

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					1		1
Managers - 2000	1	1			3		5
Professionals - 3000	2				4		6
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100	3						3
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	6	1	0	0	8	0	15

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				2		3
Professionals - 3000				1	11		12
Technicians - 4000					0		0
Sales Workers - 4500		1			1		2
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	1	1	0	1	14	0	17

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	
Managers - 2000	
Professionals - 3000	1
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

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 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="2"/>	<input type="text"/>	<input type="text" value="2"/>
Male Major Programming Decision Makers	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<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="2"/>	<input type="text" value="0"/>	<input type="text" value="3"/>

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"/>	<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" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="3"/>	<input type="text"/>	<input type="text" value="5"/>
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" value="1"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="3"/>
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" value="6"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="7"/>
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="8"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="3"/>	<input type="text" value="1"/>	<input type="text" value="15"/>

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"/>	<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" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="4"/>
Technicians - 4000	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="3"/>
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" value="0"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
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" value="4"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="7"/>	<input type="text"/>	<input type="text" value="12"/>
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="7"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="12"/>	<input type="text" value="0"/>	<input type="text" value="20"/>

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3

Major Job Category / Job Code

Officials - 1000

Managers - 2000

Professionals - 3000

Technicians - 4000

Sales Workers - 4500

Office and Clerical - 5100

Craftspersons (Skilled) - 5200

Operatives (Semi-skilled) - 5300

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

Persons with Disabilities

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

Officials - 1000

Managers - 2000

Professionals - 3000

Technicians - 4000

Sales Workers - 4500

Office / Service Workers - 5100-5500

Total

Minority Female

Non-Minority Female

Minority Male

Non-Minority Male

Total

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
	This total reflects paid interns. WDET launch a new paid internship program in FY22.
	This total reflects paid interns. WDET launch a new paid internship program in FY22.
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	This total reflects paid interns. WDET launch a new paid internship program in FY22.
	This total reflects paid interns. WDET launch a new paid internship program in FY22.

2.1 Corporate Management

Jump to question: [2.1](#)

	# of Employees	Avg. Annual Salary	Average Tenure
<u>Chief Executive Officer</u>	1.00	\$ 209,202	3
Chief Executive Officer - Joint		\$	
<u>Chief Operations Officer</u>		\$	
Chief Operations Officer - Joint		\$	
<u>Chief Financial Officer</u>	1.00	\$ 74,593	3
Chief Financial Officer - Joint		\$	
<u>Chief Digital Media Operations</u>		\$	
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](#)

<u>Publicity, Program Promotion Chief</u>		\$	
Publicity, Program Promotion Chief - Joint		\$	
<u>Communication and Public Relations, Chief</u>		\$	
Communication and Public Relations, Chief - Joint		\$	
<u>Head of Audience</u>		\$	
Head of Audience - Joint		\$	
<u>Social Media Specialist / Manager</u>		\$	
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](#)

<u>Programming Director</u>	1.00	\$ 98,040	12
Programming Director - Joint		\$	
<u>Production, Chief</u>		\$	
Production, Chief - Joint		\$	
<u>Executive Producer</u>		\$	
Executive Producer - Joint		\$	
<u>Producer</u>	2.00	\$ 56,315	1
Producer - Joint		\$	
<u>Digital Content Director</u>	1.00	\$ 75,000	1
Digital Content Director - Joint		\$	
<u>Digital Project Manager</u>		\$	
Digital Project Manager - Joint		\$	
<u>Managing Director, Audience Engagement</u>		\$	
Managing Director, Audience Engagement - Joint		\$	

2.3 Programming and Productions

Jump to question: [2.3](#)

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

2.4 Development and Fundraising

Jump to question: [2.4](#)

<u>Development, Chief</u>	1.00	\$ 80,239	6
Development, Chief - Joint		\$	

Member Services, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Member Services, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Membership Fundraising, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="56,100"/>	<input type="text" value="1"/>
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" value="1.00"/>	\$ <input type="text" value="95,000"/>	<input type="text" value="1"/>
Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="90,000"/>	<input type="text" value="1"/>
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"/>
Production Engineer	<input type="text" value="3.00"/>	\$ <input type="text" value="54,829"/>	<input type="text" value="3"/>
Production Engineer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director	<input type="text" value="1.00"/>	\$ <input type="text" value="81,219"/>	<input type="text" value="9"/>
Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

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	<input type="text" value="1.00"/>	\$ <input type="text" value="95,531"/>	<input type="text" value="16"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Librarian/Programmer	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent	<input type="text" value="4.00"/>	\$ <input type="text" value="58,980"/>	<input type="text" value="8"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter	<input type="text" value="4.00"/>	\$ <input type="text" value="57,647"/>	<input type="text" value="9"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

Broadcast Supervisor	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic	<input type="text" value="1.00"/>	\$ <input type="text" value="61,645"/>	<input type="text" value="7"/>
Director of Continuity / Traffic - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

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	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Education, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Section 2. Average Salary Totals	<input type="text" value="24.00"/>	\$ <input type="text" value="1,244,340"/>	<input type="text" value="81"/>

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" value="0"/>	<input type="text"/>	<input type="text"/>	<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

No Comments for this section

4.1 Community Outreach Activities

Jump to question: 4.1

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

4.1 Community Outreach Activities

Jump to question: 4.1

	Yes/No
Produce public service 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?	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?	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"/>	<input type="text" value="1,126"/>	<input type="text" value="1,126"/>
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"/>	<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"/>	<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"/>	<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="2,181"/>	<input type="text" value="2,181"/>

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 2022.

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

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.**

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. We continue to serve our engaged, diverse audience through trusted news, civil conversations, music and cultural experiences that empower our community. Our extensive coverage of the 2022 elections and their impact on the state of Michigan offered information to more than 100,000 listeners each week, providing them with the news and analysis they needed to make informed decisions in the voting booth. We provided award-winning, independent local journalism, increased exposure to arts, culture and music from Detroit. We provided platforms for citizens to learn, connect and share their own stories with each other and the world. WDET launched two new podcasts Tracked and Traced and the Detroit Evening Report examining important topics such as personal surveillance, and providing news tailored for Detroit's communities of color. WDET provided unique opportunities for community members to engage with one another through a project known as One Small Step, where residents with different political had civil conversations about their varying perspectives, and where they learned they had much in common with one another. In FY 2022, WDET generated an average 172,000 unique page views each month on WDET.org. That's a total of more than 2 million for the year. WDET's reach on social media was more than 30,000 Facebook followers and 30,000 Twitter followers. We distributed a weekly arts and culture newsletter to 13,000 subscribers and a weekly news roundup newsletter to more than 12,000 subscribers. PUBLIC AFFAIRS PROGRAMMING: Detroit Today is WDET's hour-long weekday public affairs program. It convenes conversations between Metro Detroit residents on issues of importance to the region and the nation. Many of those issues are identified through listening and interaction with community members using social media – and at in person events. Key issues included: politics and government, race and empowering Detroiters. More than 500 interviews were conducted on the show in FY22. NEWS: In FY 22, WDET's newsroom broadcast 21 newscasts each weekday, and four additional each weekend day. The news team reported more than 1,000 news stories on news issues such as Trust in Government, Education, Water Quality and Access, Transportation and Infrastructure and Arts & Culture. Our coverage "lenses" were determined by Metro Detroit residents in a survey about issues that would impact their votes at election time. Trust in Government continued to serve as a key part of WDET's news coverage as area residents prepared to vote for Governor and other key state officials. Confronting false claims about voter fraud and working to fight voter disenfranchisement were important parts of the coverage. Detroit Evening Report: In March 2022, WDET started producing the Detroit Evening Report a 3-minute daily round-up of the news that focuses on the concerns, problems, passions and needs of Detroiters — specifically residents of color. It is available online and on podcasts. WDET's broadcast newscasts are created for the entire region, which is roughly 65% white. In Detroit, people of color comprise 90% of the population, with Black, Hispanic, Arabic and Asian residents. Despite this, stories of interest or concern to Detroiters are often left out of the mix at many broadcast stations. The Detroit Evening Report is compiled and hosted by WDET journalists of color, news director Jerome Vaughn, DER editor Sascha Raiyn, and reporters Tia Graham and Nargis Rahman, all of whom have distinguished experience in covering issues relevant to populations underrepresented in media. House January 6th Hearings: Throughout the year, WDET broadcast NPR's coverage of the U.S. House Select Committee on the events of January 6, 2021. That event shocked Americans and showed that our political system is vulnerable. WDET provided hours of live coverage throughout the year of analysis and examination of what could be considered the largest threat to U.S. democracy in generations. Listeners were able to learn about the events of that day and their lingering effects on the country's government. HAND PICKED LOCAL MUSIC WDET remains Detroit radio's most active promoter of local music and a significant broadcast voice for arts and culture. Our music hosts produce more than 1,000 hours of handpicked playlists, featuring diverse genres and Detroit-rooted styles, including jazz, soul, R&B, rock and techno. CULTURAL PROGRAMMING WDET's CultureShift is the region's only two-hour daily radio program dedicated to showcasing Detroit arts and culture. Thousands of local artists and events were featured in 2022.

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 2022, WDET partnered with the Concert of Colors Global Music Festival, the Detroit Jazz Festival, City Bureau, Outlier Media, Detroit Documenters, Bridge Detroit and Detroit Public Television, among other nonprofit and media organizations. Another key project in 2022 included work with the Michigan Public Radio Network to provide campaign and candidate coverage leading up to statewide elections. Hundreds of stories were provided to listeners across Michigan through the partnership. This information gave listeners valuable assistance in making their decisions in the voting booth on Election Day. WDET continued the partnership it began with Chicago's City Bureau and Outlier Media in 2018 to improve coverage of residents' engagement in public government meetings. Documenters Detroit aggregates information about the public meetings and notes compiled by the documenters are available to news organizations around Detroit at no cost. They've been used to serve as the foundation for news stories at WDET, Detroit Free Press, Chalkbeat and other news organizations. Detroit Today continued daily community conversations about issues of local and national import. Callers joined the conversation daily and the show has developed a diverse audience of listeners. The program is also available as a podcast. WDET partnered with the Detroit Jazz Festival in 2022 to broadcast 36 hours of live jazz over the Labor Day weekend. The station gave metro Detroiters broadcast access to the entire festival. Thousands listened to the event on WDET. In addition, during the year, WDET broadcast several hours of "Jazz from the Cellar," special programs put together monthly in collaboration with the Detroit Jazz Festival and the Wayne State University Jazz Department. WDET also broadcast the Concert of Colors in July 2022. A special was also created and broadcast in September 2022 from elements of the original July concert, providing listeners with five hours of highlights from the summer performances.

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.

Detroit Jazz Festival: In 2022, WDET continued to provide service as the community began to emerge from the specter of COVID. WDET partnered with the Detroit Jazz Festival to broadcast 36 hours of live Jazz. The broadcast allowed Metro Detroiters with continuing concerns about COVID to enjoy the event from the comfort of their homes, without fear of having to interact with the general public. With a goal of keeping live jazz available to audiences for free, WDET and the Detroit Jazz Festival Foundation continued a monthly one-hour live jazz performance show called "Jazz from the Cellar." Jazz Festival Foundation President Chris Collins says, "Our partnership with WDET makes it possible for the Detroit Jazz Festival Foundation to propagate its mission of free, live jazz to the public throughout the year." Detroit Evening Report: The Detroit Evening Report quickly became one of the station's most popular podcasts, demonstrating the demand for news in the city's communities of color. That's an impressive feat for a podcast launched in March 2022, with little fanfare and no additional budget. Over the year, the percentage of downloaders living in Detroit has grown from an initial 10% to a current 30%. Great Lakes Now: WDET partnered with Great Lakes Now, a Detroit Public Television environmental initiative to provide regular reports on the environment in the region. Bridge Detroit: WDET and Bridge Detroit, a local Detroit non-profit newsroom focusing on the needs of Detroiters shared content throughout FY 22. We invite Bridge readers to access audio from WDET online and WDET invites Bridge Detroit journalists to share their work on air, enabling them to reach a larger and broader audience. "The strength of non-profit newsrooms working together like Bridge Detroit does with WDET, makes us all stronger," says Stephen Henderson, Founding Editor. In FY 22, WDET aired more than 20 segments with Bridge Detroit reporters.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

Detroit Evening Report: In March 2022, WDET started producing the Detroit Evening Report a 3-minute daily round-up of the news that focuses on the concerns, problems, passions and needs of Detroiters — specifically residents of color. It is available online and on podcasts. In Detroit, people of color comprise 90% of the population, with Black, Hispanic, Arabic and Asian residents. Despite this, stories of interest or concern to Detroiters are often left out of the mix at many broadcast stations. The Detroit Evening Report is compiled and hosted by WDET journalists of color, all of whom have distinguished experience in covering issues relevant to populations underrepresented in media. Communities of Hope: WDET's Communities of Hope examines the effects of COVID-19 on minorities within other communities of color, with a focus on the positive ways communities of color have persevered through this unprecedented period. With a population that is almost 80% Black, Detroit is the largest majority African American city in the U.S. Detroit was one of the cities hardest hit by COVID-19 in spring 2020, seeing some of the highest death rates in the country as a result of the pandemic. Most were Black, but many were from other minority cultures such as Bangladeshi, Yemeni, Hispanic and Bosnians. Detroit, as well as Hamtramck and Highland Park, the two cities it surrounds, have significant populations of color from South Asian, Middle Eastern and Eastern European communities. These stories, reported and produced by WDET's Nargis Hakim Rahman, explore businesses that started because of the pandemic and individuals who leapt in to volunteer in minority enclaves while focusing on daily challenges. WDET also held a community forum in May 2022, gathering some of the women featured in the Communities of Hope series to find out how they are responding to the challenges of the pandemic. Paid Interns: WDET improved its service to communities of color by launching a program to pay its interns. Thanks to a grant from General Motors and several other organizations, WDET is able to offer pay to its interns – giving equal opportunities to Metro Detroiters who are interested in learning about broadcasting. Offering internships without pay, limits the availability of internships only to those few with the means to work without getting paid. Comedy Showcases: During the summer of 2022, WDET produced three comedy showcases that featured diverse, young comedians: Black, LGBTQ, Latino and transgender Detroiters doing stand up comedy. The events were held at a local venue in Detroit's Midtown neighborhood, bringing residents from different parts of the region to a central location to interact. A total of more than 800

people attended the events. DRIS: The Detroit Radio Information service provides 24-hour radio reading and audio information to people who are blind or visually impaired. Volunteers read local newspapers during live broadcasts each day. Those broadcasts go out on a sub-carrier of WDET's main signal. They're now also available to listeners around the world via the internet. DRIS studios were upgraded in 2022, to increase and improve the service WDET provides.

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 makes it possible for WDET to seek innovative ways to deepen our connection with existing audiences, while experimenting with ways to reach news listeners, particularly those who are underrepresented and underserved by commercial media. WDET continues to develop meaningful partnerships that lead to deeper engagement with diverse communities that bring people together across social and geographic boundaries. With CPB support, WDET is able to invest in improvements to digital platforms. Those are necessary as more listeners seek on-demand content, such as podcasts and multi-media stories. Tracked and Traced and the Detroit Evening Reports are two such examples from 2022. These projects also attract new local and national audiences. Without support from CPB, it would be impossible for WDET to continue to provide quality local radio programming to an increasingly diverse public, while also adapting to the new ways the public expect to be engaged and served through digital 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

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific
News Director	1			1		1			
Assistant News Director	0								
Managing Editor									
Senior Editor	0								
Editor									
Executive Producer									
Senior Producer									
Producer	2	1		2	1	2			
Associate Producer									
Reporter/Producer									
Host/Reporter	2			1	1				
Reporter	4	5		5	4	2			1
Beat Reporter									
Anchor/Reporter	2			2					
Anchor/Host									
Videographer									
Video Editor									
Other positions not already accounted for									
Total	11	6	0	11	6	5	0	0	1

Comments

Question Comment

No Comments for this section

8.1 Which Content Management System (CMS) is your station using?

Jump to question: 8.1

CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile content.

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

Check all that apply

- CDP
- Salesforce
- Blackbaud
- Carl Bloom
- Roi Solutions
- Hubspot
- Adobe
- SAP
- None

8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question: 8.2

Other

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question: 8.3

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question: 8.3

Check all that apply

- Mailchimp
- Hubspot
- Constant Contact
- GoDaddy
- None

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question: 8.3

Other

8.4 Which Marketing Automation Platform is your station using?

Jump to question: 8.4

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

8.4 Which Marketing Automation Platform is your station using?

Jump to question: 8.4

Check all that apply

- Mailchimp Marketing Platform
- Hubspot Marketing Hub
- Active Campaign
- Adobe
- Piano.io
- None

8.4 Which Marketing Automation Platform is your station using?

Jump to question: 8.4

Other

Comments

Question

Comment

No Comments for this section