

Grantee Information

ID	1445
Grantee Name	WDET-FM
City	Detroit
State	MI
Licensee Type	University

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					2		2
Managers - 2000	1	1		0	1		3
Professionals - 3000	1				4		5
Technicians - 4000	0						0
Sales Workers - 4500	0				1		1
Office and Clerical - 5100	1						1
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	3	1	0	0	8	0	12

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							0
Managers - 2000	1						1
Professionals - 3000					6		6
Technicians - 4000	1				3		4
Sales Workers - 4500	1				1		2
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							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="3"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="10"/>	<input type="text" value="0"/>	<input type="text" value="13"/>

1.1 Employment of Full-Time Radio Employees

Jump to question: [1.1](#) ▼

Major Job Category /
Job Code /
Joint Employee

Persons with Disabilities

Officials - 1000	<input type="text"/>
Managers - 2000	<input type="text"/>
Professionals - 3000	<input type="text" value="1"/>
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="1"/>

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).

White 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" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Male Major Programming Decision Makers	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text"/>	<input type="text" value="1"/>
Total	<input type="text" value="1"/>	<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="2"/>

1.3 Employment of Part-Time Radio Employees

Jump to question: [1.3](#) ▼

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

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Professionals - 3000	1	<input type="text"/>	<input type="text"/>	1	1	<input type="text"/>	3
Technicians - 4000	1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Office and Clerical - 5100	1	<input type="text"/>	<input type="text"/>	<input type="text"/>	1	<input type="text"/>	2
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Total	3	0	0	1	2	0	6

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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1	<input type="text"/>	1
Technicians - 4000	3	<input type="text"/>	<input type="text"/>	<input type="text"/>	3	<input type="text"/>	6
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1	<input type="text"/>	1
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Total	3	0	0	0	5	0	8

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	<input type="text"/>
Managers - 2000	<input type="text"/>
Professionals - 3000	<input type="text"/>
Technicians - 4000	1
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="1"/>

1.4 Part-Time Employment Jump to question: 1.4 ▼

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment Jump to question: 1.4 ▼

Number working less than 15 hours per week

1.4 Part-Time Employment Jump to question: 1.4 ▼

Number working 15 or more hours per week

1.5 Full-Time Hiring Jump to question: 1.5 ▼

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

1.5 Full-Time Hiring Jump to question: 1.5 ▼

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

1.5 Full-Time Hiring Jump to question: 1.5 ▼

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000	<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

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

Direct Mail

Telemarketing

Other development activities

Legal services

- Human Resource services
- Accounting/Payroll
- Computer operations
- Website design
- Website content
- Broadcasting engineering
- Engineering
- Program director activities
- None of the above

Comments

Question Comment

During the 2020 reporting period our station reclassified 8 part time employees to contractors with the instruction and guidance of our Human Resources Department. Moreover, there were a few part-time staff who resigned, and positions were not filled to minimize expenses during COVID.

2.1 Corporate Management

Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	\$ 205,100	1
Chief Executive Officer - Joint		\$	
Chief Operations Officer		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer	1.00	\$ 73,130	1
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		\$	

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	\$ 96,118	9
Programming Director - Joint		\$	
Production, Chief		\$	
Production, Chief - Joint		\$	
Executive Producer		\$	

Executive Producer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Producer	<input type="text" value="1.00"/>	\$ <input type="text" value="55,393"/>	<input type="text" value="2"/>
Producer - 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](#) ▼

Development, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="78,666"/>	<input type="text" value="11"/>
Development, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Member Services, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="71,314"/>	<input type="text" value="10"/>
Member Services, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Membership Fundraising, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Membership Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Major Giving Fundraising Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Major Giving Fundraising Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief	<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](#) ▼

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

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	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Operations and Engineering, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1 - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

<u>Production Engineer</u>	2.00	\$ 53,020	3
Production Engineer - Joint		\$	
<u>Facilities, Satellite and Tower Maintenance, Chief</u>		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
<u>Technical Operations, Chief</u>		\$	
Technical Operations, Chief - Joint		\$	
<u>Information Technology, Director</u>		\$	
Information Technology, Director - Joint		\$	
<u>Web Administrator/Web Master</u>		\$	
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 ▼

<u>News / Current Affairs Director</u>	1.00	\$ 85,144	15
News / Current Affairs Director - Joint		\$	
<u>Music Director</u>		\$	
<u>Music Librarian/Programmer</u>		\$	
<u>Announcer / On-Air Talent</u>	4.00	\$ 55,371	5
Announcer / On-Air Talent - Joint		\$	
<u>Reporter</u>	3.00	\$ 55,292	9
Reporter - Joint		\$	
<u>Public Information Assistant</u>		\$	
Public Information Assistant - Joint		\$	
<u>Broadcast Supervisor</u>		\$	
Broadcast Supervisor - Joint		\$	
<u>Director of Continuity / Traffic</u>	1.00	\$ 58,674	4
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 ▼

<u>Education, Chief</u>		\$	
Education, Chief - Joint		\$	
<u>Volunteer Coordinator</u>		\$	
Volunteer Coordinator - Joint		\$	
<u>Events Coordinator</u>		\$	
Events Coordinator - Joint		\$	
Section 2. Average Salary Totals	17.00	\$ 887,222	70

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	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="4"/>
Male Board Members	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="5"/>
Total	<input type="text" value="4"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="4"/>	<input type="text" value="0"/>	<input type="text" value="9"/>

3.2 Governing Board Members

Jump to question: [3.2](#) ▼

Number of Vacant Positions

3.2 Governing Board Members

Jump to question: [3.2](#) ▼

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

3.2 Governing Board Members

Jump to question: [3.2](#) ▼

Number of Board Members with disabilities

Comments

Question Comment

4.1 Community Outreach Activities

Jump to question: [4.1](#) ▼

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities

Jump to question: 4.1

	Yes/No
Produce public service announcements?	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?	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?	Yes
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?	Yes
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?	Yes
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?	Yes
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?	Yes

Comments

Question	Comment
----------	---------

No Comments for this section

5.1 Radio Programming and Production

Jump to question: 5.1

Instructions and Definitions:

5.1 Radio Programming and Production

Jump to question: 5.1

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production

Jump to question: 5.1

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	<input type="text" value=""/>	<input type="text" value="1,100"/>	<input type="text" value="1,100"/>
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)	<input type="text" value=""/>	<input type="text" value="520"/>	<input type="text" value="520"/>
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)	<input type="text" value=""/>	<input type="text" value="520"/>	<input type="text" value="520"/>
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)	<input type="text" value=""/>	<input type="text" value="15"/>	<input type="text" value="15"/>

All Other (incl. sports and religious — Do NOT include fundraising)	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="2,155"/>	<input type="text" value="2,155"/>

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

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 2020. 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 2020 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.

6.1 Telling Public Radio's Story

Jump to question: 6.1

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WDET is Detroit's public radio station and a community service of Wayne State University. During a year of quarantine and isolation, We continued to serve our engaged, diverse audience through trusted news, inclusive conversations, music and cultural experiences that empower our community. We created new programs and opportunities for our audience to safely engage with us and with one another. We maintained our listening audience of more than 143,000 people who listened to WDET's programming each week in FY2020. We provide our community with several vital services including: Award-winning, independent local journalism, Increased exposure to arts, culture and music from Detroit, platforms for citizens to learn, connect and share their own stories with each other and the world, Solution-oriented conversations featuring diverse voices and perspectives. We create original podcasts. We provided engagement opportunities including live and virtual community conversations about issues that matter most in our region, and a book club that transformed into a virtual conversation on social media and a podcast examining race and literature. In FY2020, WDET generated an average of 169,721 unique page views each month on WDET.org. We also saw an increase in WDET's reach on social media with more than 31,200 Facebook followers, 31,100 Twitter followers, and 10,300 Instagram followers. WDET's Instagram account grew 22%. A majority of our original content is available on our website and in 2020 we produced five podcast series or seasons, including launching one brand new podcast, Essential Cooking. We distribute a weekly arts and culture newsletter to 14,000+ subscribers and a weekly news roundup newsletter to more than 13,400+ subscribers. NEWS & PUBLIC AFFAIRS PROGRAMMING: Detroit Today, WDET's hour-long, weekday public affairs program, convenes conversations between metro-Detroit communities on issues of importance to the region and the nation, many of which are identified through listening and interacting with community members through social media and events. Listeners are invited to participate in the conversation with elected officials and experts every day via phone and social media. About 600 carefully cultivated interviews were conducted on the program in FY20. As the pandemic hit, Detroit Today added weekly call in programs to answer listener questions about the virus with medical, financial and education experts. Detroit Today also created a virtual book club and in 2020, read "Invisible Man" by Ralph Ellison. The book club featured weekly segments on the program regarding civil rights, and hosted a facebook group for readers. In fiscal year 2020, WDET's newsroom broadcast 22 newscasts per day and reported more than 1,000 news stories on issues such as Trust in Government, Education, Water Quality and Access, Transportation and Infrastructure, and Arts and Culture. Our coverage "lenses" were determined by Metro Detroit residents in a survey about issues that would impact their votes in Michigan's 2018 gubernatorial election. The Covid pandemic shifted coverage to include Covid education, information and public health as a mainstay with reporters learning to work safely and remotely. HAND-PICKED LOCAL MUSIC: WDET remains Detroit's most active promoter of local music and a significant voice for arts and culture. Our music hosts bring their passion and a wealth of knowledge to their programs each week, producing over 1,000 hours of handpicked playlists featuring diverse genres and Detroit-rooted styles including jazz, soul, R&B, rock and techno. Programs like Ann Delisi's Essential Music regularly incorporate input from listeners, including their own essential songs and their reflections on music that has changed their lives. During the pandemic, our hosts paid tribute to local and national musicians we lost. CULTURAL PROGRAMMING WDET's CultureShift is the region's only two-hour daily radio program dedicated to showcasing Detroit arts and culture. This daily, two-hour "magazine" features local bands, stories, and interviews with artists, chefs, curators and other creatives. Thousands of local artists and events were featured in 2020. Culture Shift offers an outlet for old and new cultural institutions to share their stories. Culture Shift responded to the impact of the Covid era, adding interviews and call-in conversations about coping with isolation and other mental health issues. A feature called the Family Dance Party combined music education and geography with a chance for homeschooling families to get a little exercise.

6.1 Telling Public Radio's Story

Jump to question: 6.1

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

In 2020, WDET partnered with The Concert of Colors Global Music Festival, The Detroit Jazz Festival, The Detroit Institute of Arts, Detroit Symphony Orchestra, Citizen Detroit, City Bureau, Documenting Detroit, Bridge Detroit, DetroitPublic Television, Source booksellers, Outlier Media, Futuro Media, Documenting Detroit, Wayne State University School of Medicine and other non profits and media organizations as well as continuing to explore collaborations with the organizations that made up the disbanded Detroit Journalism Cooperative. Here are few of the collaborative projects we worked on in 2020. COVID LIVE CALL IN PROGRAMS: WDET produced and broadcast 8 live call-in programs that gave the public the opportunity to call in with questions about Covid 19 during the spring of 2020 when getting the facts was a challenge. Medical experts from Wayne State University and Henry Ford Health, unemployment experts, and experts in the field of education were tapped to answer questions live on the air. WDET BOOK CLUB: In the wake of civil unrest in the Spring and Summer of 2020, WDET's Book

Club chose *Invisible Man*, a critically acclaimed novel from the early 1950s written by Ralph Ellison and winner of the National Book Award . For ten weeks over the summer, WDET's Detroit Today engaged the community in a series of conversations about the history of racial injustice in the United States over the past 70 years. Guests included some of the most respected and best-selling authors who's work reflects the lives of Black Americans over time and examines racial inequities and how they are expressed in literature. In 2020, in addition to on-air conversations, WDET conducted the book club on Facebook in a group called The WDET BookClub. More than 650 community members joined the group to read and discuss the book. WDET created prompts for conversations chapter by chapter. WDET also produced three virtual Book Club Events delving further into the book itself with literature and history experts. The virtual events were conducted on Facebook live and the videos were later shared in the WDET Book Club group on Facebook StoryMakers: WDET'S StoryMakers program supports local media makers by creating training opportunities, commissioning freelance stories, and providing a distribution platform for stories coming from the region's diverse communities. Freelance stories produced through Detroit StoryMakers appear on-air and online as multimedia stories. We have met more than 300 makers, and in FY2020 completed the first StoryMakers Fellowship. WDET continued the StoryMakers project with COVID DIARIES: STORIES OF RESILIENCE, a ten-week, multimedia series that tapped into our local shared experience of the coronavirus pandemic and additionally, the Black Lives Matter protests, to tell stories of resilience in the local community. WDET also partnered with Documenting Detroit to produce and tell these stories through the eyes of five local documentary photographers and one spoken word artist — all from different backgrounds and perspectives on the city of Detroit. They shared photos, audio diaries, and writing that illustrated the moments that bond us as we care for ourselves and each other. Audio diaries were aired on WDET each week and were featured on wdet.org and Instagram alongside each week's photographs. Detroit Documenters: In 2018, WDET began a partnership with Chicago's City Bureau and local non-profit Citizen Detroit to improve coverage and engagement in public meetings. Thanks to a grant from the locally established Detroit Journalism Engagement Fund, we piloted the Detroit Documenters program that to date has trained more than 100 citizens to attend and document public meetings in the city. Their notes are distributed through social media and shared with reporters and uploaded to a portal (Documenters.org) that aggregates information about public meetings in Detroit. Documenters who were surveyed indicated that they gained a better understanding of civic decision-making processes in Detroit, most indicated that it helped them gain a better understanding of how local news is produced. The Detroit Documenters program increased coverage of city issues that matter to residents who feel under-represented in local media. "As media organizations work to survive tectonic shifts in the news industry," says Darryl Holliday, Co-founder and Lab Director of City Bureau, "WDET has been a great partner in moving the true mission of journalism forward — providing the key local information to residents that will help democracy thrive." Ashley Woods, the founder of Partner Detroit, said this about WDET, "Detroit Public Radio also serves as an important collaborative partner to the emerging community media space in Detroit that is working tirelessly to inform and support local residents (many who are low-income). In 2020, Detroit Public Radio's partnership with the Documenters program and City Bureau trained dozens of citizens to witness public meetings in Wayne County. WDET did an incredible job adapting an in-person model during the pandemic to virtually recruit and train dozens of Detroit residents to become nonpartisan citizen journalists informing their neighbors about happenings in city and county government that would have undoubtedly gone unnoticed. Detroit Today WDET's weekday public affairs show, Detroit Today continued daily community conversations about issues of local and national import. Callers are invited to join the conversation daily and the show has developed a diverse audience of listeners. The diversity of the radio audience mirrors the region's population statistically. Detroit Today also hosted a series of Smart Politics Happy Hour events in person and later virtually during the pandemic. Citizen listeners were able to gather to discuss the Presidential election, first impeachment, the unfolding Presidential 2020 campaign and local and regional issues in a forum led by the participants who took part safely from their homes. From listener Jeff DeBruyn: "Detroit's am talk show #detroittoday consistently "hitting it out of the park" with smart, diverse guests talking about cutting edge issues facing America! Refreshing! Lovin' it! Well done!" and Member Lisa Goldstien wrote to say, "For over 30 years I have been a listener and supporter of WDET. In an era of increasingly polarized news reporting, WDET remains a source of balanced, thorough and unbiased news coverage that I believe serves a critical role in educating our citizens and preserving our democracy. In addition to providing international and national news coverage, the station offers shows like Detroit Today which delivers in-depth coverage on issues in Michigan and the Detroit area. Stephen Henderson does a masterful job of interviewing local and national experts who share research and reporting on a range of timely issues. He also incorporates calls from listeners into the show which provides an opportunity to hear different perspectives from people across the political spectrum. By dedicating a full hour to this type of programming five days a week, WDET is giving listeners an opportunity to understand the complexities of issues rather than giving them sound bites that do not contribute to identifying real solutions to problems faced by our society." Detroit Jazz Festival broadcast: WDET partnered with the non-profit Detroit Jazz Festival to broadcast 40 hours of live Jazz that was performed without an audience due to the pandemic. WDET broadcast all 40 hours of live jazz as a partner of the virtual Detroit Jazz Festival and gave the Detroit region free access to the public. 130,000 people listened. Concert of Colors broadcast: In 2020, WDET expanded its broadcast calendar and partnered with the Concert of Colors, Detroit Public Television, the Detroit Institute of A

6.1 Telling Public Radio's Story

Jump to question: **6.1** ▾

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

During 2020, WDET shifted our focus to accommodate stay at home orders and canceled live events. COVID Diaries attracted over 7,000 unique visitors to wdet.org, 58% of whom were first-time visitors to the site. Additionally, during the time of its release, WDET saw an 11% audience growth on Instagram, and our post reach during COVID Diaries has been 42% higher than the previous three months. Detroit Jazz Festival broadcast: WDET partnered with the Detroit Jazz Festival to broadcast 40 hours of live Jazz that was performed without an audience due to the pandemic. WDET broadcast all 40 hours of live jazz as a partner of the virtual Detroit Jazz Festival and gave the Detroit region free access to the public. 130,000 people listened. Concert of Colors broadcast: In 2020, WDET expanded its broadcast calendar and partnered with the Concert of Colors, Detroit Public Television and the Detroit Institute of Art and the Detroit Symphony Orchestra to produce a multicultural free concert featuring three musical groups. 30,000 listeners enjoyed the Global music festival remotely. WDET's Essential Cooking events were created to feature a diverse group of local chefs and food entrepreneurs while introducing their work to our listeners and members in a series of ticketed events that feature food and music. Our Essential Cooking was reinvented as a podcast in 2020. Episodes are released bi weekly and feature the chefs, authors and culinary purveyors from our region as guests. Independent Film events at The Detroit Film Theater and Film Lab in Hamtramck Nearly 300 people attended special showings of independent films featuring diverse artists including R&B singer Sharon King and artist Frida Kahlo. Detroit Jazz Festival: 130,000 listened to Jazz on Labor Weekend on WDET. Concert of Colors: 30,000 listened to the global music festival on WDET, 123 people attended an Education Town Hall on Zoom in August, 2020 featuring Detroit Community Schools Superintendent Nickolai Vitli.

6.1 Telling Public Radio's Story

Jump to question: **6.1** ▾

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

CREATED EQUAL SEASON 3: On-air content from the WDET Book Club was edited into a season of the podcast Created Equal hosted by Pulitzer Prize-winning journalist Stephen Henderson , exploring "Writers on Race, from Ralph Ellison to Colson Whitehead," and features some of the most important Black voices in literature as well as the national conversation on racial inequities. Distribution of the podcast will continue in 2021. COMEDY SHOWCASES: WDET created a comedy event in 2020 that featured diverse young comedians including Black, gay, Latino, mentally challenged, and transgender stand-up comedians. Our first trial event in October 2020 sold out 100 seats. The Covid stay-at-home orders forced us to come up with an alternative plan. More than 300 carloads of people throughout the region attended two drive in covid-safe comedy events in Spring of 2021. LATINO USA VISIT In early March of 2020, Latino USA and the Futuro Media Podcast In The

Thick visited Southwest Detroit for a live event discussing Latinos and the Presidential Election and featuring advocates from Detroit. More than 200 people attended. The event was recorded for the national podcast In the Thick and edited for a radio special that aired exclusively on WDET reaching thousands. DRIS (Detroit Radio Information Services): WDET continues to provide this 24-hour radio reading and audio information service for people who are blind or visually impaired. Listenership: According to the Nielsen Ratings, about 20% of our listening audience is Black and in a region that is made up of 15% immigrants and first generation Americans, our local programs strive to broadcast stories and feature guests that not only represent but also feature guests that come from diverse backgrounds in race, gender, sexual preference, and heritage. Literacy: WDET studios are located in the city of Detroit where estimates of functional illiteracy are as high as 47%. Many residents do not have access to cable or wifi in their homes. During the Pandemic, 20 to 30 thousand residents in areas most likely to be affected tune in to WDET during each week.

6.1 Telling Public Radio's Story

Jump to question: 6.1

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Without CPB support, WDET would not have the resources to invest in the production of high-quality and impactful local programming and experiences that serve the needs of our community and reflect the diverse voices of our region. CPB funding enables WDET to maintain its focus on in-depth journalism and solutions-oriented conversations. It also makes it possible for WDET to seek innovative ways to deepen our connection with existing audiences while experimenting with ways to reach new listeners, particularly those that are underrepresented and underserved by mainstream media. In addition, WDET estimates it cost the station more than \$150,000 to cover the pandemic including equipment purchases for our reporters to do their jobs safely, and adding extra hours for special coverage. WDET's audience and impact in the community has been growing as a result of our increased commitment to distinctive and responsive local programming and partnerships that increase opportunities for community engagement. We continue to develop meaningful partnerships that lead to deeper engagement with diverse communities that bring people together across social and geographic boundaries. The CPB allows our investments in improvements to digital platforms in response to changing listener habits that has been accompanied by the development of on-demand content including podcasts and multimedia stories that attracted new local and national audiences. Without support from the CPB, it would be challenging for WDET to continue to provide quality local radio programming to an increasingly diverse public while also adapting to the new ways the public expects to be engaged and served through platforms and in-person experiences.

Comments

Question Comment

No Comments for this section

7.1 Journalists

Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

Jump to question: 7.1

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Other
News Director	1			1		1						
Assistant News Director												
Managing Editor												
Senior Editor	1			1						1		
Editor												
Executive Producer												
Senior Producer												
Producer												
Associate Producer												
Reporter/Producer		1			1						0	1
Host/Reporter	1	1		1	1	1				1		
Reporter	2	1		1	2	1				2		
Beat Reporter	0									0		
Anchor/Reporter	2			2						2		
Anchor/Host					0							
Videographer												
Video Editor												

Other positions not already accounted for												
Total	7	3	0	6	4	3	0	0	0	6	0	1

Comments

Question

Comment

No Comments for this section