

# CPB Grant Award Report TV

**Grantee Information**

<b>ID</b>	1869
<b>Grantee Name</b>	KEDT-TV
<b>City</b>	Corpus Christi
<b>State</b>	TX
<b>Licensee Type</b>	Community

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 Employees	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000 - TV Only						0
Officials - 1000 - Joint		1				1
Managers - 2000 - TV Only						0
Managers - 2000 - Joint					2	2
Professionals - 3000 - TV Only		1				1
Professionals - 3000 - Joint		1				1
Technicians - 4000 - TV Only						0
Technicians - 4000 - Joint		0				0
Sales Workers - 4500 - TV Only						0
Sales Workers - 4500 - Joint					0	0
Office and Clerical - 5100 - TV Only						0
Office and Clerical - 5100 - Joint					1	1
Craftpersons (Skilled) - 5200 - TV Only						0
Craftpersons (Skilled) - 5200 - Joint						0
Operatives (Semi-Skilled) - 5300 - TV Only						0
Operatives (Semi-Skilled) - 5300 - Joint						0
Laborers (Unskilled) - 5400 - TV Only						0
Laborers (Unskilled) - 5400 - Joint						0
Service Workers - 5500 - TV Only						0
Service Workers - 5500 - Joint						0
<b>Total</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>6</b>

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employees	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000 - TV Only						0
Officials - 1000 - Joint					1	1
Managers - 2000 - TV Only					1	1
Managers - 2000 - Joint					2	2
Professionals - 3000 - TV Only						0
Professionals - 3000 - Joint		1				1
Technicians - 4000 - TV Only			0			0
Technicians - 4000 - Joint						0
Sales Workers - 4500 - TV Only						0
Sales Workers - 4500 - Joint						0
Office and Clerical - 5100 - TV Only						0
Office and Clerical - 5100 - Joint						0

Craftspersons (Skilled) - 5200 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Craftspersons (Skilled) - 5200 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Operatives (Semi-Skilled) - 5300 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Operatives (Semi-Skilled) - 5300 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Laborers (Unskilled) - 5400 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Laborers (Unskilled) - 5400 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Service Workers - 5500 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Service Workers - 5500 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
<b>Total</b>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	

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"/>
<b>Total</b>	<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	Total
Female Major Programming Decision Makers	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>
Male Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text" value="2"/>
<b>Total</b>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="3"/>

1.3 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	Total
Officials - 1000	<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" value="0"/>
Professionals - 3000	<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" value="0"/>
Sales Workers - 4500	<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" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text" value="4"/>
Craftpersons (Skilled) - 5200	<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" value="0"/>
Laborers (Unskilled) - 5400	<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" value="0"/>
<b>Total</b>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="4"/>

1.3 Employment of Part-Time Television and Joint Employees

Jump to question:

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000	<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" value="0"/>
Professionals - 3000	<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" value="1"/>	<input type="text"/>	<input type="text"/>	<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"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftpersons (Skilled) - 5200	<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" value="0"/>
Laborers (Unskilled) - 5400	<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" value="0"/>
<b>Total</b>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>

1.3 Employment of Part-Time Television and Joint Employees

Jump to question:

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

1.4 Part-Time Employment

Jump to question:

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  
 Number working less than 15 hours per week

1.4 Part-Time Employment  
 Number working 15 or more hours per week

1.5 Full-Time Hiring

Jump to question:

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  
 No full-time employees were hired (check here if applicable)

1.5 Full-Time Hiring

Jump to question:

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
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

1.6 Full-Time and Part-Time Job Openings

Jump to question: **1.6**

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

1.6 Full-Time and Part-Time Job Openings

Jump to question: **1.6**

Number of full-time and part-time job openings

1.7 Hiring Contractors

Jump to question: **1.7**

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

Jump to question: **1.7**

- Check all that apply
- None
  - Development Activities
  - Legal Services
  - Human Resources Services
  - Accounting/Payroll Services
  - Computer Operations
  - Engineering

Comments

Question Comment

No Comments for this section

2.1 Average Salaries FULL TIME EMPLOYEES ONLY

Jump to question: **2.1**

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - TV Only		\$	
Chief Executive Officer - Joint	1.00	\$ 103,662	44
Chief Operations Officer - TV Only		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer - TV Only		\$	
Chief Financial Officer - Joint	1.00	\$ 37,934	2
Publicity, Program Promotion Chief - TV Only		\$	
Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief - TV Only		\$	
Communication and Public Relations, Chief - Joint		\$	
Programming Director - TV Only	1.00	\$ 49,452	29
Programming Director - Joint		\$	
Production, Chief - TV Only		\$	
Production, Chief - Joint		\$	
Executive Producer - TV Only	1.00	\$ 29,120	25
Executive Producer - Joint		\$	
Producer - TV Only		\$	
Producer - Joint		\$	
Director - (Television Production ONLY)	1.00	\$ 27,768	3
Development, Chief - TV Only		\$	
Development, Chief - Joint	1.00	\$ 64,896	44
Member Services, Chief - TV Only		\$	
Member Services, Chief - Joint	1.00	\$ 47,788	9
Membership Fundraising, Chief - TV Only		\$	

Membership Fundraising, Chief - Joint		\$	
On-Air Fundraising, Chief - TV Only		\$	
On-Air Fundraising, Chief - Joint		\$	
Auction Fundraising, Chief - TV Only		\$	
Auction Fundraising, Chief - Joint	1.00	\$ 45,000	1
Underwriting, Chief - TV Only		\$	
Underwriting, Chief - Joint		\$	
Corporate Underwriting, Chief - TV Only		\$	
Corporate Underwriting, Chief - Joint	1.00	\$ 41,000	1
Foundation Underwriting, Chief - TV Only		\$	
Foundation Underwriting, Chief - Joint		\$	
Government Grants Solicitation, Chief - TV Only		\$	
Government Grants Solicitation, Chief - Joint		\$	
Operations and Engineering, Chief - TV Only		\$	
Operations and Engineering, Chief - Joint	1.00	\$ 82,290	10
Engineering Chief - TV Only		\$	
Engineering Chief - Joint		\$	
Broadcast Engineer 1 - TV Only		\$	
Broadcast Engineer 1 - Joint	1.00	\$ 35,300	15
Production Engineer - TV Only		\$	
Production Engineer - Joint		\$	
Facilities, Satellite and Tower Maintenance, Chief - TV Only		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
Technical Operations, Chief - TV Only	2.00	\$ 45,344	21
Technical Operations, Chief - Joint		\$	
Education, Chief - TV Only		\$	
Education, Chief - Joint		\$	
Information Technology, Director - TV Only		\$	
Information Technology, Director - Joint		\$	
Instructional Services Director - TV Only		\$	
Parent / Pre-School Coordinator - TV Only		\$	
Volunteer Coordinator - TV Only		\$	
Volunteer Coordinator - Joint		\$	
News / Current Affairs Director - TV Only		\$	
News / Current Affairs Director - Joint		\$	
Announcer / On-Air Talent - TV Only		\$	
Announcer / On-Air Talent - Joint		\$	
Reporter - TV Only		\$	
Reporter - Joint		\$	
Cinema / Videographer - TV Only		\$	
Video Film Editor - TV Only		\$	
Unit / Studio Supervisor - TV Only		\$	
Public Information Assistant - TV Only		\$	
Public Information Assistant - Joint		\$	
Broadcast Supervisor - TV Only		\$	
Broadcast Supervisor - Joint		\$	
Director of Continuity / Traffic - TV Only	1.00	\$ 28,912	9
Director of Continuity / Traffic - Joint		\$	
Events Coordinator - TV Only		\$	
Events Coordinator - Joint		\$	
Web Administrator/Web Master - TV Only		\$	
Web Administrator/Web Master - Joint		\$	
<b>Total</b>	<b>14.00</b>	<b>638,474</b>	<b>213</b>

Comments

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	Total
Female Board Members					4	4
Male Board Members		3	0		7	10
<b>Total</b>	0	3	0	0	11	14

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

Date/Time 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.

KEDT is involved with our large local Hispanic community which comprises over 60% of the South Texas community around Corpus Christi. The outlying small communities in KEDT's coverage are typically 80 minority. The region has a number large scale societal problems that KEDT works to address through our programming and community engagement. They include a low level of educational attainment, high incidents of obesity, hypertension, diabetes and a workforce with inadequate skills for the jobs of today. Local efforts include broadcast and production of KEDT's Challenge academic quiz show which includes participation from 24 high schools throughout the greater South Texas region. Some schools travel over 90 miles to be on the show. Through this production \$28,000 in scholarships have been awarded annually to students from these schools to attend college at Del Mar Community College, Texas A&M University Kingsville and Texas A&M University - Corpus Christi. Since Challenge started, over a quarter million dollars in scholarships has been awarded to needy students. Most of these scholarships are awarded to students who attend primarily minority high schools. Many of these students require additional financial assistance to be able to attend our local community college or universities.

Local Content  
Service Report  
TV

4.2 Production Activity

Jump to question: 4.2

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

KEDT produces a year-long series entitled Spotlight on the Arts that provides the South Texas Community detailed and current information on dozens of events and programs being produced by underserved communities. The purpose of the Spotlight series is to showcase the large number of community organizations' events that provide valuable information, education and enrichment activities within our community. Often these events and services are free. Spotlight is funded by the City of Corpus Christi Municipal Arts Commission. KEDT's program offers these local underserved community organizations the only promotion tools they have to reach a large number of people with information about the events and services they are producing. In addition to Spotlights on the Arts KEDT also created a local documentary "Buccaneer Days: Pirates, Parades and Pageantry." This documentary celebrates an 75 year old South Texas community festival in which thousands of citizens have participated. This documentary includes the stories of minority members of the community and their roles in keeping this celebration thriving since 1917 and why the celebration is important.

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

Occasionally KEDT will air programs that utilize a Spanish language channel aired through our SAP channel. This was utilized frequently during recent debates aired with Texas statewide candidates in the past year.