



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"We've been listening to and supporting WCMU since it went on the air. We wouldn't live anywhere without Public Television or Radio. Something to be learned every time we tune in."
- Stephen and Barbara Ross, Rodney, MI.

WCMU Public Media strives to be a positive influence in the communities in its coverage area... working hard to be responsive to the needs of our viewers and listeners. WCMU is recognized as a resource for identifying important issues in our communities and offering programs and services that empower individuals to make informed decisions.



LOCAL VALUE

With four full power digital stations, **WCMU Public Television** reaches a potential audience of over 2 million people in 42 counties in Michigan with programs and services that engage, entertain and enlighten. Using high definition studio production facilities and a state-of-the-art mobile production truck, WCMU Public Television locally produces series that inform viewers on issues of importance and programs that showcase the communities we serve.

WCMU Public Radio reaches a potential audience of 2 million listeners in 44 Michigan counties through a network of eight stations, bringing the world to central and northern Michigan. Four of those stations provide two HD transmissions. HD-1 (our main signal) provides a mix of locally produced and network music, news and talk programs. HD-2 offers an "All News & Talk" schedule, including local news content. Both transmissions are available to stream through our website, mobile app, and Apple Music. Many of the communities reached are rural, with limited access to Classical, Jazz and Traditional music genres, and other arts related content.



WCMU Public Television produced and aired several program series focused on educating and informing the viewing public. These included Destination Michigan, Ask the Specialists, Quiz Central, and Capitol Report. In May 2018, WCMU launched a new quarterly program, Your Health Matters, to accompany broadcasts of Second Opinion, a nationally distributed series focused on healthcare. The former and founding Dean of the College of Communication and Fine Arts at Central Michigan University hosts The Children's Bookshelf, a series on children's literature. This two-minute locally produced review of children's literature is broadcast three times each week. Each segment is accompanied by an online study guide and questions for parents, grandparents and teachers. A podcast of each episode is also available.

Community Engagement included "The Vietnam War" project that helped to promote the Ken Burns and Lynn Novick's ten-part, 18 hour documentary series

PBS TeacherLine WCMU continues to promote on-air and in its program guide continuing education of teachers and early childhood professionals in our coverage area by collaborating with Central Michigan University's Global Campus to offer accredited courses in a variety of disciplines

WCMU Public Radio broadcast over 2900 hours of locally produced music programs in 2018. Our local hosts share their passion and insights on a broad range of musical styles including Classical, Jazz, Blues, Indie, and Folk, while also featuring many fine Michigan-based artists and ensembles. Our hosts welcome playwrights, dancers, poets and the like to share their stories about their work and upcoming performances. We also continue a tradition of hiring students from Central Michigan University. Our student staff included seven board operators and Jazz hosts that maintain our quality programming through the weekend, and during the evening and late night hours. The news department maintained three full-time staff members, overseeing a total of five students over the year, drawn from the Journalism department, and School of Broadcast & Cinematic Arts at Central Michigan University. We also brought two students on board to help with the production and preparation of local and national programs. Our students provide the station with much needed flexibility and talent, while the students gain valuable experience in the broadcasting field to bolster their educational pursuits through Central Michigan University. The news department produced over a thousand unique reports in 2018. A large share of the reports focused on the Economy, Education and the Environment (areas listed as top concerns by our listeners). Public Health remained in the forefront with continued coverage of the Flint Water Crisis and its lasting impacts on the community. Perfluoroalkyl Substances or PFAs contamination in ground water has emerged as a growing concern across the listening area and the nation. Exposure has been shown to lead to various cancers and other maladies. Enbridge Energy's Line 5 pipeline under the Straits of Mackinac remains a point of considerable interest, with concerns over a rupture and the potential impacts on the great lakes. The WCMU news team covered a shooting on the campus of Central Michigan University March 2nd that locked down campus, while the shooter was at large. Incredibly urgent information was shared with the local community over the course of a 15 hour manhunt. These reports were broadcast during local inserts in the national news programs and are archived for the public at radio.wcmu.org. Our efforts at WCMU Public Radio continue to be spurred on by and made possible through the support of CPB funding, Central Michigan University and our generous listeners.



WCMU Public Television PBS Kids walkabouts are always a hit with children. WCMU Public Media introduced hundreds of children and adults to Splash & Bubbles at Central Michigan University's Homecoming tailgating event. PBS Kids character Arthur also attended the annual Flint Holiday Walk at the Flint Institute of Arts. WCMU's remote production truck participated in CMU's Homecoming.

In a new partnership with Art Reach of Mid Michigan, WCMU hosted Kids and Culture: Pinkalicious & Peterrific. 47 children and their parents attended the event which included station tours, a screening of "Pinkalicious & Peterrific" and arts and crafts activities.

GrandparentsU – WCMU Public Media Provides Insight to the World of Broadcasting

A summer camp that brings generations together for three days of fun and education on the campus of Central Michigan University!

Each year, WCMU Public Media participates in CMU's GrandparentsU Summer Camp by conducting two classes on television production, both in front of and behind the camera. Participants ran camera and directed the program material. Each class had participants who moved through the various areas of production. Kids and their grandparents faced off in several rounds of Quiz Central, WCMU's high school quiz bowl. Afterward, there was a question and answer period, as well as a viewing of the students' TV experiences.

On the radio side of the operation, two sessions in radio were included once again, where grandparents and their grandchildren were able to learn about the art of reporting. Participants learned about recording equipment, preparing questions, interviewing, and minor editing. Their work was collected for an audio postcard that aired later that day during the local broadcast of All Things Considered and the following day on Morning Edition.

Screening Events this year included "Victoria" at City Opera House in Traverse City and Celebration Cinema in Mt. Pleasant. "The Vietnam War" was screened at Traverse Area District Library, Petoskey District Library, Veterans Memorial Library, the Commission on Aging Activity Center and the Honoring Heroes Veterans Summit in Lapeer.

In an effort to expand our use of multiple platforms and have a greater presence in some communities, WCMU runs the "Ask the Specialist" series live on Facebook each week and invested in remote equipment to allow for remote radio broadcasts to complement outreach activities.

Michigan's independent producers have long been a valuable resource for weekly series throughout the year. Currently, independent producers provide five Michigan-based weekly series that have content dealing with persons with physical and developmental challenges, Michigan travel ideas, the people and places of Michigan, and outdoor sports. WCMU Public Television is the presenting station for two weekly series, "Great Getaways" and "Wilderness Journal," that are carried on most Michigan public television stations.

Beyond these weekly series, WCMU Public Television showcases independent producers' standalone programs. WCMU coordinated with producer Jessica Walsh to distribute statewide "Making Waves," two one-hour documentaries on Great Lakes



Destination Michigan WCMU Public Television's original series won a 2017 regional Emmy Award in the category of Magazine Show.



ecology. WCMU continues its relationship with producer Monty Hobson as he produces Season 2 of the internationally broadcast six-part series "America: From the Ground Up," an archeological exploration of America. WCMU began an association with independent producer Dan Bertalan and distributed his program, "The Ottaway - A River Reborn" about the Boardman River. WCMU worked with Rodney Brown to air "Michigan Experience: Vietnam Veteran Interviews" two-half hour programs interviewing Michigan Vietnam Veterans.

WCMU Public Radio maintains relationships with a number of non-profit organizations to promote the arts and other activities available in our communities. Conductors, music directors and organizers from several music ensembles and arts organizations in our listening area have been presented during our music and news programs. Some of the organizations included in these broadcasts were the Midland Symphony Orchestra, Art Reach of Mid-Michigan, Wharton Center, and Thunder Bay National Marine Sanctuary.

News stories in areas of interest to our audience have been presented in the fields of health, the environment, and education. Research from many of the colleges and universities in our coverage area have also been presented, including advances made at Central Michigan University, Michigan State University and the University of Michigan.

CMU Public Media Station Tours, Job Fairs and Student Employment

WCMU Public Media hosted station tours and activities for Boy Scout and Girl Scout troops. WCMU Public Media co-sponsored the Michigan Association of Broadcasters Foundation Broadcast Media Career & Networking Fair and took part in the Annual Central Michigan University Broadcast & Cinematic Arts Career Fair and an Internship Fair sponsored by the Public Relations Student Society of America (PRSSA) and the Department of Journalism.

In WCMU's television operation, CMU students are employed to run camera, audio, Chyron, and After Effects graphics. In addition, they assist with guests and help to set up and strike sets for our local productions. Under the supervision of the Senior Producer/Marketing Specialist, CMU students learn many aspects of public relations, including preparing press releases, drafting copy, and assisting with other promotion.

In WCMU's radio operation, CMU students learn to identify news stories, conduct interviews in person and via phone, write and produce news stories for local on-air use and how to pitch stories for national consideration. Students also learn to work the board for weekend and evening shows, announce breaks and underwriting credits, weather forecasts, and to program and host Jazz in the evening. We've also seen an increase in student production work, preparing local and national programming for air. A long term project to digitally archive our extensive music collection of over 30,000 performances continued. Our music library students have been doing the heavy lifting to digitize the collection for archival purposes, and for incorporating into our automation system.

WCMU Public Media embraces cultural diversity and provides a forum to better understand our rich heritage. We believe that education is essential to improving our future and that lifelong learning is desirable and necessary. We believe an informed public is better equipped to make decisions on the social issues that face our communities.

WCMU Public Television Locally Produced Programs

Destination Michigan WCMU Public Television's original series which is now broadcast on stations throughout Michigan, and on select stations broadcasting in Indiana, Ohio, and Illinois. Destination Michigan features the people and places across the state that define the Michigan experience. The "Destination Michigan" crew travels across the state to find creativity, beauty, and unique businesses to share with viewers. Segments showcase a variety of topics including local artists and authors, unique collectibles, hometown businesses, community gathering places, natural beauty and landmarks, town histories and personalities. Destination Michigan celebrated its 10th season in 2018, continuing its tradition of showcasing what makes Michigan truly unique. New episodes included a tour of the Upper Peninsula's "Shipwreck Coast," an excursion to some of the state's best food-related destinations and a salute to Michigan's veterans. Episodes of "Destination Michigan" air every Thursday evening on WCMU as part of the "MI Thursday" block of Michigan-themed programs. Destination Michigan won a 2017 regional Emmy Award in the category of Magazine Show.



Quiz Central Now in its 14th season, "Quiz Central," WCMU's educational and entertaining academic quiz show, features 48 teams from high schools around Michigan. Academic and textbook scholarships are awarded by Central Michigan University and The CMU Bookstore. In these 14 seasons, "Quiz Central" has welcomed thousands of Michigan's best and brightest students to our studios and to Central Michigan University. Annually, approximately \$114,000 scholarships for room and board are awarded.

Ask the Specialists Because WCMU serves a rural geographic area, its viewers are often unable to access information that improves their quality of life. Many families in WCMU's coverage area don't have access to the internet or cable television. Ask the Specialists is a live call-in program that airs each week. Expertise from a panel of professionals is offered on a wide range

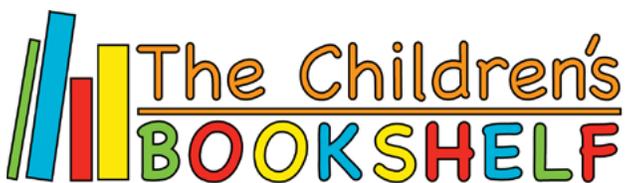


of subjects including health, law, gardening, preparing for retirement, finding a job and many more. Ask the DNR, one of the most popular programs, is always scheduled for an hour in spring and fall. Ask the Specialists series serves the needs of this rural, sometimes poor, population by providing information in a readily accessible manner. In an effort to expand our reach for this series, WCMU is streaming the Ask the Specialist series live on Facebook each week.



Capitol Report WCMU produces the half-hour series that airs weekly, January through May. These programs are designed to give viewers an up-to-date report on issues affecting them from their elected representatives in a one-on-one interview format.

Your Health Matters In May 2018, WCMU launched a new quarterly program to accompany broadcasts of Second Opinion, a nationally distributed series focused on healthcare. Following the episode of Second Opinion's "Type II Diabetes," a panel of local medical experts discussed what is happening locally to support diabetes patients. Future episodes of "Your Health Matters" will feature information on other health issues.



The Children's Bookshelf The former and founding Dean of the College of Communication and Fine Arts at Central Michigan University hosts this multi-platform series on children's literature. A two-minute locally produced review of children's literature is carried on radio and television and as a podcast. Each review provides a study guide and questions online for parents, grandparents and teachers.

Programs from Independent Producers Michigan's independent producers have long been a valuable resource for weekly series throughout the year. Currently, the producers provide five series that include content dealing with persons with physical and developmental challenges, Michigan travel ideas, the people and places of Michigan, and outdoor sports. In addition, WCMU continued its relationships with two independent producers and added two new relationships.

WCMU Public Radio Locally Produced Programs



The Children's Bookshelf This two-minute locally produced review of children's literature is broadcast three times each week. Segments provide a study guide and questions online for parents, grandparents and teachers. A podcast of each episode is also available. Dr. Sue Ann Martin, the former and founding Dean of the College of Communication and Fine Arts at Central Michigan University, hosts this series on children's literature. We have been working toward making the segment available to other public radio stations around the country.

Central Stage A musical series that showcases the diverse talents of the faculty and students in the School of Music at Central Michigan University. Live recordings were captured through the academic year and presented Thursday afternoons in the spring. Hosted by Dr. Sue Gamble, associate professor and area coordinator of music education, School of Music, Central Michigan University.



News Reports The WCMU Public Radio news department includes three full-time employees and up to five student reporters drawn from CMU's Schools of Journalism and Broadcast & Cinematic Arts. Together, they produced over a thousand unique local reports on issues relating to our coverage area. After they are broadcast, these stories are archived at <http://radio.wcmu.org/news> for the public. Reports have been archived on the site dating back to 2009. Our News Director, Amy Robinson developed the WCMU Bootcamp. A partnership with the Journalism and Broadcasting departments to offer students an intensive day of training in writing, gathering and editing sound. It also helps to identify student reporters that may join our ranks.



Events WCMU hosted evenings with NPR's Melissa Block in Mt. Pleasant, where she also met with Broadcasting and Journalism students from CMU, and in Traverse City. She shared her experiences reporting around the world. Staff members hosted informational displays about our programming in radio and television at various community events including the local Broadcasting Career Fair at Central Michigan University. WCMU has been awarded a grant from the Michigan Humanities Council to conduct Third Coast Conversations: Dialogues about Water in Michigan. It will be used to explore community conversations across our listening area, with a plan to hold three events over the course of the grant period.



WCMU Public Radio Listener Comments

"I've been a fan of WCMU since I was a teenager in Gaylord, and now I enjoy it over the Internet while living in the DC area. It's a truly great station!"

– Cheril Lin Gritton, Reston, VA

"Thank you for making Sunday night the best music night of the week. I listen to your program every chance I get and I'm always trying to get others to tune in and share the wonderful experience of the Juke Joint."

– Joshua Gerstheimer, Saginaw, MI

"CMU Public radio is the only source of non-print news that I really rely on."

– Dale Giddings, Wolverine, Michigan

"I have been a member for over 35 years and it is so important to keep public radio alive!"

– Carol Delidow, Gaylord, MI

"In times like these when extremist politicians try to muddy the water and foment anger and division, clear unbiased news is the thing we all need most."

– Clifford Todd, Midland, MI

Philanthropy enhanced pledge drive



WCMU Public Radio established two collaborations in 2014 prior to a December pledge drive called **Warm Hearts, Warm Homes**. Consumers Energy stepped forward as our corporate collaborator matching donations made by our listeners, while our charitable collaborator, Michigan Community Action distributed the matching funds for heating assistance through each listener's local M.C.A. agency. Isabella Bank joined the effort in December of 2016 to match listener donations. We were thrilled to have all three partners back in place this year.

The campaign provides financial assistance to folks in need in WCMU's coverage area; educates our audience about special programs in place to assist with weatherization and emergency services; and shares the stories of individuals in our listening area who have used heating assistance in the past. Since its inception in 2014, WCMU's Warm Hearts, Warm Homes project has provided \$275,000 in home heating assistance to residents in our listening area. In May 2016 Michigan Community Action recognized WCMU's Warm Hearts, Warm Homes campaign with its Community Service Award at the state capitol in Lansing.

Listener and Partner Quotes about Warm Hearts, Warm Homes

Already a sustaining member but wanted to make this donation for this very important cause.

– Julie Welsh, Midland, MI

Thank you for playing Benjamin Britten's "A Ceremony of Carols" today, reminds me of my CMU Women's Chorus days. Love Warm Hearts, Warm Homes. Best Winter fundraising campaign ever! Fire up, Chips!

– Melissa Thompson, Charlevoix, MI

Love Warm Hearts, Warm Homes so much. Thanks for continuing to pursue this partnership with Consumers & being a community-builder in this way too.

– Sarah Olsen, Cheboygan, MI

Thank you for helping our communities with Warm Hearts, Warm Homes! Thank you for your balanced reporting. In times like these, it's so very important.

– Heidi Shaffer, Bellaire, MI

I think what's great about the Warm Hearts, Warm Homes campaign is that it raises awareness. You have people who are participating and contributing, and we're very happy that our dollars are matching those

contributions. We can shine a light on the needs in the community, and we're always heartened to see peoples responses. We know people step up to help their neighbors when there's a time of need, so this campaign really shines a light on things. It raises awareness and gets people motivated to look out for their friends, their family and their neighbors.

– Brian Wheeler, Senior Public Information Director at Consumers Energy

Books for Kids

The success of Warm Hearts, Warm Homes led to the exploration of other philanthropic added fundraising efforts. We landed on **Books for Kids** for our summer drive June 22-25, 2018. New partnerships were forged to once again match listener donations. Dow Chemical Employees' Credit Union and an anonymous downer stepped forward to make the matches. The Michigan Library Association (MLA) connected us with their member libraries across the listening area. \$30,000 worth of books were ordered through Scholastic by MLA libraries, based on the matching funds generated by their county.

"In honor of their librarian daughter Margaret."

– Chuck and Sue Hewitt, Bay City, MI

"Thank you for ALL you do."

– Irene Borak, Roscommon, MI

"Keep the classical music coming. Nice of you to partner with our libraries for all of our kids."

– Fran & Jim Kochensprger, Harbor Springs, MI

"Terrific basis for a fundraiser! Reading has always been one of my greatest loves, and I love to see kids still reading actual books. I still remember the Scholastic Book fairs at my grade school every year."

– Kathy Kirchner, Mount Pleasant, MI

"I love your programming! I listen and learn so much from your shows. Thanks for being great! If I can help the books for kids initiative, I'd love to route that to Grayling. I was one of the hang ups because I lost service while hiding away in the woods, rocking out to Live From Here!"

– Sarah Osborn, Toledo, OH

"I'm a regular fall donor, but as a librarian I thought I needed to give to this particular campaign. (I'm a sucker for the Warm Hearts Warm Homes campaign as well.) I listen to WCMU most hours of the day when I'm not at work, and I even stream the station when I'm traveling, so I guess I'm a junkie. Good luck with this campaign!"

– Leah Monger, Big Rapids, MI

The Vietnam War Community Engagement

In June 2017, WCMU set out to create and implement a community engagement plan around "The Vietnam War," Ken Burns and Lynn Novick's ten-part, 18-hour documentary series. WCMU received a WETA grant to support the national broadcast. With the cooperation of many community partners, WCMU was able to successfully support the national broadcast with local events and programming.

Screening events were held at Traverse Area District Library, Petoskey District Library, Veterans Memorial Library, the Commission on Aging Activity Center and the Honoring Heroes Veterans Summit in Lapeer. Each event also featured presentations by Vietnam veterans, some of whom are members of the Oakland Bar Association Veterans Speakers Bureau.

A Listening/Dance Party held at the Isabella County Commission on Aging Activity Center included a screening of "The Vietnam War," followed by dance music from the 1960s provided by David Nicholas, producer and host of WCMU Public Radio's "The Beat." Favorite appetizers of the 1960s were provided throughout the evening. <https://youtu.be/V5HJLmVsRWs>

WCMU had a presence at WGVU's "LZ Michigan," where thousands of people attended a multi-faceted recognition event for veterans of all US wars. WCMU used the opportunity to have a booth to promote "The Vietnam War," and to have conversations with veterans and their families about WCMU's "Letters Home" project.

As part of "Letters Home," WCMU solicited letters and photos sent home during the war, and after review of the submitted material, contacted the letters' authors or family members to request that they read the letters or share their wartime memories for WCMU to record. The resulting video shorts were broadcast on WCMU Public Television and were part of WCMU's social media efforts.



They also appeared on WCMU's website and YouTube.

Story link1: <https://video.wcmu.org/video/3007593685/>

Story link2: <https://video.wcmu.org/video/3007595038/>

Story link3: <https://video.wcmu.org/video/3007595898/>

Story link4: <https://video.wcmu.org/video/3007594718/>

Story link5: <https://video.wcmu.org/video/3007595540/>

Story link6: <https://video.wcmu.org/video/3007594431/>

A "Letters Home" exhibit also featured some of the veterans' letters and photos that were submitted to WCMU. The exhibit is on permanent display at the Michigan Military Heritage Museum and has traveled to Vietnam veterans recognition events.



WCMU and CMU's Clarke Historical Library partnered to create an event that offered a look back at student activism during the Vietnam War era. Eight CMU alumni who were very active in student protests came from as far away as Texas and Colorado to participate in a live panel presentation at CMU's Bovee Center auditorium. Amy Robinson, WCMU Public Radio's news director, produced and hosted "Student Activism: Then and Now." The event was free and open to the public with extra effort made to reach out to veterans and to CMU and Mt. Pleasant High School students.

WCMU Public Television production staff recorded and streamed the event live.

https://www.youtube.com/watch?v=iv5cfT9J2uU&list=PLbq4qjcWor-XxQ_Sfr_h3Plvg4kuciXi&t=2756s&index=3

"Destination Michigan," produced a special edition, "A Salute to Michigan's Patriots." Segments included features on the Michigan Military Heritage Museum, the traveling Michigan Vietnam Memorial Wall, the Great Lakes National Cemetery, Team Red, White, and Blue who are connecting veterans with each other, and a group of ladies in Muskegon who are focused on fundraising for veterans. A special edition of "Ask the Specialist" focused on identifying resources and answering questions during "Ask the Veterans."

A Salute to Michigan's Patriots <https://video.wcmu.org/video/3002379005/>

Ask the Veterans <https://video.wcmu.org/video/3006596037/>

"The Beat," a weekly mix of jazz, blues and much more from WCMU Public Radio tied in an episode to The Vietnam War series with selections that have been identified as favorites of Vietnam War soldiers while overseas.



2018 LOCAL CONTENT AND SERVICE REPORT SUMMARY

SUMMARY

It's important to note that our programs, reports and initiatives don't happen in a vacuum. Listener support and funding through the Corporation for Public Broadcasting (CPB) are vital in providing the resources and staffing necessary to highlight the voices of the underserved in our communities, as well as educate and entertain our diverse listenership. The fact that we now have a full time reporter has allowed us to increase our local news content and presence in our communities, while also helping WCMU Public Radio join in programs like GrandparentsU. Our job isn't to simply create content, but to listen to the communities we serve and respond to their concerns.

The arts have always been important to WCMU. CPB funding has allowed us access to the artisans across our communities for years and years, while giving our audience a source for discovery. Our listeners during any given week hear from a mix of Classical, Jazz, and Blues musicians, authors, conductors, leaders of arts groups, poets, and more.

Community engagement reflects WCMU's commitment to address local issues through relationships with community leaders, educators, non-profit organizations and others. PBS and NPR programming shed light on national issues; WCMU's community engagement projects explore and reveal how those issues affect Michigan's citizens. Community events and discussions, locally produced programs and exhibits allow WCMU to continuously excel at telling the stories of central and northern Michigan.

These efforts and more, along with vital financial support help WCMU Public Media to maintain its mission, vision, and values...



Mission

As a service of Central Michigan University, WCMU Public Media's mission is to educate, inform, entertain and engage the communities we serve through programming and partnerships. It is our goal to improve the quality of life in our service areas, promote cultural understanding and facilitate civil discourse on issues of public interest and importance.

Vision

WCMU Public Media will be a positive influence in our communities by providing information to our viewers and listeners when, where and how they would prefer. We will strive to serve our stakeholders on-air, online, on-the-go and in their communities through innovation and leading edge technology. Our community engagement efforts will focus on education, health and the arts.

Values

WCMU Public Media is committed to Central Michigan University's core values of integrity, respect, compassion, inclusiveness, social responsibility, innovation and excellence.