

Grantee Information

ID	1789
Grantee Name	WGVU-TV
City	Grand Rapids
State	MI
Licensee Type	University

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: [1.1](#)

Please enter the number of FULL-TIME TELEVISION and JOINT 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 Television and Joint 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 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Officials - 1000 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Managers - 2000 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	2	<input type="text"/>	2
Managers - 2000 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0	<input type="text"/>	0
Professionals - 3000 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	1	4	1	6
Professionals - 3000 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Technicians - 4000 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Technicians - 4000 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Sales Workers - 4500 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Sales Workers - 4500 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Office and Clerical - 5100 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	3	<input type="text"/>	3
Office and Clerical - 5100 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Craftspersons (Skilled) - 5200 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Craftspersons (Skilled) - 5200 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Operatives (Semi-Skilled) - 5300 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Operatives (Semi-Skilled) - 5300 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Laborers (Unskilled) - 5400 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Laborers (Unskilled) - 5400 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Service Workers - 5500 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Service Workers - 5500 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Total	0	0	0	1	9	1	11

1.1 Employment of Full-Time Television and Joint 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 - TV Only					1		1
Officials - 1000 - Joint							0
Managers - 2000 - TV Only	1				4		5
Managers - 2000 - Joint					0		0
Professionals - 3000 - TV Only		1			9		10
Professionals - 3000 - Joint							0
Technicians - 4000 - TV Only					4		4
Technicians - 4000 - Joint							0
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint							0
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint							0
Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint							0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total	1	1	0	0	18	0	20

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000 - TV Only	
Officials - 1000 - Joint	
Managers - 2000 - TV Only	1
Managers - 2000 - Joint	
Professionals - 3000 - TV Only	1
Professionals - 3000 - Joint	
Technicians - 4000 - TV Only	1
Technicians - 4000 - Joint	
Sales Workers - 4500 - TV Only	
Sales Workers - 4500 - Joint	
Office and Clerical - 5100 - TV Only	
Office and Clerical - 5100 - Joint	

Craftspersons (Skilled) - 5200 - TV Only	<input type="text"/>
Craftspersons (Skilled) - 5200 - Joint	<input type="text"/>
Operatives (Semi-Skilled) - 5300 - TV Only	<input type="text"/>
Operatives (Semi-Skilled) - 5300 - Joint	<input type="text"/>
Laborers (Unskilled) - 5400 - TV Only	<input type="text"/>
Laborers (Unskilled) - 5400 - Joint	<input type="text"/>
Service Workers - 5500 - TV Only	<input type="text"/>
Service Workers - 5500 - Joint	<input type="text"/>
Total	<input type="text" value="3"/>

1.1 Employment of Full-Time Television and Joint 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).

2 White, Non-Hispanic Male 1 White, Non-Hispanic Female

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

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.

1.3 Employment of Part-Time Television and Joint Employees Jump to question: [1.3](#) ▼

Please enter the number of PART-TIME employees, both TV-only and Joint, 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 Television and Joint 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"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>
Craftspersons (Skilled) - 5200	<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"/>

Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="3"/>	<input type="text"/>	<input type="text" value="3"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text" value="0"/>					
Service Workers - 5500	<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="2"/>	<input type="text" value="4"/>	<input type="text" value="0"/>	<input type="text" value="6"/>

1.3 Employment of Part-Time Television and Joint 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" value="0"/>					
Managers - 2000	<input type="text"/>	<input type="text" value="0"/>					
Professionals - 3000	<input type="text"/>	<input type="text" value="0"/>					
Technicians - 4000	<input type="text"/>	<input type="text" value="0"/>					
Sales Workers - 4500	<input type="text"/>	<input type="text" value="0"/>					
Office and Clerical - 5100	<input type="text"/>	<input type="text" value="0"/>					
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text" value="0"/>					
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="3"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text" value="0"/>					
Service Workers - 5500	<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="1"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="3"/>

1.3 Employment of Part-Time Television and Joint 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	<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" value="1"/>
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	<input type="text" value="7"/>
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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" value="1"/>	<input type="text" value="1"/>
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" value="1"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="3"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
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" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>
Total	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="4"/>	<input type="text" value="6"/>

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
- None
 - Development Activities
 - Legal Services
 - Human Resources Services
 - Accounting/Payroll Services
 - Computer Operations
 - Engineering

Comments

Question	Comment
	MD/KB
	KA
	BH/KS/KM/RC
	TT/HF/TK
	JR
	AT

Question

Comment

DO/MH/PL/VO

NT

SC/AH/ZL/AM/DM/PB/ES/NA/AA

DM/BR/MW/RT

JR/PL/ES

AA/DV

GR

JR

RC

AH/DM

RT

TK

AR

more than 1 race female

2.1 Corporate Management

Jump to question:

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="175,130"/>	<input type="text" value="1"/>
Chief Executive Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Operations Officer - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Operations Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Financial Officer - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="114,330"/>	<input type="text" value="7"/>
Chief Financial Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Digital Media Operations - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Digital Media Operations - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.1 Corporate Management

Jump to question:

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

Finance Assistant (1) - \$52,978 - 25 years Executive Assistant (1) - \$55,622 - 1 year

2.2 Communication and Promotions

Jump to question:

Publicity, Program Promotion Chief - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="76,378"/>	<input type="text" value="4"/>
Publicity, Program Promotion Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Communication and Public Relations, Chief - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Communication and Public Relations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Head of Audience - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Head of Audience - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Social Media Specialist / Manager - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Social Media Specialist / Manager - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.2 Communication and Promotions

Jump to question:

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

Digital Content Coordinator (1) - \$47,402 - 5 years

2.3 Programming and Productions

Jump to question:

Programming Director - TV Only	<input type="text"/>	\$ <input type="text" value="0"/>	<input type="text" value="0"/>
Programming Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

<u>Production, Chief</u> - TV Only	1.00	\$ 95,482	8
Production, Chief - Joint		\$	
<u>Executive Producer</u> - TV Only		\$	
Executive Producer - Joint		\$	
<u>Producer</u> - TV Only	5.00	\$ 45,372	3
Producer - Joint		\$	
<u>Director - (Television Production ONLY)</u>		\$	
<u>Digital Content Director</u> - TV Only		\$	
Digital Content Director - Joint		\$	
<u>Digital Project Manager</u> - TV Only		\$	
Digital Project Manager - Joint		\$	
<u>Managing Director, Audience Engagement</u> - TV Only		\$	
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> - TV Only	1.00	\$ 97,746	7
Development, Chief - Joint		\$	
<u>Member Services, Chief</u> - TV Only	1.00	\$ 61,229	1
Member Services, Chief - Joint		\$	
<u>Membership Fundraising, Chief</u> - TV Only	1.00	\$ 44,790	1
Membership Fundraising, Chief - Joint		\$	
<u>Major Giving Fundraising Chief</u> - TV Only		\$	
Major Giving Fundraising Chief - Joint		\$	
<u>On-Air Fundraising, Chief</u> - TV Only		\$	
On-Air Fundraising, Chief - Joint		\$	
<u>Auction Fundraising, Chief</u> - TV Only		\$	
Auction Fundraising, Chief - Joint		\$	

2.4 Development and Fundraising

Jump to question: [2.4](#)

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

Membership Data Coordinator (1): \$45,043, 5 years

2.5 Underwriting and Grant Solicitation

Jump to question: [2.5](#)

<u>Underwriting, Chief</u> - TV Only		\$	
Underwriting, Chief - Joint		\$	
<u>Corporate Underwriting, Chief</u> - TV Only		\$	
Corporate Underwriting, Chief - Joint		\$	
<u>Foundation Underwriting, Chief</u> - TV Only		\$	
Foundation Underwriting, Chief - Joint		\$	

Government Grants Solicitation, Chief - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="85,022"/>	<input type="text" value="20"/>
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

Corporate Support Officer - \$50,000, 1 yr Senior Corporate Support Officer - \$72,000, 1 yr

2.6 Broadcast Engineering and Information Technology

Jump to question: [2.6](#)

Operations and Engineering, Chief - TV Only	<input type="text"/>	\$ <input type="text" value="0"/>	<input type="text" value="0"/>
Operations and Engineering, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="112,257"/>	<input type="text" value="5"/>
Engineering Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1 - TV Only	<input type="text" value="4.00"/>	\$ <input type="text" value="72,231"/>	<input type="text" value="16"/>
Broadcast Engineer 1 - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief - TV Only	<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 - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="87,799"/>	<input type="text" value="3"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - TV Only	<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 - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="51,500"/>	<input type="text" value="2"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Cinema / Videographer - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Video Film Editor - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Unit / Studio Supervisor - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - TV Only	<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 - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="89,364"/>	<input type="text" value="30"/>
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

Assistant Programming Manager (1): \$56,457, 5 years

2.8 Education and Community Engagement Jump to question: [2.8](#) ▼

Education, Chief - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="53,560"/>	<input type="text" value="1"/>
Education, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Instructional Services Director - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="46,350"/>	<input type="text" value="1"/>
Parent / Pre-School Coordinator - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator - TV Only	<input type="text" value="1.00"/>	\$ <input type="text" value="47,380"/>	<input type="text" value="1"/>
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="1,355,920"/>	<input type="text" value="111"/>

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
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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](#) ▼

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

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](#) ▼

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

3.2 Governing Board Members Jump to question: [3.2](#) ▼

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

3.2 Governing Board Members

Jump to question: [3.2](#)

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

3.2 Governing Board Members

Jump to question: [3.2](#)

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	1	0	0	0	5		6
Male Board Members		1	0	0	1		2
Total	1	1	0	0	6	0	8

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 Local Community Outreach

Jump to question: [4.1](#)

In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

In 2022 WGVU continued its commitment to our community through direct interaction. We value meeting the members who keep Public Media in West Michigan and connecting with partners and organizations. WGVU is committed to providing programming and resources and being an active member and supporter of the people and organizations in West Michigan. WGVU participated in many partner events in 2022, ranging from family events to fun community events that celebrate the shared values between WGVU and our partners. For example, the station brought the fun of an interactive quiz show to the Grand Rapids festival of the arts by providing attendees with a Wait Wait, Don't tell quiz where they could win an NPR t-shirt. The activity was such a hit that we ran out of t-shirts by the end of the second day of a three-day event. The organization Linc Up's Rock The Block comes together to celebrate the vibrant community of Madison square in Grand Rapids. A block party where thousands of people in the neighborhood engage with community organizations, enjoy fabulous food and music and celebrate reaching together as a community. WGVU partnered with Linc Up and the poetry group Diatribe to support the 49507 Project. The 49507 Project started as an intentional public art installation that hired black and brown artists to create murals in the Burton Heights and Madison Square neighborhoods. The success of the art installation led to an educational program that helped students recognize why their communities look the way they do. Family-related events directly created and organized by WGVU serve the purpose of providing families an opportunity to have experiences at a lower price so that they can enjoy a day of exploration and fun they may otherwise not be able to. WGVU's KidsDay at the Zoo is one of these events. KidsDay lowers the cost of admission for everyone in the community. In addition to providing the excitement of seeing and interacting with the animals at Grand Rapids John Ball Zoo, it also brings together dozens of partnering organizations to create a fair-like atmosphere of education activities and the excitement of PBS Kids Mascots. WGVU's KidsDay at the Zoo, on average, has 8-11 thousand attendees. In 2022 WGVU again provided Fred Rogers Company and PNC Banks Be My Neighbor Day in West Michigan. With many schools still doing virtual and distanced learning in the fall of 2021, the WGVU Be My Neighbor Day looked a little different this year. WGVU visited local YMCA's, Head Start locations, and local schools in a Daniel Tiger like Trolley with Daniel himself in tow. WGVU and its partners provided 1,500 bags that included activities, stickers, crayons, education resources, fun Daniel Tigers ears, and a Daniel Tiger Book of their very own. Alongside our location visits, WGVU also incorporated a virtual component via a website packed with sing-alongs, stories, and a letter from where they could send a kind email to friends, families, and neighbors. Hands-on community engagement only sometimes takes the form of events. Some of the work we are proudest of is volunteer work in the community and fostering students' professional experience of our thirty-plus annual student colleagues from colleges and universities across West Michigan. In the spring of 2022, WGVU staff volunteered with our partner Our Kitchen Table to weed and plant a community garden in the Burton Heights neighborhood. As a result, we are providing fresh vegetables to an area of our community that historically has been considered a food desert.

4.2 Production Activity

Jump to question: [4.2](#)

In what production activity has you station been involved that supports unserved or underserved audiences?

Ken Burns Ali: WGVU created three pieces of content around Ken Burns where we built on the core values that Ali held close, highlighted in the documentary. WGVU initiated a virtual conversation with Muhamad Ali's daughter Jamillah Ali Joyce where the audience gets the opportunity to have a glimpse of what Ali was like as a father. Alongside our one-hour conversation with Jamillah, we created two 40-minute pieces in partnership with the Boys and Girls Club of West Michigan that explores Ali's fight with Parkinson's and a more profound understanding of his six core principles. The Great American Recipe: This program offered WGVU a whole different opportunity while using a universal language of food. WGVU created a local program that also dealt with cuisine, but instead of creating a competition, we celebrated the vibrancy of our community through different recipes. Over two days, we filmed six guests from various organizations in West Michigan doing work in the community around food, specifically food equity and insecurity. These guest chefs created fantastic cultural dishes for us and discussed important issues that our communities face daily. Our experience in the Spectrum Health Lifestyle Medicine Teaching Kitchen was one of a kind and something we will all carry with us going forward as we think about food culture and issues. WGVU's commitment to diversity, equity, and inclusion continued through 2022 and into the future. In 2022 WGVU continued its A WGVU initiative in partnership with the W.K. Kellogg Foundation called Mutually Inclusive. Using on-air programs and community events to explore issues of inclusion and equity through reliable reporting. Powerful Women: Let's Talk proudly celebrated female leaders in our community through radio, podcasts, and now a TV program. Guest on powerful women this year included; Leslie Fields-Cruz, the executive director of Black Public Media; Paula Kerger,

President and CEO of PBS; and Claire Babineaux-Fontenot, Chief Executive Officer of Feeding America. Additionally, through Straight Talk on Health and Family Health Matters, WGUV highlights health issues in diverse populations. As a follow-up to 2021's program Shaping Narratives, we had a virtual follow-up conversation where Alice Lyn, creator and host of Color Out Here, converses with James Edward Mills, nationally known author, journalist, and media producer around outdoor exploration recreation, and Alexis Hermiz, the Diversity, Equity, and Inclusion Officer with the Michigan Department of Natural Resources, to discuss the work they are doing to amplify Black historical narratives in our national parks and explore opportunities to more effectively share the narratives of Black, Indigenous, and People of Color in our national parks and the outdoors, moving forward. Kalamazoo Lively Arts explores the eclectic and unique art scene in Kalamazoo.

4.3 Program Content in Other Languages

Jump to question: 4.3

Do you provide program content in languages other than English? If so, please list your services in this area

We do not.

4.4 Governance Structure

Jump to question: 4.4

Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.

Your response should include but is not limited to:

What are the direct and indirect reporting relationships?

What committees are active and what is their function?

Does your Board have an Audit and Finance Committee?

What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

WGUV reports to the Vice-President and Chief Public Affairs and Communications Officer. We do not have advisory boards or panels, community boards or panels. The station continues to report to the University's Associate Vice President for Business & Finance. Station finances are reported five times annually to the University's Finance Committee, a standing committee of the University's Board of Trustees. The station's various activities are reported to the University's Board of Trustees as situations warrant. The Board of Trustees holds five meetings annually. At times a full report has been made to the board regarding station activities.

4.5 Community Outreach

Jump to question: 4.5

CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

In the coming year we look forward to bringing back Kids Day at the Air Zoo, an annual event that was on hold due to the pandemic for the past three years. We offer reduced admission prices to the Kalamazoo Air Zoo and provide families with activities as well as having mascots on hand for entertainment and engagement. We will also continue to host Kids Day at the Zoo, a reduced admission day at the John Ball Park Zoo in Grand Rapids where we welcome anywhere between 8,000 and 12,000 attendees to enjoy a fun and educational day in the summer. We measure our success in these endeavors by the attendance levels and the feedback that we receive from our audience. WGUV is also thrilled to partner with a number of schools throughout our service area to bring PBS NewsHour's Student Reporting Labs to West Michigan! We have a two-year pilot program planned to engage with a number of schools and districts to increase media literacy in students as well as provide them with the opportunity to tell their own stories. After the success of our MI Recipe program in conjunction with The Great American Recipe, we are in the planning stages of creating an entire season of MI Recipe where we would highlight the important work being done by local organizations to address food justice and food insecurity in our area. Our education team is exploring ways to incorporate this program into Learning Media content as well as ways that our Student Reporting Labs classrooms could contribute to the program. Our goal with MI Recipe is to create meaningful partnerships within our community and we will measure our success based on our ability to continue those relationships after the broadcast initially airs and by the engagement that we receive with the audiences that our partners serve. Our Inclusion Reporter and Video Production Specialist are revamping our Mutually Inclusive program to include more digital content and a 9-week-long season of broadcast programming to tell the stories of historically marginalized communities and individuals. As participants in the Digital Transformation Project, we are measuring success for digital initiatives based on engagement with our content (views, watch time, and subscriptions to our YouTube channel). In partnership with the Kaufman Interfaith Institute and The Jewish Federation of Grand Rapids, WGUV brought a local connection to Ken Burns' US & The Holocaust documentary. Through the production of L'dor V'dor, a half-hour documentary on West Michigan's first public Holocaust memorial, WGUV highlighted the rise in antisemitism in society and gave a voice to our Jewish community. In addition to screening events around the Ken Burns documentary and our local program, WGUV and the Jewish Federation of West Michigan are partnering on a creative writing contest giving students across Michigan the chance to reflect on the impact of the Holocaust and to then come together to witness Ways to Say Goodbye, the memorial sculpture at the Frederik Meijer Gardens.

Comments

Question Comment

No Comments for this section

5.1 Journalists

Jump to question: 5.1

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.

5.1 Journalists

Jump to question: 5.1

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	<input type="text"/>											
Assistant News Director	<input type="text"/>											
Managing Editor	<input type="text"/>											
Senior Editor	<input type="text"/>											

Editor												
Executive Producer												
Senior Producer												
Producer	5	0	0	5	0	0	1	0	0	4	0	
Associate Producer												
Reporter/Producer	1	0	0	0	1	0	0	0	1	0		
Host/Reporter												
Reporter												
Beat Reporter												
Anchor/Reporter												
Anchor/Host												
Videographer												
Video Editor												
Other positions not already accounted for												
Total	6	0	0	5	1	0	1	0	1	4	0	0

Comments

Question Comment

No Comments for this section

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

Jump to question:

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

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

Jump to question:

Check all that apply

- Grove
- Bento
- WordPress
- Drupal
- Arc
- None

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

Jump to question:

Other

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

Jump to question:

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.

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

Jump to question:

Check all that apply

- CDP
- Salesforce
- Blackbaud

- Carl Bloom
- Roi Solutions
- Hubspot
- Adobe
- SAP
- None

6.2 Which Customer Relationship Management (CRM) System is your station using? Jump to question: [6.2](#) ▼

Other

6.3 Which Email Service Provider (ESP) is your station using? Jump to question: [6.3](#) ▼

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

6.3 Which Email Service Provider (ESP) is your station using? Jump to question: [6.3](#) ▼

Check all that apply

- Mailchimp
- Hubspot
- Constant Contact
- GoDaddy
- None

6.3 Which Email Service Provider (ESP) is your station using? Jump to question: [6.3](#) ▼

Other

Salesforce

6.4 Which Marketing Automation Platform is your station using? Jump to question: [6.4](#) ▼

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.

6.4 Which Marketing Automation Platform is your station using? Jump to question: [6.4](#) ▼

Check all that apply

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

6.4 Which Marketing Automation Platform is your station using? Jump to question: [6.4](#) ▼

Other

Comments

Question Comment

No Comments for this section