses of Sullivan County, WJFF's primary coverage area. We have begun partnering with WJFF on awareness campaigns (for example, naloxone), and due to positive response, we intend to expand that partnership in 2023. It particularly helps when the narrator of the PSAs is a trained Hollywood actor who just happens to be a devoted supporter of the radio station! WJFF has continued to provide us with a weekly 15-minute Q&A (part of their Local Edition program) to further inform the local populace of important and interesting matters of County government. This archive of material constituted no less than 750 minutes – or 12.5 hours – of valuable programming in 2022, for which we are very grateful. We appreciate WJFF's constant desire to relay our information and look forward to a fruitful and productive collaboration throughout 2023. Shannon Cilento, AICP, Community Development Program Manager, Sullivan 180 / Renaissance: WJFF Radio Catskill worked with Sullivan Renaissance for 22 years to deliver messaging of beautification, community pride, and volunteerism. Since its inception in 2017, Sullivan 180 has also partnered with WJFF to get the word out about improving community health by promotion of wellness strategies that impact schools, worksites, and fire departments. Initiatives like Empowering a Healthier Generation, the Encouraging Healthier Behaviors Community Challenge and the Sullivan County Healthiest Fire Department Challenge had greater impact because of WJFF's support in getting the word out. Both organizations have relied on WJFF staff expertise to help us tell our stories through a variety of mediums, including radio interviews, podcasts, commercials, and more. As our two organizations [Sullivan 180 & Renaissance] have recently joined forces under the shared Sullivan 180 name and brand, WJFF Radio Catskill will be a critical partner in sharing our new chapter with our local community. WJFF Radio Catskill's support of our mission and programming will continue to help turn around the health of Sullivan County, one degree at a time. Aileen Gunther, Member of Assembly, New York's 108th Assembly District: WJFF Radio Catskill has been a cornerstone of our community for more than 30 years. It is the result of collaboration and hard work of many across Sullivan County. The station offers local broadcasting, news and nearly every genre of music to its audience. I'm proud to work with WJFF, and I am grateful that they continue to serve Sullivan County and its residents. Throughout the pandemic, when many of my constituents could not afford other forms of news or information, WJFF was there. I have heard from many constituents who address me by striking up a conversation about my most recent interview on WJFF, and that helps to begin a constructive dialogue through which constituents can advocate for their interests. WJFF is a strong and important pillar of our community and ensures that residents have access to reliable, and trustworthy news and information. I strongly support WJFF Radio Catskill and the station's focus on engaging the public. If I can of any additional assistance, please do not hesitate to contact my office. Lissa Harris, Freelance Climate Reporter, Empire of Dirt: The Catskills is an unforgiving place for radio technology, for a very simple reason: The mountains get in the way. A station might broadcast across a county in one direction, and struggle to get more than a few miles in another. You may start out on a nice drive through the rural Catskills with your car radio tuned to something interesting, but odds are you'll be scrabbling at that FM dial before you get there. The bright side is that this region is full of wonderful little radio stations, each with its own quirky, vibrant, locally-flavored community of program hosts. WIOX in Roxbury. Radio Kingston. WGXC in Catskill. WJFF in Liberty. The dynamic duo of Joe and Jay at WRIP in Windham, who do a live broadcast every Fourth of July from my fire departme

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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.

WJFF's mission statement, diversity statement, the goals of its staff, and the benchmarks laid out in its strategic plan all emphasize diversity as a primary value and increasing the diversity of both those who participate in WJFF and whom the station serves. Spanish/Bilingual Programming: WJFF broadcasts the weekly hour-long Spanish language public affairs program La Voz en Breve, featuring information, interviews, and music for the Hudson Valley and Catskills' vibrant Hispanic community. The program is hosted by journalist Mariel Fiori, recipient of the Humanitarian Award of the NAACP and Woman of the Year award of the AAUW, and co-founder of La Voz magazine, a monthly Spanish language publication housed at Bard College, serving the Mid-Hudson Valley and the Catskill region. LGBTQ Programming - Local Interviews, This Way Out & Outcasting: WJFF promotes awareness of local services and organizations that welcome, support, and empower the Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) community living in and visiting our listening area. We conducted multiple interviews with Catskills Pride (Sullivan County, NY), TriVersity Center for Gender and Sexual Diversity (Pike County, PA), and the Newburgh LGBTQ+ Center (Ulster County, NY) to highlight their social, supportive, and educational services. Additionally, WJFF continued airing weekly programming from Outcasting and This Way Out. This Way Out is "The International LGBT Radio Magazine," airing on stations

for more than 30 years. Each episode includes features and a headline roundup of LGBTQ news from around the world. Outcasting is "Public radio's LGBTQ youth program," recorded in the Mid-Hudson Valley. Special Programming with the Sullivan County Chapter of the NAACP Radio Catskill expanded its relationship with the NAACP in 2022. In addition to having NAACP President Sandra Johnson Fields on air for updates on the organization and reactions to the news of the day, we also partnered with the NAACP and the E.B. Crawford Public Library to bring four separate talks on key issues to listeners. Fields and the NAACP identified the need for these programs, shaped their structure, and chose the guests Radio Catskill proposed a community panel to close out Black History Month, and station intern Anika Legrand-Wettich worked with the NACCP to plan and execute it. The result was "Life as a Black American in Sullivan County," a true community conversation that Radio Catskill could never have created on its own, and one that was crucial for listeners of all backgrounds in the community to hear. After this panel, Sandra Johnson Fields said she wanted the NAACP to have special conversations at its meetings to tackle key issues and raise awareness about the organization. Radio Catskill advised on a few technical points, agreed to carry the conversations, and let the NAACP plan these talks. The results were phenomenal, direct, issue-oriented conversations that sidestepped the hype controversies with practical information. The NAACP directly addressed increasing drama at school boards around issues of race, identity, and misplaced fears of "Critical Race Theory" with practical information by interviewing Tiffany Hall, Director of Student Equity at Monticello Central School District, about equity issues in local schools. They used the same practical-info approach to address the confusion around New York's primary and election season, voter malaise, and voter suppression efforts through two Voter Rights talks. Presenters Dr. Sean Wall-Carty (Fallsburg Town Councilman and Fallsburg Central School District board member) and Barbara VanBenschoten (Chair of Voter Services, League of Women Voters) discussed local elections, the importance of voting locally, and running for local office. Presenters Brandon Holmes (Hudson Valley Regional Director, New York Civil Liberties Union) and Barbara Schmitt (activist and owner, Diversified Corporate Services) discussed New York's redistricting process, how to register to vote & check voter registration status, voting rights abuses, handling challenged or provisional ballot scenarios, obtaining an absentee ballot, the early voting process, and how to serve as a poll watcher or an election inspector. All of these talks were hosted by Sandra Johnson Fields and presented on Radio Catskill in partnership with the NAACP and the E.B. Crawford Public Library in Monticello over the course of six separate original broadcasts. SALT – Sullivan Agencies Learning Together WJFF continued its partnership with The Catholic Charities and SALT (Sullivan Agencies Learning Together). They focus on the needs of underserved, minority, immigrant, and/or low-income residents in Sullivan County. We conducted multiple interviews during local news programming about S.A.L.T's diverse partnership of agencies and community resources committed to working together to improve the quality of life for the residents of Sullivan County. Let's Talk Vets with Doug Sandberg: SSGT Doug Sandberg (USAF, ret.) continued his Let's Talk Vets program for US Veterans and their families, broadcasting for an hour every two weeks. As a veteran himself, Doug has been able to reach and serve this community in ways other volunteers could not. Veterans are an underserved community at greater risk of suicide, homelessness, and mental health issues than the general population. Doug Sandberg has forged real partnerships with on-the-ground Veterans organizations and service agencies in Sullivan, Orange, and Ulster Counties in NY. Indigenous Voices: WJFF increased its indigenous programming by adding 15 hours of programming from Native Voice One (NV1) in 2020 and maintained this programming through 2022. NV1 distributes work from Native and non-Native producers whose programming educates, advocates, and celebrates Indigenous life and values. The programs also enlighten and inform the general public about Native American news, culture, history, music, events, and modern life. In addition to full-length programs like Unreserved and Indigefi, National Native News headline segments air every weekday during All Things Considered. Jewish Programming: Jewish people and culture have a long and celebrated history in our listening area. WJFF Radio Catskill continued its commitment to air programming that reflects this cultural tradition. We again broadcast music and information specials for Jewish holidays in 2022, as well as Aaron Bendich's Jewish music program Borscht Beat, which brings Jewish music "back to the Catskills" every week on Radio Catskill. Not only does Aaron play a mix of traditional music of the Jewish diaspora, sentimental classics, and rare recordings, but he is plugged into the growing contemporary Jewish music scene in New York City and elsewhere. His show airs as Laughing With Lizards on a couple of other radio stations, but he coined the name Borscht Beat specifically for broadcast on WJFF. The name was so good, in 2022 Aaron launched a small independent music label under the same name to release new recordings by contemporary artists who are keeping this music alive. Radio Catskill also brought Jewish voices from the community on air to talk about current events, local Jewish history, and important issues. Hope Blecher came on air in the summer to talk about the effort to create a community menorah In Parksville, complete with icons representing local history as each candle holder. When the menorah was dedicated in December, Radio Catskill promoted the event and recorded the interviews, speeches, and songs for two separate broadcasts. We continued to focus on local Jewish history by covering the new Borscht Belt Historical Marker Project, with project organizers Marisa Scheinfeld and Louis Inghilterra. And, during the High Holy Days, Rabbi Elliot Kleinman, Congregation Beth-Israel, talked about the 170 year history of his congregation in Honesdale, PA, part of our Northeast Pennsylvania listening

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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?

Radio Catskill keeps people informed, connected, enriched, and entertained. What we do for the community is exactly what public radio was made for. It's the kind of work CPB funding was meant to accomplish. CPB funding has always enabled WJFF to afford the subscription and per-program fees for national-level programming it would be otherwise unable to afford. This programming is tremendously important to our listening area, as it provides our listeners a real alternative to commercial broadcast media, especially since streaming data, Wi-Fi, and high-speed internet can still be difficult to access in our listening area. Bringing a global perspective to our rural broadcast region allows WJFF to connect its local communities to the cultural heritage and artistic expressions of the whole world. National and international programs like NPR's All Things Considered and the BBC World Service also give WJFF's schedule balance and substance. It's a foundation built on real journalism and a broad network of resources. Without CPB funding, WJFF could not afford flagship NPR news programming. Additionally, CPB funding enables WJFF the ability to pay its staff a fair wage and provide them with benefits appropriate to professional workers. Increased staffing has increased the quality, consistency and quantity of WJFF's locally-produced programming, enabling local communities to better transmit and preserve their own cultural heritage and artistic expressions. These two realities—affording quality national programming and affording resources to produce more local programming—positively impact two of the goals in WJFF's mission statement. Taken together, they each help increase WJFF's ability to achieve the third: "promote understanding among people of diverse social and cultural backgrounds." WJFF's CPB funding plays a key role in fulfilling the station's mission.

Comments

Question Comment

No Comments for this section

7.1 Journalists

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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.

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Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Other
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Managing Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Executive Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Senior Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Associate Producer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Reporter/Producer	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>
Host/Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Beat Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Anchor/Reporter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Anchor/Host	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Videographer	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Video Editor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other positions not already accounted for	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

Comments

QuestionComment

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

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

Kindful

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