Grantee Information

ID	1643
Grantee Name	WTJU-FM
City	Charlottesville
State	VA
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	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100					1	1
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	1	1

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	Total
Officials - 1000					1	1
Managers - 2000					1	1
Professionals - 3000				1	1	2

Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	1	3	4

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	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1

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

1.2 Major Programming Decision Makers   Jump to question: 1.2

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making
major programming decisions. Include the station general manager if appropriate. Major programming decisions include
decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should
result in a double-counting of some full-time employees; employees having the responsibility for making major
programming decisions should be included in the counts for this item and again,
by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers   Jump to question: 1.2

Of the full-time employees reported in Question 1.1, how many, including the station general manager,
have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers   Jump to question: 1.2

African	Hispanic	Native	Asian/Pacific	White,	Total

	American		American		Non-Hispanic	
Female Major Programming Decision Makers						0
Male Major Programming Decision Makers				1	1	2
Total	0	0	0	1	1	2

1.3 Employment of Part-Time Radio Employees   Jump to question: 1.3

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

1.3 Employment of Part-Time Radio Employees   Jump to question: 1.3

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	0	0

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	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0

Major Job Category / Job Code						
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	0	0

1.3 Employment of Part-Time Radio Employees   Jump to question: 1.3

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment   Jump to question: 1.4

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

1.4 Part-Time Employment   Jump to question: 1.4

Number working less than 15 hours per week   0

1.4 Part-Time Employment   Jump to question: 1.4

Number working 15 or more hours per week   0

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					0
Managers - 2000					0

Professionals - 3000					0
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	0	0	0	0

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, 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

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

Underwritting 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

No Comments for this section

2.1 Average Salaries FULL TIME EMPLOYEES ONLY   Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure

Position	FTE	Salary	Number
Chief Executive Officer	1.00	$ 79,640	6
Chief Executive Officer - Joint		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer	1.00	$ 42,000	20
Chief Financial Officer - Joint		$	
Publicity, Program Promotion Chief		$ 0	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief		$ 0	
Communication and Public Relations, Chief - Joint		$	
Programming Director		$ 0	
Programming Director - Joint		$	
Production, Chief	1.00	$ 40,010	3
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer		$	
Producer - Joint		$	
Development, Chief		$	
Development, Chief - Joint		$	
Member Services, Chief	1.00	$ 45,640	18
Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	
Membership Fundraising, Chief - Joint		$	
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief		$ 0	
Auction Fundraising, Chief - Joint		$	
Underwriting, Chief	1.00	$ 46,500	1
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	

Position			
Operations and Engineering, Chief		$	
Operations and Engineering, Chief - Joint		$	
Engineering Chief		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1		$	
Broadcast Engineer 1 - Joint		$	
Production Engineer		$	
Production Engineer - Joint		$	
Facilities, Satellite and Tower Maintenance, Chief		$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	
Technical Operations, Chief		$	
Technical Operations, Chief - Joint		$	
Education, Chief		$	
Education, Chief - Joint		$	
Information Technology, Director		$	
Information Technology, Director - Joint		$	
Volunteer Coordinator		$	
Volunteer Coordinator - Joint		$	
News / Current Affairs Director		$	
News / Current Affairs Director - Joint		$	
Music Director		$	
Music Librarian/Programmer		$	
Announcer / On-Air Talent		$	
Announcer / On-Air Talent - Joint		$	
Reporter		$	
Reporter - Joint		$	
Public Information Assistant		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic		$	
Director of Continuity / Traffic - Joint		$	
Events Coordinator		$	
Events Coordinator - Joint		$	
Web Administrator/Web Master		$	
Web Administrator/Web Master - Joint		$	

| **Total** | 5.00 | $ | 253,790 | 48 |

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)   0

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)   17

3.1 Governing Board Method of Selection

Jump to question: 3.1

Elected by community/membership   2

3.1 Governing Board Method of Selection

Jump to question: 3.1

Other (please specify below)   0

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)   0

3.1 Governing Board Method of Selection

Jump to question: 3.1

Total number of board members (Automatic total of the above)   19

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	Total
Female Board Members					5	5
Male Board Members	1				13	14
Total	1	0	0	0	18	19

3.2 Governing Board Members

Jump to question: 3.2

Number of Vacant Positions   0

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.)   19

3.2 Governing Board Members   Jump to question: 3.2

Number of Board Members with disabilities   0

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 announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	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?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Host community events (e.g. benefit concerts, neighborhood festivals)?	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 commerical TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	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)		7,722	7,722
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)	26	208	234
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	0	104	104
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)		0	0
All Other (incl. sports and religious — Do NOT include fundraising)		0	0
Total	26	8,034	8,060

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   260

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 occured in Fiscal Year 2016. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2016 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story   Jump to question: 6.1

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

For many years, WTJU's core mission has been to serve the greater Charlottesville area with a rich variety of music and cultural programming. We seek to be a cultural hub, serving the creators and consumers of music & arts with creative programming on-air, online, and in-person. Through our public affairs programming, we also seek to spark community conversations about a variety of matters of public interest. In Fiscal Year 2015, we undertook the following overarching goals: GOAL 1: CONNECT COMMUNITY MEMBERS TO LIVE MUSIC AND THE LOCAL MUSIC SCENE. During the year, we engaged in many projects that elevate the status of this music – and of Charlottesville as an arts & culture destination – to our community and to the world. Among other activities: we hosted more than 200 live, in-studio performances; we broadcast live concerts from several venues and festivals in the area; and we presented a series of 10 free, outdoor live music events in partnership with The IX Art Park and others. GOAL 2: STRENGTHEN ACCESS TO COMMUNITY INFORMATION & ISSUES. Public radio listeners in Charlottesville have several stations they can pick from, including three NPR affiliates. However, all of those stations are regional in their geographical footprint, and none produce substantial news & public affairs programming focused specifically on the Charlottesville area. During FY2016, WTJU produced and aired twice daily, 3-minute news segments and a weekly 1.5 hour magazine focused on local news, politics, arts, and culture. We also produced scores of interstitial arts, culture, and research segments that aired throughout the program schedule each day. GOAL 3: INCREASE OPPORTUNITIES FOR UVA STUDENTS TO ENGAGE WITH THE COMMUNITY. During FY2016, WTJU continued to grow its university and community presence with WXTJ, a new LPFM radio station that is entirely student-run and student-staffed and falls under the same organizational umbrella at the University as WTJU. The station has more than 120 students involved as volunteer program producers. WXTJ volunteers worked closely with WTJU to plan, organize, publicize, and carry out a number of free or low-cost live concerts on UVA grounds. During the year, many WXTJ volunteers also got involved as student DJs on WTJU's main station. And students also made up a large percentage of volunteer producers and hosts of our public affairs programming, offering them avenues to connect with community issues and leaders. GOAL 4: IMPROVE DIGITAL SERVICES TO OUR COMMUNITY. During FY2016, WTJU continued to improve its website. We also launched pilot projects of three different web-based music video series: "BottleWorks," featuring rock-oriented acts; "AcoustIX," acoustic sessions with bands playing our fall 2015 outdoor concert series; and Student Music Videos Project, in which we linked six student video producers with student bands from a diverse range of genres. GOAL 5: INCREASE OPPORTUNITIES FOR YOUNG PEOPLE TO ENGAGE WITH WTJU. In early FY2016, WTJU held a pair of summer youth radio camps for our third consecutive year: a radio stories camp for high school students and a music radio camp for middle school students. These camps were successful, well-attended, and much-enjoyed by the students who participated. In addition to these camps, WTJU worked with several area teenagers to host on-air radio shows and produce interviews and public affairs oriented content.

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.

WTJU has engaged with a wide variety of partners on a bevy of projects. These projects can roughly be categorized in two main ways: 1) Enrich the culture of Virginia and connect people to each other through music; 2) Extend the University's educational mission by strengthening activities that bridge the University with surrounding communities. 1. FOCUS ON LIVE MUSIC AND THE LOCAL MUSIC SCENE Among the projects and partnerships we carried out: -- WTJU partnered with the City of Charlottesville's City Market to do live remote broadcasts from the market on the fourth Saturday of each month, providing music for market-goers and inviting local musicians to play live on-air at the market. -- WTJU co-presented the TomTom Octoberfest (Sept 2015) and participated in the TomTom Festival (April 2015). We partnered with UVA Innovation and UVA Arts to record interviews and highlight some of the innovative research and arts programs being undertaken by UVA scholars. -- WTJU partnered with The IX Art Park to organize and present a 10-week free outdoor concert series. Other partners included the Levitt Foundation; the Bridge Progressive Arts Initiative; the Charlottesville Area Convention, Visitors, and Tourism board; C-Ville Weekly; the Charlottesville Newsplex; and many more. Total attendance at the concert series was approximately 14,000 people. -- WTJU also partnered with the IX Art Park to present a summer opera performance by the Ash Lawn Opera company. We also partnered with IX for a monthly series of live concerts in the indoor event space called "First Fridays Finish," which coincided with monthly art gallery tours. -- WTJU co-sponsored several concerts with the Charlottesville Jazz Society. WTJU also sponsored two members of the Jazz Society (and WTJU jazz hosts) to attend the Jazz Connect Conference 2016. -- WTJU partnered with the Chamber Music Festival, The Southern, and other venues to broadcast live concerts throughout the year. -- Our Friday evening live music program, Lambeth Live, celebrated its two-year anniversary in September 2015 and its one-year anniversary of opening its doors each week to a live studio audience. Each Friday, we broadcast a free live concert from our studios to audience of WTJU listeners, UVA students, and the general public in attendance. 2. STRENGTHEN ACTIVITIES THAT BRIDGE THE UNIVERSITY AND SURROUNDING COMMUNITIES This is a broad category that included many activities that build on WTJU's role as a cultural hub in our community. Among these partnerships, WTJU was a media sponsor and/or participant in many University and community festivals: Charlottesville Chamber Music Festival, C'Ville Pride Festival, the Charlottesville Pie Festival, the Virginia Film Festival, the Virginia Folklife Program's Apprenticeship Showcase, the Virginia Festival of the Book, the UVA Hindu Student Council's "Indian Classical Night," the Literacy Volunteers "Wordplay" event, Crozet Arts & Crafts Festival, the Charlottesville Festival of Cultures, and more. Several of these festivals included opportunities for terrific content partnerships, including interviews & features with artists, filmmakers, and authors; live remote broadcasts; and collecting community stories for use in on-air audio portraits / Sonic IDs.

6.1 Telling Public Radio's Story   Jump to question: 6.1

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

During the 2015-16 fiscal year, WTJU pursued a bevy of projects to support three key initiatives: 1) Enrich the culture of Virginia and connect people to each other through music; 2) Extend the University's educational mission by strengthening activities that bridge the University with surrounding communities. 1. ENRICH THE CULTURE OF VIRGINIA AND CONNECT PEOPLE TO EACH OTHER THROUGH MUSIC Our efforts in this area have made WTJU a hub in the local music scene. Over the course of the year, we aired more than 200 live in-studio performances and dozens more from concert venues and farmers markets in the area. WTJU has served as a dedicated booster for artists and performers, and increasingly, WTJU is seen as a vital cultural resource in our community. A handful of select quotes that highlight this: "I

am such a fan of the station. I really think the station is hitting on all cylinders. Recently, I stayed up well into the early morning hours listening to an incredibly well curated tribute to Bowie, and then woke up the next morning to hear one of my favorite classical pieces. During the snow weekend a few weeks ago, the DJ who usually does grateful dead on Saturday night did a "peace in" show of '60's and 70's tunes which was really awesome. We are constantly treated to well curated music and the station's presentation of Lambeth Live and the fall outdoor concert series are other great ways you bring non-commercial music experiences to our community. What a gem!" -- C. Lewis, listener "Jazz is one of the most exciting music genres alive today. WTJU has been a long-time partner in presenting well-known jazz greats as well as new and exciting performers to the Charlottesville community." -- Gary Funston, Board member, Charlottesville Jazz Society "WTJU plays such a big role in Charlottesville in promoting the arts and giving artists a platform to share their work. It was so important to have WTJU in the Charlottesville Cultural Plan." -- Sarah Lawson, former Executive Director, Piedmont Council for the Arts "It is easy, and almost comfortable, to fall into a certain image of what students feel UVA wants from them. It is much more difficult to discover and satisfy a hidden need for students who might have been yearning for a creative community within the University's walls." -- The 21 Society, a UVA secret society, via letter "I think WTJU is, in its history, partially responsible for why Charlottesville is such a cool musical town. If you grow up in a town where all you hear is classic rock, the garage band will play classic rock. Here we have a larger sonic vocabulary because you hear different things outside of the bland dinosaur corporate rock that's available everywhere." -- Comment from G.P., listener 3. STRENGTH ACTIVITIES THAT BRIDGE THE UNIVERSITY AND SURROUNDING COMMUNITIES This is a broad category that included many activities and programming initiatives that build on WTJU's role as a cultural hub in our community, from festival sponsorships to summer youth radio camps. Here are some relevant quotes from our partners and listeners: "WTJU was a radio sponsor from the first-ever C'Ville Pride Festival. We love you guys and would love to have you at the festival again!" -- Amy-Sarah Marshall, Board President, Charlottesville Pride Community Network "The best part was recording the shows and having fun win my friends. Thank you so much for doing this again this year! It is always amazing ever year!" -- Feedback from K.S., summer youth radio camp attendee "Thursday when I was doing phones, I took a pledge from a listener whose daughter Christina attended the summer radio camp and had an amazingly experience. The dad was so pleased with TJU as a listener, but could not say enough nice things about her experience and its positive impact on her. He asked me to be sure to let you know. Congratulations!" -- Comment as relayed by Dave Rogers, WTJU volunteer "As an internet listener, I view WTJU's mission more as Charlottesville's and the University's cultural ambassador to the rest of the world. There are lots of radio stations in Charlottesville, and the University owns some of them, but none of them have the national and international following that WTJU has. WTJU takes what is best about the Charlottesville music scene and sends it out to the rest of the world. What could be more relevant and significant to the community than that?" -- Comment from M.M., listener "The amazing diversity of intelligent programming I hear from the lineup is one of the things I love the most about WTJU. The mix of global and local is part of what makes WTJU so RIGHT for Charlottesville." -- Comment from J.W., listener "The live feeds from the market, and from other places such as Lambeth are a great way of increasing the station's exposure. Ditto the live performances and interviews with musicians in all genres, during regularly programmed shows. Showing up with a desk at concerts around town with a WTJU table and DJ's to spread the word with what the station is about is a positive as well." -- Comment from G.L., listener

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

During FY2016, WTJU engaged in several on- and off-air projects to reach out to diverse audiences. A few of the programming & engagement initiatives in FY2015 included: OUTREACH TO YOUNGER LISTENERS: Working closely with our student-run, student-staffed webstreaming-only station WXTJ, WTJU sponsored a cookout and a number of on-campus concerts at UVA to engage younger audiences, strengthen the social fabric of UVA student life, and bring more students into the WTJU fold. SPECIAL PROGRAMMING FOR THE FESTIVAL OF CULTURES: WTJU was a media sponsor for the May 2016 Festival of Cultures, held in May 2016. We collaborated with the organizers to collect oral histories from immigrants describing their experiences in the United States. ENGAGEMENT THROUGH PUBLIC CONCERTS: WTJU organized and presented the 2015 Levitt AMP Charlottesville Music Series, a series of 10 free outdoor concerts at the IX Art Park in Charlottesville. As part of this music series, we specifically sought performing artists as well as community partnerships that would attract a diverse audience. Chief among these partnerships were Luminaria Cville and Sin Barreras, community organizations that provide services to the Latino community and that were key partners in presenting the Cville Sabroso festival of Latin music and culture in September 2015. WTJU also continued to air several regular programs with the goal of engaging diverse audiences. With our location at a major University this is a prominent element of our programming. The following are few such shows: SOUNDBOARD is WTJU's weekly, locally produced news & public affairs program. It is produced and hosted by a diverse mix of UVA students and community members. It primarily covers local news, politics, arts, and culture, frequently featuring guests talking about diversity-related issues (racial, ethnic, religious, gender, class, sexual orientation, etc). RADIO TROPICALE is a weekly world music show. The program frequently features special guests and live performances with a focus on expanding listener knowledge of music and folkways of other cultures. The program invites community members and University of Virginia students & faculty to co-host programs focused on particular international themes (e.g. Diwali, Chinese New Year, Ramadan, Festival of Our Lady of Guadalupe, etc.). THE ECLECTIC WOMAN SHOW has aired on WTJU for more than 30 years and features strong women-oriented programming. During the year, hosts Rebecca Foster and Eileen Barnett continued to partner with the UVA Women's Center to bring guests onto the program on a regular basis to talk about gender issues in our local community. WORLD TURNING airs on Friday afternoons, hosted by Ron Povich, Jordan Perry, and John Bates. The show's emphasis is on broad coverage of rarely-heard music from around the world. TELL US A TALE is a Sunday afternoon program geared toward kids of all ages. Host Peter Jones produces elaborate story performances, based primarily on traditional folk tales, and intersperses these with a variety of kid-friendly musical guests. WTJU syndicates a half-hour version of Tell Us a Tale through PRX.org.

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?

CPB funding provides crucial resources for a smaller station like WTJU to be able to cover operating costs and deeply serve our community through quality programming and community engagement activities: ACCESS TO NATIONAL & STATE PROGRAMMING. CPB funding

connects WTJU to the world of syndicated public radio content. The CSG grant enables WTJU to access PRX.org and air & distribute excellent national and international music and public affairs shows. During FY16, WTJU aired Public Radio Remix, Backstory, With Good Reason, and a variety of other excellent program specials. WTJU also funds its membership in the Virginia Public Radio (VPR) network with CPB funds. VPR is a news-sharing project organized and hosted by WVTF Public Radio. STAFF TO PRODUCE SYNDICATED PROGRAMMING. In FY16, CPB funds paid for a staff member to produce and distribute a program called "Tell Us A Tale," featuring stories adapted from traditional children's tales and performed by Charlottesville-area voice actors. FACILITIES. During FY15, WTJU used its CPB funds to pay for WTJU's transmitter tower and building rental, communications lines, including T-1 to the transmitter and fiber optic to our satellite (two different locations), and myriad other facilities costs & repairs. TECHNICAL EQUIPMENT. WTJU used its CPB funding to pay for new microphones, mixers, and other equipment for our live performance studio, sound system components for our many live remotes from community engagement events, computer equipment & software to support our summer youth radio camps, and more.

Comments

Question	Comment

No Comments for this section

7.1 Journalists

Jump to question: 7.1

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

7.1 Journalists

Jump to question: 7.1

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

Comments

Question	Comment

No Comments for this section