

Grantee Information

| | |
|----------------------|-----------------|
| ID | 1714 |
| Grantee Name | KLCS-TV |
| City | Los Angeles |
| State | CA |
| Licensee Type | Local Authority |

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"/> | <input type="text" value="0"/> |
| Officials - 1000 - Joint | <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 - TV Only | <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 - Joint | <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 - TV Only | <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 - Joint | <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 - TV Only | <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 - Joint | <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 - TV Only | <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 - Joint | <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 - TV Only | <input type="text" value="1"/> | <input type="text" value="3"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="4"/> |
| Office and Clerical - 5100 - Joint | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Craftspersons (Skilled) - 5200 - TV Only | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Craftspersons (Skilled) - 5200 - Joint | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Operatives (Semi-Skilled) - 5300 - TV Only | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Operatives (Semi-Skilled) - 5300 - Joint | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Laborers (Unskilled) - 5400 - TV Only | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Laborers (Unskilled) - 5400 - Joint | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Service Workers - 5500 - TV Only | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Service Workers - 5500 - Joint | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Total | <input type="text" value="1"/> | <input type="text" value="3"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="4"/> |

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 | <input type="text"/> | <input type="text" value="1"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="1"/> |
| Officials - 1000 - Joint | <input type="text"/> | <input type="text" value="0"/> | <input type="text"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text"/> | <input type="text" value="0"/> |
| Managers - 2000 - TV Only | <input type="text"/> | <input type="text" value="1"/> | <input type="text"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text"/> | <input type="text" value="3"/> |
| Managers - 2000 - Joint | <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 - TV Only | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="1"/> | <input type="text" value="3"/> | <input type="text"/> | <input type="text" value="4"/> |
| Professionals - 3000 - Joint | <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 - TV Only | <input type="text" value="3"/> | <input type="text" value="2"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="4"/> | <input type="text"/> | <input type="text" value="9"/> |
| Technicians - 4000 - Joint | <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 - TV Only | <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 - Joint | <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 - TV Only | <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"/> |
| Office and Clerical - 5100 - Joint | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> | <input type="text"/> | <input type="text" value="0"/> |
| Craftspersons (Skilled) - 5200 - TV Only | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Craftspersons (Skilled) - 5200 - Joint | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Operatives (Semi-Skilled) - 5300 - TV Only | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Operatives (Semi-Skilled) - 5300 - Joint | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Laborers (Unskilled) - 5400 - TV Only | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Laborers (Unskilled) - 5400 - Joint | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Service Workers - 5500 - TV Only | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Service Workers - 5500 - Joint | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Total | <input type="text" value="3"/> | <input type="text" value="4"/> | <input type="text" value="0"/> | <input type="text" value="2"/> | <input type="text" value="9"/> | <input type="text" value="0"/> | <input type="text" value="18"/> |

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 | <input type="text"/> |
| Officials - 1000 - Joint | <input type="text"/> |
| Managers - 2000 - TV Only | <input type="text"/> |
| Managers - 2000 - Joint | <input type="text"/> |
| Professionals - 3000 - TV Only | <input type="text"/> |
| Professionals - 3000 - Joint | <input type="text"/> |
| Technicians - 4000 - TV Only | <input type="text"/> |
| Technicians - 4000 - Joint | <input type="text"/> |
| Sales Workers - 4500 - TV Only | <input type="text"/> |
| Sales Workers - 4500 - Joint | <input type="text"/> |
| Office and Clerical - 5100 - TV Only | <input type="text"/> |
| Office and Clerical - 5100 - Joint | <input type="text"/> |

| | |
|--|--------------------------------|
| 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="0"/> |

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).

1.2 Major Programming Decision Makers

Jump to question: [1.2](#)

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

1.2 Major Programming Decision Makers

Jump to question: [1.2](#)

| | African American | Hispanic | Native American | Asian/Pacific | White, Non-Hispanic | More Than One Race | Total |
|--|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Female Major Programming Decision Makers | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Male Major Programming Decision Makers | <input type="text"/> | <input type="text" value="2"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="2"/> |
| Total | <input type="text" value="0"/> | <input type="text" value="2"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="2"/> |

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"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Craftspersons (Skilled) - 5200 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |

| | | | | | | | | | |
|----------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Operatives (Semi-skilled) - 5300 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Laborers (Unskilled) - 5400 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Service Workers - 5500 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Total | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> |

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"/> | <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"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Craftspersons (Skilled) - 5200 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Operatives (Semi-skilled) - 5300 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Laborers (Unskilled) - 5400 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Service Workers - 5500 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Total | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="0"/> |

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"/> |
| Laborers (Unskilled) - 5400 | <input type="text"/> |
| Service Workers - 5500 | <input type="text"/> |
| Total | <input type="text" value="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 | <input type="text"/> |
|--|----------------------|

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="0"/> | <input type="text" value="0"/> |
| Managers - 2000 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="1"/> | <input type="text" value="1"/> |
| Professionals - 3000 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> |
| Technicians - 4000 | <input type="text"/> | <input type="text"/> | <input type="text" value="1"/> | <input type="text"/> | <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"/> | <input type="text"/> | <input type="text" value="0"/> | <input type="text" value="0"/> |
| Total | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |

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

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 - TV Only | <input type="text" value="1.00"/> | \$ <input type="text" value="186,139"/> | <input type="text" value="4"/> |
| 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" value="0"/> |

| | | | |
|--|-----------------------------------|---|---------------------------------|
| 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="106,059"/> | <input type="text" value="22"/> |
| 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" value="0"/> | <input type="text"/> |
| Chief Digital Media Operations - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |

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 - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| 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: [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 - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Programming Director - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Production, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Production, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Executive Producer - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Executive Producer - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Producer - TV Only | <input type="text" value="2.00"/> | \$ <input type="text" value="120,806"/> | <input type="text" value="3"/> |
| Producer - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Director - (Television Production ONLY) | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Digital Content Director - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Digital Content Director - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Digital Project Manager - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Digital Project Manager - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Managing Director, Audience Engagement - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Managing Director, Audience Engagement - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |

2.3 Programming and Productions

Jump to question: [2.3](#) ▼

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

2.4 Development and Fundraising

Jump to question: [2.4](#) ▼

| | | | |
|---|----------------------|-------------------------|----------------------|
| Development, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Development, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Member Services, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Member Services, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Membership Fundraising, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Membership Fundraising, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Major Giving Fundraising, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Major Giving Fundraising Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| On-Air Fundraising, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| On-Air Fundraising, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Auction Fundraising, Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Auction Fundraising, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |

2.4 Development and Fundraising

Jump to question: [2.4](#)

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

2.5 Underwriting and Grant Solicitation

Jump to question: [2.5](#)

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

2.5 Underwriting and Grant Solicitation

Jump to question: [2.5](#)

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

2.6 Broadcast Engineering and Information Technology

Jump to question: [2.6](#)

| | | | |
|--|-----------------------------------|---|---------------------------------|
| Operations and Engineering, Chief - TV Only | <input type="text" value="1.00"/> | \$ <input type="text" value="164,528"/> | <input type="text" value="1"/> |
| Operations and Engineering, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Engineering Chief - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Engineering Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Broadcast Engineer 1 - TV Only | <input type="text" value="2.00"/> | \$ <input type="text" value="111,197"/> | <input type="text" value="6"/> |
| Broadcast Engineer 1 - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Production Engineer - TV Only | <input type="text" value="5.00"/> | \$ <input type="text" value="96,870"/> | <input type="text" value="12"/> |
| 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"/> | \$ <input type="text"/> | <input type="text"/> |
| 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"/> | \$ <input type="text"/> | <input type="text"/> |
| 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"/> | \$ <input type="text"/> | <input type="text"/> |
| Director of Continuity / Traffic - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: [2.7](#) ▼

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

2.8 Education and Community Engagement

Jump to question: [2.8](#) ▼

| | | | |
|---|------------------------------------|---|---------------------------------|
| Education, Chief - TV Only | <input type="text" value="1.00"/> | \$ <input type="text" value="141,918"/> | <input type="text" value="18"/> |
| Education, Chief - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Instructional Services Director - TV Only | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| 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"/> | \$ <input type="text"/> | <input type="text"/> |
| Events Coordinator - Joint | <input type="text"/> | \$ <input type="text"/> | <input type="text"/> |
| Section 2. Average Salary Totals | <input type="text" value="13.00"/> | <input type="text" value="927,517"/> | <input type="text" value="66"/> |

2.8 Education and Community Engagement

Jump to question: [2.8](#) ▼

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

Comments

Question Comment

No Comments for this section

3.1 Governing Board Method of Selection

Jump to question: [3.1](#)

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection

Jump to question: [3.1](#)

Ex-Officio (Automatic membership because of another office held)

3.1 Governing Board Method of Selection

Jump to question: [3.1](#)

Appointed by government legislative body (including school board) or other government official (e.g. governor)

3.1 Governing Board Method of Selection

Jump to question: [3.1](#)

Elected by community/membership

3.1 Governing Board Method of Selection

Jump to question: [3.1](#)

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 | <input type="text"/> | <input type="text" value="3"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="1"/> | <input type="text"/> | <input type="text" value="4"/> |
| Male Board Members | <input type="text" value="1"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="2"/> | <input type="text"/> | <input type="text" value="3"/> |
| Total | <input type="text" value="1"/> | <input type="text" value="3"/> | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text" value="3"/> | <input type="text" value="0"/> | <input type="text" value="7"/> |

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 collaboration with the Los Angeles Unified School District's Student Health & Human Services Division, KLCS produced and aired engaging

educational content focused on promoting healthy nutritional habits as well as an active lifestyle. A well-documented consequence of the prolonged pandemic lockdown and at-home sheltering was the disproportionate impact on the physical and mental wellbeing of young people. Through its original productions "Everyday Fitness" and "Nutritious Bites", the Station has focused its resources on creating content with actionable strategies for children and caregivers, in support of a healthy body and mind. Despite the full re-opening of schools and other services, KLCS continued to work with and in support of local community partners who were still engaged in creating original education content that contributed to the enrichment of the academic day, given that many organizations that typically serve students and their families had not been able to resume to the level of services they were offering before the pandemic. KLCS played a key role in the creation and distribution of video productions in support of the Strategic Plan developed by the new Los Angeles Unified School District Superintendent. In addition to creating videos that served to better engage and communicate key strategies to the various stakeholders impacted by the Strategic Plan, KLCS created engaging marketing content to aid in the promotion of the Plan.

4.2 Production Activity

Jump to question: [4.2](#) ▼

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

KLCS is licensed to the Los Angeles Unified School District, a district in which over 80 languages are spoken, 75% percent of the students live at or below the poverty line, and over 50% of the stakeholders are non-native English speakers. The Station's underlying mission is to serve the unserved and underserved audiences and community of Los Angeles. Over the years, many of KLCS' productions have been dubbed from English into multiple languages – the top eight in the District being Spanish, Armenian, Korean, Tagalog, Cantonese, Vietnamese, Farsi and Russian. KLCS produced features and community affairs programming focused on highlighting and supporting the school district's educational priorities. In particular, KLCS produced for air over 100 'Snapshots'. These are one-minute interstitials which highlight a variety of District accomplishments and student achievement across the Los Angeles Unified School District. KLCS also produces specials with the Superintendent of Schools and Board of Education meetings, which provide equity of access to the District schools governance process. In addition, KLCS provides video content to the District's Office of Communication, and other District websites. KLCS has increased its production capacity over the past year and has created a variety of original content aimed at servicing the diverse community to which it broadcasts. Sustaining US is the Station's community-affairs program that focuses on highlighting subject matter that is of particular concern to underserved populations such as the climate crisis and homelessness. Additionally, Everybody with Angela Williamson is a talk-show format production that aims to bring into the fold voices that are typically not represented in mainstream media. The goal of the program is to have a forum where 'everybody' has a seat at the table.

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

KLCS regularly produces and broadcasts content to serve the Spanish-speaking community. Specifically, these frequently include selected parent-focused programs, public service programs and announcements. When required, the Station's programs have been dubbed into another language and broadcast on the Second Audio Program (SAP) channel.

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.

KLCS is governed by the Board of Education of the Los Angeles Unified School District. Committees consisting of three to seven Board Members, and sometimes a number of public representatives, review and discuss Board policies and District services in a setting that allows for a detailed exchange. Standing committees for the 2022 – 2023 school year include the Committee of the Whole, Curriculum and Instruction, Special Education, Family and Community Engagement, and Innovation. Former committees include those for School Climate and Safety, Early Education, Legislative Advocacy, and Continuous Improvement Data. Occasionally special ad hoc committees may form to address critical issues. The Los Angeles Unified School District does not currently have an Audit and Finance Committee, although it has had a Budget, Facilities, Audit Committee in the past. Currently, the Board's audit functions are delegated to the LAUSD's Office of the Inspector General. Station management and the Board interact on a frequent basis both directly and through the Superintendent of Schools. The Board exercises general oversight over Station activities but does not actively develop agendas for the Station. The Board usually meets biweekly and each Committee meets monthly. Because KLCS is a small part of the District's structure Station finances and activities are not generally discussed in great detail during Board or Committee meetings. Occasionally formal presentations are made to the Board. The Station provides updates to the Board and the Superintendent more frequently via written communications. The Board of Education of the Los Angeles Unified School District is comprised of seven publicly elected officials each serving a four-year term. Individuals are limited to three terms. The Board members have extensive backgrounds in education and public service. Of the current members, all are former teachers or administrators.

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?

KLCS will continue to maintain and extend its engagement with educational and community organizations, as well as private institutions, such as the Lo Angeles Public Library, The Dairy Council, La Plaza de Cultura y Artes and the Los Angeles Unified School District to support their mission of serving the educational community. Specifically, the station will work with its partners to create and disseminate original content and, support community events, family resource fairs, and parent education opportunities (live or virtual). Working collaboratively with educational organizations, such as the LAUSD's Division of Instruction, its Wellness Programs, and Student Health and Human Services, the Station has plans to continue producing content that will be of benefit to educators, parents and the students they serve, focusing on Social Emotional Learning, Health and Nutrition, Fitness, as well as curricular areas. The key goal of KLCS' outreach plan continues to be increasing its audience's awareness of KLCS as a resource in service of the community, specifically as a partner and advocate for education and access. The Station's secondary goal is to create original content with the support and guidance of its educational partners; this will serve to support and reinforce the Station's outreach and engagement efforts. The Station's success will be measured primarily by using the feedback from the partners and communities who will benefit specifically from its initiatives. An increase in the number of partners the Station can add in support of this effort will be a key indicator of KLCS' success in this endeavor. Additionally, a tally of the total number hours of original content created and broadcast will be a key indicator of the success of its efforts.

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 | | 1 | | 1 | | | 1 | | | | | |
| Assistant News Director | | 1 | | 1 | | | 1 | | | | | |
| Managing Editor | | | | | | | | | | | | |
| Senior Editor | | | | | | | | | | | | |
| Editor | | 7 | | 7 | | 3 | 2 | | | 1 | 1 | |
| Executive Producer | | 1 | | 1 | | | 1 | | | | | |
| Senior Producer | | | | | | | | | | | | |
| Producer | 3 | | | 3 | | | | | 1 | 2 | | |
| Associate Producer | | | | | | | | | | | | |
| Reporter/Producer | | | | | | | | | | | | |
| Host/Reporter | | | 2 | 1 | 1 | 1 | | | | 1 | | |
| Reporter | | | | | | | | | | | | |
| Beat Reporter | | | | | | | | | | | | |
| Anchor/Reporter | | | | | | | | | | | | |
| Anchor/Host | | 1 | 4 | 1 | 4 | 1 | 2 | | | | 0 | 2 |
| Videographer | | 7 | | 7 | | 3 | 2 | | | 1 | 1 | |
| Video Editor | | 7 | | 7 | | 3 | 2 | | | 1 | 1 | |
| Other positions not already accounted for | | | 1 | | 1 | | | | 1 | 0 | | |
| Total | 3 | 25 | 7 | 29 | 6 | 11 | 11 | 0 | 2 | 6 | 3 | 2 |

Comments

Question Comment

No Comments for this section

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

Jump to question: [6.1](#)

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: [6.1](#)

Check all that apply

- Grove
- Bento
- WordPress
- Drupal
- Arc

None

6.1 Which Content Management System (CMS) is your station using? Jump to question: 6.1

Other

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

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.

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

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

Raisely, gmail and licensee email

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:

Other

Comments

Question

Comment

No Comments for this section