Grantee Information

ID	1606
Grantee Name	KUSD-FM
City	Vermillion
State	SD
Licensee Type	State

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							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

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

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							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

1.1 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
Male Major Programming Decision Makers							0
Total	0	0	0	0	0	0	0

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							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	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

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					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

1.7 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		$	
Chief Executive Officer - Joint	1.00	$ 146,708	24
Chief Operations Officer		$	
Chief Operations Officer - Joint	2.00	$ 91,133	5
Chief Financial Officer		$	
Chief Financial Officer - Joint	1.00	$ 115,500	2
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	1.00	$ 88,707	19
Head of Audience		$	
Head of Audience - Joint		$	
Social Media Specialist / Manager		$	
Social Media Specialist / Manager - Joint		$	

2.2 Communication and Promotions　　　　　　　　Jump to question: 2.2 ▼

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

2.3 Programming and Productions　　　　　　　　Jump to question: 2.3 ▼

Programming Director		$	
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer		$	
Producer - Joint	23.00	$ 53,907	7
Digital Content Director		$	
Digital Content Director - Joint	2.00	$ 57,806	5
Digital Project Manager		$	
Digital Project Manager - Joint		$	
Managing Director, Audience Engagement		$	
Managing Director, Audience Engagement - Joint		$	

2.3 Programming and Productions　　　　　　　　Jump to question: 2.3 ▼

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

2.4 Development and Fundraising　　　　　　　　Jump to question: 2.4 ▼

Development, Chief		$	
Development, Chief - Joint	1.00	$ 123,871	12
Member Services, Chief		$	
Member Services, Chief - Joint	1.00	$ 67,095	5
Membership Fundraising, Chief		$	

Membership Fundraising, Chief - Joint	2.00	$	72,592	3
Major Giving Fundraising Chief		$		
Major Giving Fundraising Chief - Joint	1.00	$	76,960	4
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	1.00	$	135,304	4
Corporate Underwriting, Chief		$		
Corporate Underwriting, Chief - Joint	2.00	$	62,772	3
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	1.00	$	122,309	26
Engineering Chief		$		
Engineering Chief - Joint	1.00	$	103,318	47
Broadcast Engineer 1		$		
Broadcast Engineer 1 - Joint	5.00	$	80,706	14
Production Engineer		$		
Production Engineer - Joint	6.00	$	79,755	16
Facilities, Satellite and Tower Maintenance, Chief		$		
Facilities, Satellite and Tower Maintenance, Chief - Joint		$		
Technical Operations, Chief		$		
Technical Operations, Chief - Joint	1.00	$	86,368	8
Information Technology, Director		$		
Information Technology, Director - Joint		$		
Web Administrator/Web Master		$		
Web Administrator/Web Master - Joint	2.00	$	82,752	31

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		$		
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 | 2.00 | $ 57,524 | 18 |

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		$	
Education, Chief - Joint	1.00	$ 75,991	3
Volunteer Coordinator		$	
Volunteer Coordinator - Joint		$	
Events Coordinator		$	
Events Coordinator - Joint	2.00	$ 59,844	2
Section 2. Average Salary Totals	59.00	$ 1840922	258

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)   4

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)   5

3.1 Governing Board Method of Selection   Jump to question: 3.1 ⌄

Elected by community/membership

3.1 Governing Board Method of Selection   Jump to question: 3.1 ⌄

Other (please specify below)

3.1 Governing Board Method of Selection   Jump to question: 3.1 ⌄

3.1 Governing Board Method of Selection   Jump to question: 3.1 ⌄

Elected by board of directors itself (self-perpetuating body)   0

3.1 Governing Board Method of Selection   Jump to question: 3.1 ⌄

Total number of board members (Automatic total of the above)   9

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					4		4
Male Board Members					4		4
Total	0	0	0	0	8	0	8

3.2 Governing Board Members   Jump to question: 3.2 ⌄

Number of Vacant Positions   1

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.)   9

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?	No
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	No
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
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?	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)		963	963
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)	0	750	750
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)		912	912
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)		7	7
All Other (incl. sports and religious — Do NOT include fundraising)		0	0
Total	0	2,632	2,632

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	450

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 2023. 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

Joint licensee Grantees that have filed a 2023 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.

previously been optional. Response to this section of the SAS is now
mandatory.

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.

Local Content & Services Report submitted to localreport@cpb.org covers all these responses. Report was submitted under TV Grantee ID
1857 on 2/15/2024.

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.

Local Content & Services Report submitted to localreport@cpb.org covers all these responses. Report was submitted under TV Grantee ID
1857 on 2/15/2024.

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.

Local Content & Services Report submitted to localreport@cpb.org covers all these responses. Report was submitted under TV Grantee ID
1857 on 2/15/2024.

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you
regularly broadcast in a language other than English, please note the language broadcast.

Local Content & Services Report submitted to localreport@cpb.org covers all these responses. Report was submitted under TV Grantee ID
1857 on 2/15/2024.

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?

Local Content & Services Report submitted to localreport@cpb.org covers all these responses. Report was submitted under TV Grantee ID
1857 on 2/15/2024.

Comments

Question	Comment

No Comments for this section

7.1 Journalists   Jump to question: 7.1 ▼

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

7.1 Journalists

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

Comments

Question	Comment
	All Journalist are listed in the TV Journalists section.

8.1 Which Content Management System (CMS) is your station using?   Jump to question: 8.1 ▼

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

8.1 Which Content Management System (CMS) is your station using?   Jump to question: [8.1 ▼]

Check all that apply

Grove	☑
Bento	☑
WordPress	☐
Drupal	☐
None	☐

8.1 Which Content Management System (CMS) is your station using?   Jump to question: [8.1 ▼]

Other

8.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: [8.2 ▼]

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

8.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: [8.2 ▼]

Check all that apply

CDP	☐
Salesforce	☐
Blackbaud	☐
Carl Bloom	☑
Roi Solutions	☐
Adobe	☐
Allegiance	☑
None	☐

8.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: [8.2 ▼]

Other

Hubspot

8.3 Which Email Service Provider (ESP) is your station using?   Jump to question: [8.3 ▼]

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

8.3 Which Email Service Provider (ESP) is your station using?   Jump to question: [8.3 ▼]

Check all that apply

Mailchimp	☐
Constant Contact	☑
GoDaddy	☐
SendGrid	☐
None	☐

8.3 Which Email Service Provider (ESP) is your station using?   Jump to question: [8.3 ▼]

Other

8.4 Which Marketing Automation Platform is your station using?   Jump to question: [8.4 ▼]

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

8.4 Which Marketing Automation Platform is your station using?   Jump to question: [8.4 ▼]

Check all that apply

Mailchimp Marketing Platform	☐
Hubspot Marketing Hub	☐
Adobe	☐
None	☑

8.4 Which Marketing Automation Platform is your station using?   Jump to question: [8.4 ▼]

Other

Comments

Question	Comment
No Comments for this section	

9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}?   Jump to question: [9.1 ▼]

Yes   ☑

No   ☐

9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}?   Jump to question: 9.1 ▾

If no, why not?

9.2 How many CAP messages did your station release in FY{{FY}}? (Available from CAP log from your encoder(s))   Jump to question: 9.2 ▾

4

9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages   Jump to question: 9.3 ▾

Yes   ☐

No   ☑

9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}}? https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages   Jump to question: 9.3 ▾

If no, why not?

South Dakota is a very rural state with transmitter locations being very remote. To serve Tribal reservation lands and smaller communities. Making dependable internet a challenge. SDPB has a single DASDEC 3 encoder in the Master control that alerts the National and Statewide alerts to all 11 FM Broadcast Stations. SDPB is replacing TFT decoders that monitor local LP1s and NOAA alerts with DASDEC 3 decoders to monitor the same LP1 and NOAA inputs.

9.4 Please describe your internal policy and threshold for pass-through of EAS messages, including how your system checks for CAP-compliant alerts.   Jump to question: 9.4 ▾

SDPB's one-to-many architecture best supports statewide alerts without the ability to transmit localized alerts to specific Radio markets. SDPB-FM has 1 DASDEC DAS3 installed in our 24/7/365 staffed master control. Originate state-level Amber, Blue Silver, and Civil. & pass through National Alerts. Triggered CAP polling values are set to 10-Sec.

9.5 Please describe the relationship between your station and local emergency management agency.   Jump to question: 9.5 ▾

SDPB is active in the State's Emergency Continuity of Operations plan. And is the designated EAS State Relay and LP1 for all state regions. SDPB is the authorized EAS originator of Amber, Blue, and Civil Alerts issued by the SD. Governor's Office, Emergency Operations Center, and DCI.

9.6 Are you currently able to measure the number of individuals with Access and Functional Needs* (AFN) in your broadcast coverage area?   Jump to question: 9.6 ▾

Yes   ☐

No   ☑

9.6 Are you currently able to measure the number of individuals with Access and Functional Needs* (AFN) in your broadcast coverage area?   Jump to question: 9.6 ▾

If Yes Please list the source(s) from which you obtain data on the AFN individuals in your coverage area:

9.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure – we do not have enough data to know)   Jump to question: 9.7 ▾

Yes   ☐

No   ☐

Somewhat   ☑

Unsure   ☐

9.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure – we do not have enough data to know)   Jump to question: 9.7 ▾

(Optional) What barriers are preventing you from better reaching your AFN communities with emergency alerts?

Barriers include dependable internet at each broadcast transmitter site and funding for IP based Microwave STL.

9.8 For each transmitter, please list the make, model, current firmware version, location (specify studio, transmitter site, or other location), and internet connectivity of your EAS equipment. If you have more transmitters to add, please press the TAB button while on the last row.   Jump to question: 9.8 ▾

	Call letters	Location	Model	Firmware Version	Make	Connected
1	Master Contro	Studio	DAS3	5	DASDEC	Yes
2	KUSD					
3	KCSD					
4	KESD					
5	KDSD					
6	KTSD					
7	KQSD					

8	KZSD					
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Comments

Question	Comment
	SDPB has a single DASDEC 3 encoder in the Master control that alerts the National and Statewide alerts to all 11 FM Broadcast Stations.