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	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000					2		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	0	2	0	2

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					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	0	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 American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers					0		0
Male Major Programming Decision Makers				1	1		2
Total	0	0	0	1	1	0	2

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

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

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

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

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							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	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	2

1.4 Part-Time Employment   Jump to question: [1.4 ▾]

Number working 15 or more hours per week	1

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		1	0		1
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	1	0	0	1

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	2

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 Corporate Management Jump to question: 2.1 ▾

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	$ 92,729	11
Chief Executive Officer - Joint		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer	1.00	$ 61,002	5
Chief Financial Officer - Joint		$	
Chief Digital Media Operations		$	
Chief Digital Media Operations - Joint		$	

2.1 Corporate Management Jump to question: 2.1 ▾

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

2.2 Communication and Promotions Jump to question: 2.2 ▾

Publicity, Program Promotion Chief		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief		$	
Communication and Public Relations, Chief - Joint		$	

2.2 Communication and Promotions Jump to question: 2.2 ▾

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

2.3 Programming and Productions Jump to question: 2.3 ▾

Programming Director		$	
Programming Director - Joint		$	
Production, Chief	1.00	$ 52,058	8
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer	1.00	$ 41,600	1
Producer - 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 ▼]

Development, Chief	$	
Development, Chief - Joint	$	
Member Services, Chief	$	
Member Services, Chief - Joint	$	
Membership Fundraising, Chief	1.00	$ 52,062	23
Membership Fundraising, Chief - Joint	$	
Major Giving Fundraising Chief	$	
Major Giving Fundraising Chief - Joint	$	
On-Air Fundraising, Chief	$	
On-Air Fundraising, Chief - Joint	$	
Auction Fundraising, Chief	$	
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

2.5 Underwritting and Grant Sollicitation   Jump to question: [2.5 ▼]

Underwriting, Chief	$	
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	$	

2.5 Underwritting and Grant Sollicitation   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	$	
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	$	

Job Title	FTE	Salary	Count
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	
Technical Operations, Chief		$	
Technical Operations, Chief - Joint		$	
Information Technology, Director		$	
Information Technology, Director - Joint		$	
Web Administrator/Web Master		$	
Web Administrator/Web Master - Joint		$	

2.6 Broadcast Engineering and Information Technology   Jump to question: 2.6 ▾

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

2.7 Journalists, Announcers, Broadcast and Traffic   Jump to question: 2.7 ▾

Job Title	FTE	Salary	Count
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	1.00	$ 50,606	2
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic		$	
Director of Continuity / Traffic - Joint		$	

2.7 Journalists, Announcers, Broadcast and Traffic   Jump to question: 2.7 ▾

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

2.8 Education and Community Engagement   Jump to question: 2.8 ▾

Job Title	FTE	Salary	Count
Education, Chief		$	
Education, Chief - Joint		$	
Volunteer Coordinator		$	
Volunteer Coordinator - Joint		$	
Events Coordinator		$	
Events Coordinator - Joint		$	
Section 2. Average Salary Totals	6.00	$ 350,057	50

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)   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)

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)   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	More Than One Race	Total
Female Board Members	1			1	2		4
Male Board Members	2				13		15
Total	3	0	0	1	15	0	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

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?	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 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)	52	8,242	8,294
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	156	182
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)		52	52
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
All Other (incl. sports and religious — Do NOT include fundraising)			0
Total	78	8,450	8,528

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   312

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 2021. 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 2021 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.

WTJU's core mission is to enrich the culture of Virginia and extend the educational mission of UVa by bringing together diverse individuals and communities through exceptional music and conversation. We do this through non-commercial radio, digital media, live music concerts, cultural events, and educational programs. In Fiscal Year 2021, we undertook the following overarching goals: GOAL 1: CONNECT PEOPLE TO EACH OTHER THROUGH SHARED ARTS EXPERIENCES. Much of FY21 was dominated by the COVID-19 pandemic, though things started to open up in the last quarter of FY21. In response to the pandemic, WTJU carried out a number of broadcast and engagement initiatives to connect people to needed resources and serve as a hub of arts experiences for our community. These included live concerts (on-air and video streaming), virtual music trivia nights, outdoor vinyl record spinning events, interstitials campaigns for getting and giving help, and more. GOAL 2: PROVIDE COMMUNITY INFORMATION & DISCUSSION OF LOCAL & STATE ISSUES. WTJU airs public affairs content specifically focused on the Charlottesville area. During FY2021, WTJU produced and aired twice daily news packages and a weekly magazine focused on local & state politics explainers. Locally, we continued our partnership with Charlottesville Tomorrow and began working with Charlottesville Inclusive Media Project. GOAL 3: IMPROVE DIGITAL SERVICES TO OUR COMMUNITY. During FY2021, WTJU continued to develop its podcast collective, connects listeners with exceptional stories, conversations, and music. The podcast collective provides a platform for community members, UVA faculty, and students to develop and produce digital-first community media content. During the COVID pandemic, we also saw a spike on webstreaming listenership and digital media engagement. GOAL 4: INCREASE OPPORTUNITIES FOR YOUNG PEOPLE TO ENGAGE WITH WTJU. In early FY2021, WTJU held three weeks of virtual summer youth radio camps for upper elementary and middle school students for our eighth consecutive year.

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 raft 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. USE LIVE MUSIC TO CONNECT COMMUNITY MEMBERS TO ONE ANOTHER WTJU has long emphasized live music -- both on-air and in community events. In FY21, these included: -- In September 2020, WTJU once again partnered with IX Art Park, the City of Charlottesville, Lifeview Marketing, and others to organize and present the Charlottesville-Albemarle Black Business Expo. This year's Expo was largely virtual, but also included a socially distanced and video-streaming outdoor concert. More than 1,000 people "attended" the event virtually. -- During the pandemic year, WTJU continued to partner with a local nonprofit music school (The Front Porch) to produce twice-weekly, socially distanced concerts. These aired on WTJU and streamed via our social media channels. 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 several University and community festivals that converted to virtual format in FY21: Virginia Film Festival, Virginia Festival of the Book, Crozet Arts & Crafts Festival, and more. As the pandemic continued, WTJU worked with several UVA departments to create podcast and broadcast content to amplify the work of the University, including the two University museums, Charlottesville Symphony, Music department, Creative Writing department, Virginia Humanities, UVA School of Education, and UVA Press.

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 2020-21 fiscal year, WTJU pursued projects to support two 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. Our efforts have made WTJU a hub in the local music scene, strengthened even more by our creative public service efforts durign the pandemic. WTJU was able to provide a steady presence in our listeners' lives. A place to take a break from the bleakest news. To recharge to face the world. A place to find comfort in excellent music. A place to connect with our community. Throughout the pandemic, WTJU served as a dedicated booster for artists and performers -- a vital cultural resource in our community for music, arts, education, and connection. A listener sent us a kind note during the pandemic that neatly summed up the impact WTJU sought to have: "I

hope you are surviving this crazy time. The station is really doing awesome work sharing information and supporting the local music scene. The DJs seem to feel the responsibility and many are doing their best work."

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

Since the deadly "Unite the Right" rally in Charlottesville in 2017, WTJU has prioritized community reconciliation and better service to diverse audiences. A few of the programming & engagement initiatives in FY2021 included: "PODER LATINO" NEW RADIO SHOW: In partnership with UVA's Latino Health Initiative, Sin Barreras, and UVA Latino student organizations, WTJU developed a new weekly Spanish-language show in late 2020 called Poder Latino. It features music and conversations with community leaders, and airs on Sunday mornings. CHARLOTTESVILLE-ALBEMARLE BLACK BUSINESS EXPO: WTJU and Lifeview Marketing presented the fourth annual Black Business Expo in September 2020 -- partly virtually, partly outdoors at IX Art Park. The Black Business Expo is a free event that supports and celebrates local black-owned businesses. It's designed to celebrate and encourage the success of black-owned businesses locally and beyond. PANDEMIC PUBLIC INFORMATION: As the pandemic wore on, we partnered with Charlottesville Tomorrow, a equity-focused local journalism organization, to provide daily updates on-air and online. These information updates emphasized community resources that serve diverse parts of our community -- as well as ways for other listeners to plug in and help. NEW STRATEGIC FRAMEWORK: During FY21, WTJU developed a new strategic framwork, which we adopted at the tail end of FY21. This framework sets a high priority on attracting more black and brown listeners and participants, such that WTJU's on-air talent and audience better reflect the demographics of our community. WTJU has been an active participant in Public Media For All in FY21 (and so far in FY22), and we are presently developing new daily programming to better serve Charlottesville's African-American community.

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?

During the pandemic, CPB funds provided a lifeline to make up for other lost revenues. Event revenues dropped to zero. Business underwriting revenue was down 30%. CPB funding was stable and a source of much emotional security as we navigated the budget waters of the pandemic. CPB funding enabled WTJU to continue our critical community service during fraught times and make smart investments in our future. FACILITIES & EQUIPMENT. During the pandemic, WTJU invested in a substantial amount of equipment and tech systems to enable remote broadcasting. Given our reliance on volunteer hosts from the community, we set up approximately 70 people to do live broadcasting from home. This required not just decent USB audio interfaces but also a browser-based audio traffic management system. CPB funds helped us cover these costs. 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. WTJU also funds its membership in the Virginia Public Radio (VPR) network with CPB funds, enabling us to bring statewide news to our listeners. STAFF TO PRODUCE SYNDICATED PROGRAMMING. In FY21, CPB funds paid for WTJU staff to produce and distribute two radio programs to a national audience: 1) "Jazz at 100 Today," exploring contemporary artists creating new work that stands on the shoulders of giants; and 2) "Tell Us A Tale," featuring stories adapted from traditional children's tales and performed by Charlottesville-area voice actors.

Comments

Question	Comment

No Comments for this section

7.1 Journalists   Jump to question: [7.1 ▼]

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

7.1 Journalists   Jump to question: [7.1 ▼]

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Other
News Director												
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