



## **Station Activity Survey (SAS-RADIO)**

This MS-Excel file provides a copy of the SAS-Radio survey. Please download a copy of the SAS-Radio instruction to determine the time periods in which you should report for the various sections. You may use this file to help complete the SAS-Radio survey BUT you are still required to enter all of your results into the on-line SAS-Radio survey. You access the SAS-Radio survey by logging into CPB's Integrated Station Information System application (see instructions below). This file is a working copy of the survey in that all formulas and calculations are active in this spreadsheet. However, this file will NOT pre-populate data items from the prior year survey, nor data points provided by CPB. Data items will ONLY be pre-populated in the on-line version of the SAS-Radio survey.

### **Important SAS-Radio Information**

- 1) You will need to log into the Integrated Station Information System system to access the SAS-Radio survey  
--> <http://ISIS.cpb.org>
- 2) The 2017 SAS-Radio survey must be completed and submitted to CPB by February 15, 2018
- 3) If you have any questions about the SAS-Radio survey please contact the help desk  
E-Mail: [SAS@cpb.org](mailto:SAS@cpb.org)  
Toll-Free Number: 866.635.4747



**1. Employment**

Please enter the number of FULL-TIME Radio employees in the grids below. The first grid includes all female employees, an

1.1

| Employment of Full-Time Radio Employees    |  | African-American Females | Hispanic Females |
|--|--|--------------------------|------------------|
| Major Job Category/Job Code/Joint Employee |  |                          |                  |
| 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                     |  |                          |                  |
| <b>Total</b>                               |  | 0                        | 0                |

| Employment of Full-Time Radio Employees    |  | African-American Males | Hispanic Males |
|--|--|------------------------|----------------|
| Major Job Category/Job Code/Joint Employee |  |                        |                |
| 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                     |  |                        |                |
| <b>Total</b>                               |  | 0                      | 0              |

| Employment of Full-Time Radio Employees    |  | Persons with Disabilities |
|--|--|---------------------------|
| Major Job Category/Job Code/Joint Employee |  |                           |
| 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                     |  |                           |
| <b>Total</b>                               |  | 0                         |

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African-American female)

d the last grid includes all persons with disabilities

| Native-American Females | Asian/Pacific Females | White, Non-Hispanic Females | Total |
|-------------------------|-----------------------|-----------------------------|-------|
| 1                       |                       |                             | 1     |
|                         |                       |                             | 0     |
|                         |                       |                             | 0     |
|                         |                       |                             | 0     |
|                         |                       |                             | 0     |
|                         |                       | 1                           | 1     |
|                         |                       |                             | 0     |
|                         |                       |                             | 0     |
|                         |                       |                             | 0     |
|                         |                       |                             | 0     |
| 1                       | 0                     | 1                           | 2     |

| Native-American Males | Asian/Pacific Males | White, Non-Hispanic Males | Total |
|-----------------------|---------------------|---------------------------|-------|
|                       |                     | 2                         | 2     |
|                       |                     | 1                         | 1     |
|                       |                     |                           | 0     |
|                       |                     | 1                         | 1     |
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
| 0                     | 0                   | 4                         | 4     |

**1. Employment**

| <b>Major Programming Decision Makers</b> |  | <b>African-American</b> | <b>Hispanic</b> |
|--|--|-------------------------|-----------------|
| <b>1.2</b>                               | * 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 in Question 1.1<br>Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions? |                         |                 |
|  | Female Major Programming Decision Makers   |                         |                 |
|  | Male Major Programming Decision Makers   |                         |                 |
|  | <b>Total</b>   | <b>0</b>                | <b>0</b>        |

| <b>Employment of Part-Time Radio Employees</b> |   | <b>African-American Females</b> | <b>Hispanic Females</b> |
|--|---|---------------------------------|-------------------------|
| <b>1.3</b>                                     | * 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. |                                 |                         |
|  | Major Job Category/Job Code/Joint Employee  |                                 |                         |
|  | Officials - 1000  |                                 |                         |
|  | Managers - 2000   |                                 |                         |
|  | Professionals - 3000  |                                 |                         |
|  | Technicians - 4000  | 1                               |                         |
|  | Sales Workers - 4500  |                                 |                         |
|  | Office and Clerical - 5100  |                                 | 1                       |
|  | Craftspersons (Skilled) - 5200  |                                 |                         |
|  | Operatives (Semi-Skilled) - 5300  |                                 |                         |
|  | Laborers (Unskilled) - 5400   |                                 |                         |
|  | Service Workers - 5500  |                                 |                         |
|  | <b>Total</b>  | <b>1</b>                        | <b>1</b>                |

| <b>Employment of Part-Time Radio Employees</b> |  | <b>African-American Males</b> | <b>Hispanic Males</b> |
|--|--|-------------------------------|-----------------------|
| Major Job Category/Job Code/Joint Employee     |  |                               |                       |
| Officials - 1000                               |  |                               |                       |
| Managers - 2000                                |  |                               |                       |
| Professionals - 3000                           |  |                               |                       |
| Technicians - 4000                             |  | 1                             | 1                     |
| Sales Workers - 4500                           |  |                               |                       |
| Office and Clerical - 5100                     |  |                               |                       |
| Craftspersons (Skilled) - 5200                 |  |                               |                       |
| Operatives (Semi-Skilled) - 5300               |  |                               |                       |
| Laborers (Unskilled) - 5400                    |  |                               |                       |
| Service Workers - 5500                         |  |                               |                       |
| <b>Total</b>                                   |  | <b>1</b>                      | <b>1</b>              |

| <b>Employment of Part-Time Radio Employees</b> |  | <b>Persons with Disabilities</b> |
|--|--|----------------------------------|
| Major Job Category/Job Code/Joint Employee     |  |                                  |
| Officials - 1000                               |  |                                  |
| Managers - 2000                                |  |                                  |
| Professionals - 3000                           |  |                                  |

| Native-American | Asian/Pacific | White, Non-Hispanic | Total |
|-----------------|---------------|---------------------|-------|
|                 |               |                     |       |
| 1               |               | 1                   | 2     |
|                 |               | 1                   | 1     |
| 1               | 0             | 2                   | 3     |

| Native-American Females | Asian/Pacific Females | White, Non-Hispanic Females | Total |
|-------------------------|-----------------------|-----------------------------|-------|
|                         |                       |                             | 0     |
|                         |                       |                             | 0     |
|                         |                       | 5                           | 5     |
|                         |                       | 1                           | 2     |
|                         |                       | 1                           | 1     |
|                         |                       |                             | 1     |
|                         |                       |                             | 0     |
|                         |                       |                             | 0     |
|                         |                       |                             | 0     |
|                         |                       |                             | 0     |
| 0                       | 0                     | 7                           | 9     |

| Native-American Males | Asian/Pacific Males | White, Non-Hispanic Males | Total |
|-----------------------|---------------------|---------------------------|-------|
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
|                       |                     |                           | 2     |
|                       |                     | 2                         | 2     |
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
|                       |                     |                           | 0     |
| 0                     | 0                   | 2                         | 4     |

**1. Employment**

|                                  |   |
|----------------------------------|---|
| Technicians - 4000               |   |
| Sales Workers - 4500             |   |
| Office and Clerical - 5100       |   |
| Craftspersons (Skilled) - 5200   |   |
| Operatives (Semi-Skilled) - 5300 |   |
| Laborers (Unskilled) - 5400      |   |
| Service Workers - 5500           |   |
| <b>Total</b>                     | 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? |   |
| Number working less than 15 hours per week   | 4 |
| Number working 15 or more hours per week   | 9 |

**1.5 Full-Time Hiring**

|   |                 |                     |
|---|-----------------|---------------------|
| Enter the number of full-time employees in each category hired during the fiscal year.<br>(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.) |                 |                     |
| No full-time employees were hired (check here if applicable)  |                 |                     |
| Major Job Category/Job Code/Joint Employee  | Minority Female | Non-Minority Female |
| Officials - 1000  |                 |                     |
| Managers - 2000   |                 |                     |
| Professionals - 3000  |                 |                     |
| Technicians - 4000  |                 |                     |
| Sales Workers - 4500  |                 |                     |
| Office / Service Workers - 5100-5500  |                 |                     |
| <b>Total</b>  | 0               | 0                   |



| Minority Male | Non-Minority Male | Total |
|---------------|-------------------|-------|
|               |                   | 0     |
|               |                   | 0     |
|               | 1                 | 1     |
|               |                   | 0     |
|               |                   | 0     |
|               |                   | 0     |
| 0             | 1                 | 1     |

**1. Employment**

|   |    |
|---|----|
| <b>1.6 Full-Time and Part-Time Job Openings</b>   |    |
| 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 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. |    |
| Number of full-time and part-time job openings  | 10 |

|  |                      |
|--|----------------------|
| <b>1.7 Hiring Contractors</b>  |                      |
| During the fiscal year, did you hire independent contractors to provide any of the following services? | Check all that apply |
| Underwriting solicitation related activities   | x                    |
| Direct Mail  |                      |
| Telemarketing  |                      |
| Other Development Activities   |                      |
| Legal Services   |                      |
| Human Resources Services   |                      |
| Accounting/Payroll Services  |                      |
| Computer Operations  |                      |
| Website design   |                      |
| Website content  |                      |
| Broadcasting engineering   |                      |
| Engineering  |                      |
| Program Director Activities  | x                    |
| None of the Above  |                      |



## 2. Salary Report

| Average Salaries   | # of Employees | Avg. Annual Salary  | Average Tenure |
|--|----------------|---------------------|----------------|
| Chief Executive Officer                                    | 1              | \$87,000.00         | 4              |
| Chief Executive Officer - Joint                            |                |                     |                |
| Chief Operations Officer                                   |                |                     |                |
| Chief Operations Officer - Joint                           |                |                     |                |
| Chief Financial Officer                                    |                |                     |                |
| Chief Financial Officer - Joint                            |                |                     |                |
| Publicity, Program Promotion Chief                         |                |                     |                |
| Publicity, Program Promotion Chief - Joint                 |                |                     |                |
| Communication and Public Relations, Chief                  |                |                     |                |
| Communication and Public Relations, Chief - Joint          |                |                     |                |
| Programming Director                                       | 1, contract    | contracted          | 2              |
| Programming Director - Joint                               |                |                     |                |
| Production Chief   | 1              | \$48,312.00         | 28             |
| Production Chief - Joint                                   |                |                     |                |
| Executive Producer   |                |                     |                |
| Executive Producer - Joint                                 |                |                     |                |
| Producer   | 1 part time    | \$20,000.00         | 2              |
| Producer - Joint   |                |                     |                |
| Development Chief  | 1              | 62,000 Split salary | 2              |
| Development Chief - Joint                                  |                |                     |                |
| Member Services, Chief                                     | 1              | \$34,350.79         | 3              |
| Member Services, Chief - Joint                             |                |                     |                |
| Membership Fundraising Chief                               |                |                     |                |
| Membership Fundraising Chief - Joint                       |                |                     |                |
| On-Air Fundraising Chief                                   |                |                     |                |
| On-Air Fundraising Chief - Joint                           |                |                     |                |
| Auction Fundraising Chief                                  |                |                     |                |
| Auction Fundraising Chief - Joint                          |                |                     |                |
| Underwriting Chief   | 2, contracted  | contracted          | 2              |
| Underwriting Chief - Joint                                 |                |                     |                |
| Corporate Underwriting Chief                               |                |                     |                |
| Corporate Underwriting Chief - Joint                       |                |                     |                |
| Foundation Underwriting Chief                              |                |                     |                |
| Foundation Underwriting Chief - Joint                      |                |                     |                |
| Government Grants Solicitation Chief                       |                |                     |                |
| Government Grants Solicitation Chief - Joint               |                |                     |                |
| Operations and Engineering Chief                           |                |                     |                |
| Operations and Engineering Chief - Joint                   |                |                     |                |
| Engineering Chief  | 1              | \$58,412.00         | 30             |
| Engineering Chief - Joint                                  |                |                     |                |
| Broadcast Engineer 1                                       |                |                     |                |
| Broadcast Engineer 1 - Joint                               |                |                     |                |
| Production Engineer  |                |                     |                |
| Production Engineer - Joint                                |                |                     |                |
| Facilities, Satellite and Tower Maintenance, Chief         |                |                     |                |
| Facilities, Satellite and Tower Maintenance, Chief - Joint |                |                     |                |
| Technical Operations, Chief                                |                |                     |                |
| Technical Operations, Chief - Joint                        |                |                     |                |
| Education, Chief   |                |                     |                |
| Education, Chief - Joint                                   |                |                     |                |
| Information Technology, Director                           |                |                     |                |
| Information Technology, Director - Joint                   |                |                     |                |
| Volunteer Coordinator                                      |                |                     |                |
| Volunteer Coordinator - Joint                              |                |                     |                |
| News/Current Affairs Director                              | 1              | \$50,123.00         | 7              |
| News/Current Affairs Director - Joint                      |                |                     |                |
| Music Director   |                |                     |                |
| Music Librarian/Programmer                                 |                |                     |                |
| Announcer/On-Air Talent                                    |                |                     |                |
| Announcer/On-Air Talent-Joint                              |                |                     |                |
| Reporter   | 1              | \$50,043.00         | 1              |
| Reporter - Joint   |                |                     |                |
| Public Information Assistant                               |                |                     |                |
| Public Information Assistant - Joint                       |                |                     |                |
| Broadcast Supervisor                                       |                |                     |                |
| Broadcast Supervisor - Joint                               |                |                     |                |
| Director of Continuity/Traffic                             | 1 part time    |                     | 2              |
| Director of Continuity/Traffic - Joint                     |                |                     |                |
| Events Coordinator   |                |                     |                |
| Events Coordinator - Joint                                 |                |                     |                |
| Web Administrator/Web Master                               |                |                     |                |
| Web Administrator/Web Master - Joint                       |                |                     |                |
| Total  | 7              | \$348,240.79        | 83             |

**3. Governing Board**

3.1 **Governing Board Method of Selection**

|  |           |
|--|-----------|
| 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: |           |
| Ex- Officio (Automatic membership because of another office held)  | 1         |
| Appointed by government legislative body (including school board) or other government official (e.g. governor)   | 10        |
| Elected by community /membership   |           |
| Other (please specify below):  | Appointed |
| Gov. of Tennessee appoints the Board of Trust  |           |
| Elected by board of directors itself (self-perpetuating body)  |           |
| Total number of board members (Automatic total of the above)   | 11        |

3.2 **Governing Board Members**

|  | African-American | Hispanic | Native-American | Asian/Pacific | White, Non-Hispanic | Total |
|--|------------------|----------|-----------------|---------------|---------------------|-------|
| 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. For minority group identification, please refer to "Instructions and Definitions" in the employment subsection. |                  |          |                 |               |                     |       |
| Female Board Members   |                  |          |                 |               | 3                   | 3     |
| Male Board Members   | 2                |          |                 |               | 6                   | 8     |
| Total  | 2                | 0        | 0               | 0             | 9                   | 11    |

|                            |   |
|----------------------------|---|
| Number of Vacant Positions | 0 |
|----------------------------|---|

|  |    |
|--|----|
| Total Number of Board Members (Total should equal the total reported in Question 3.1.) | 11 |
|--|----|

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

**4. Community Outreach Activities**

| 4.1 Community Outreach Activities  | Yes/No |
|--|--------|
| Produce public service announcements   | Yes    |
| Did the public service announcements have a specific, formal component designed to be of special service to the educational community?                                     | Yes    |
| Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?               | Yes    |
| Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?   | Yes    |
| Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community                        | Yes    |
| Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | 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?                              | Yes    |
| Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?        | No     |
| Host community events (e.g. benefit concerts, neighborhood festivals)?   | Yes    |
| Did the community events have a specific, formal component designed to be of special service to the educational community?   | Yes    |
| Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?                           | 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?                                      | Yes    |
| Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?                | No     |
| Partner with other community agencies or organizations (e.g. local commercial 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     |

**5. Radio Programming and Production**

| <b>Radio Programming and Production</b> |  | <b>For National Distribution</b> | <b>For Local Distribution/All Other</b> | <b>Total</b> |
|---|--|----------------------------------|---|--------------|
| 5.1                                     | <p>Instructions and Definitions:<br/>                     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.)</p> |                                  |   |              |
|   | Music (announcer in studio playing principally a sequence of musical recording)  | 4680                             |   | 4680         |
|   | 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)  | 312                              |   | 312          |
|   | 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.)   | 90                               |   | 90           |
|   | Documentary (includes highly produced long form stand alone or series of programs, principally devoted to in-depth investigation, exploration or examination of a single or related multiple subject matter.)  | 2                                |   | 2            |
|   | All other (including sports and religious - Do NOT include fundraising)  | 30                               |   | 30           |
|   | <b>Total</b>   | <b>5114</b>                      | <b>0</b>                                | <b>5114</b>  |

|  |     |
|--|-----|
| <p>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.)</p> <p>Approx. Number of Original Program Hours</p> | 500 |
|--|-----|