Pandemic Dominates 2020
The 2020 year was unlike any other we’ve seen, but Delta College Public Media responded well and remained engaged in our community’s efforts. Delta College had to close its doors to students in March, however our public broadcasting stations remained on-air.

WDCQ-TV and WUCX 90.1-FM aired Senate Hearings, House Impeachment Hearings, Political Conventions, Election Highlights, and pandemic updates from Government officials and Health Experts. We were also able to maintain our other quality programs.

U.S. Census Efforts
Response rates were very good in our region. Nationwide, there was a 67% self-response rate and 71.3% in Michigan, which was the 8th highest in the country. Locally, three of our main counties also ranked high in response rates: Midland County was at 79.3%, Bay County was 78.6% and Saginaw County was 74.2%. Delta College’s Public Media stations - TV and radio - were given kudos for helping to get the word out to the entire region about the importance of responding to the census.

New Look and Branding
Delta College Public Media completed the change to its new brand and name. The change better aligns our television and radio stations as a service of Delta College and allows us to focus all of our media services on our community service mission. It will also establish us as an organization that can deliver programs and services in new and innovative ways.

New Educational Programming
Delta College Public Media, in partnership with Michigan’s public television stations and area educators, is launching a new learning channel that will support the work of teachers and parents. The Michigan Learning Channel (MLC) will use a variety of media platforms and broadcast channels to deliver educational programming and curriculum-aligned instructional resources, beginning with Pre-K to third grade and eventually expanding to include grades four through 12.

This new service will launch on-air in early 2021. It will also be available as a digital livestream and on demand at MichiganLearning.org. There will be a crucial need for this service during the pandemic and into the future.

The channel will deliver lessons in 30- and 60-minute blocks for each grade level throughout the day, which will be repeated during the evenings and weekends. All content is offered at no cost to schools, families and caregivers. The content will be aligned with Michigan’s educational standards and lessons will be presented by a diverse group of educators.

The concept has been endorsed by the Michigan Department of Education, the Michigan Association of Intermediate School Administrators, and the Michigan Association of Superintendents and Administrators.

No matter what 2021 brings, Delta College Public Media will be here for our listeners and viewers.

Looking Forward

Thomas Bennett
Broadcasting
General Manager

Pam Clark
Executive Director of Institutional Advancement

2020 Funding Sources

<table>
<thead>
<tr>
<th></th>
<th>TV 2020</th>
<th>Radio 2020</th>
<th>Total 2020</th>
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<tbody>
<tr>
<td>CPB Community Service &amp; Other Grants</td>
<td>$1,026,374</td>
<td>**</td>
<td>$1,026,374</td>
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<tr>
<td>Other Grants &amp; Contracts</td>
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<td><strong>393,743</strong></td>
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** CPB funding is received by Central Michigan University and used to offset a portion of WUCX-FM’s programming costs.
WDCQ-TV and WUCX-90.1 FM are trusted public services dedicated to building an exciting and productive future for the Great Lakes Bay Region and beyond. We offer a window on the world through national, state and local television and radio programming. And, we create a forum for the most important issues facing our region with locally produced award-winning programming.

Delta College Public Media remains committed to our mission - educating, informing and inspiring through commercial-free radio, television and other media, touching the lives of all citizens by providing quality programming and services.

**Great Public Radio Programming on WUCX-90.1 FM**

90.1 FM features in-depth reporting from NPR. Local reports and features keep you in touch with what’s happening in our community. With our music programs, you’ll hear jazz, broadway, a variety of Latin styles and local Michigan artists you won’t hear on other stations.

**Funding for Delta College’s Public Media Operations**

Building the funding needed to purchase great programs from PBS and NPR, produce local programs, and to operate our public broadcasting stations, takes a variety of sources. Individuals and business within our Great Lakes Bay Region have been generous over the decades, and continue to do so.

**Enjoy Four Channels on Delta College Public Media**

Your source for PBS favorites and insightful local programs:

Four multicast channels offered by WDCQ-TV:

- **19.1** - WDCQ-TV’s main flagship station is the source for your favorite local, regional and national programming from Delta College and PBS.
- **19.2** - WDCQ-TV World shares the best of public media in news, documentaries, and fact-based informational programming.
- **19.3** - WDCQ-TV Create offers how-to, travel and leisure programming.
- **19.4** - WDCQ-TV Kids offers the best children’s programming from PBS and around the world.

(See chart below for channel listings)

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**Channel Listings for Delta College Public Media**

<table>
<thead>
<tr>
<th>Channel</th>
<th>WDCQ-TV</th>
<th>WDCQ-TV MHz Worldview</th>
<th>WDCQ-TV Create</th>
<th>WDCQ-TV Kids</th>
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<tr>
<td>Antenna</td>
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<td>19.2</td>
<td>19.3</td>
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<td>Spectrum</td>
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<td>Comcast Flint</td>
<td>19/239</td>
<td>289</td>
<td>290</td>
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<tr>
<td>Comcast Thumb</td>
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<td>290</td>
<td>239</td>
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<td>DISH/Direct TV</td>
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<tr>
<td>Parish</td>
<td>219</td>
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<tr>
<td>Vogtman Eng.</td>
<td>19/119</td>
<td>120</td>
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<td>122</td>
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</table>
WDCQ-TV’s locally-produced programs focus on African American, Hispanic and senior audiences, showcasing the critical challenges and successes within our region. WDCQ-TV local hosts aggressively engage their guests, seeking solutions and opportunities to better the community.

**The Follow Up with Mike Redford**

*The Follow Up* is a weekly program from WDCQ-TV centered on substantive discussion of current policy, economic, social, political, environmental, legal, and technological issues. Veteran reporter Mike Redford and his guests provide relevant background information on the week’s topics while viewer comments and questions enhance the discussion.

**Soul Issue: The African American Perspective**

*Soul Issue: The African American Perspective* is aimed at illuminating issues affecting members of the African American community in the Great Lakes Bay Region. Hosted by Darold Newton, the program discusses topical issues, community leaders, interesting individuals, and highlights historical milestones, thus promoting positive African American role models, positive lifestyles and healthy relationships.

**Somos Hispanos**

This news magazine, hosted by Nina Espinoza, focuses on the Mid-Michigan Hispanic community. *Somos Hispanos* highlights the history, heritage, arts, culture, activities and struggles of the Hispanic community, the everyday issues they face and people in the community making a positive difference.

**Second Act: Life at 50+**

WDCQ-TV completed its eleventh season of *Second Act: Life at 50+* in 2020. This series examines a variety of “life stage” issues affecting those 50 years of age and over. Hosted by Ron Beacom, *Second Act* examines the broad spectrum of issues ranging from careers, recreation, civic engagement, health and financial concerns. The show has received awards and positive audience response as it features events and activities directly related to seniors in our community.

“WDCQ-TV is serving the needs of our community. It is my daily source of entertainment, knowledge, perspectives, history and documentaries - there is no other place to go for great programming.”

- Jan
  Freeland, MI

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**Delta College Public Media Local Programming**
Dateline Delta casts a spotlight on the activities of students and staff of Delta College. The College touches thousands of lives each year, and WDCQ-TV embraces the opportunity to communicate the educational efforts of Delta College through this unique program. The monthly news magazine highlights the educational opportunities, campus events and services to the community.

Martin Luther King, Jr. Scholarship
Delta College Public Media produced the annual (2020) Martin Luther King, Jr. Scholarship Recipients video. This video features 15 students from area high schools who are this year’s winners of the Martin Luther King, Jr. scholarships awarded by the Bay, Saginaw and Midland Community Foundations.

As part of receiving their scholarships, the students take part in the recording of a Martin Luther King, Jr. speech that is shown at the Regional Martin Luther King, Jr. dinner held at Saginaw Valley State University in January. This year’s speech was taken from a May 1960 article that appeared in “The Progressive” magazine entitled, “The Burning Truth in the South: the Importance of Youth in the Broader Civil Rights Struggle”.

Community Outreach

2020 Cruise-in Commencement
More than 200 graduates and hundreds of family members attended a first-time, somewhat unconventional event in mid-June to celebrate the Class of 2020, and Delta College Public Media was there to assist. The special celebration, Cruise-In Commencement, invited graduates to drive through campus in parade fashion to celebrate, take photos and pick up diploma covers, all while maintaining pandemic safety protocols.

In addition to being shown at the dinner, it is also broadcast on WDCQ-TV’s Soul Issue: The African American Perspective and on the Soul Issue blog.
Mid-Michigan Remembers

Mid-Michigan has a rich and vibrant history. WDCQ-TV and our local historical societies are developing an on-going chapter documentary series that will highlight the stories. Take a trip back in time to experience forgotten stories from our region’s past with WDCQ-TV’s documentary series, Mid-Michigan Remembers. Explore the people, places, and events that make up our shared history, including pioneering city leaders, bygone industries, storied buildings, and extraordinary entrepreneurs.

Episode 2
Premiered March 2020

Episode two features Wenona Beach Amusement Park, Saginaw Gears 1976-1977 championship season, and the war plane “Spirit of Universal/Jackie”.

PBS is invaluable to this community. Your programming is truly different and it offers different voices so people and children can be exposed to different viewpoints in an intelligent manner.

- Ann
Farwell, MI

Episode 3
(coming May 2021)

Episode three will feature community leader and entrepreneur Herbert H. Dow, the Goodrich Brother photographers, early telephone service in Michigan and the Easter day plane crash of 1958 at Tri-City Airport.
On Tuesday, May 19, 2020 the Edenville and Sanford dams were breached and the results were devastating. Wixom and Sanford Lakes drained away in a matter of hours. Thousands of lives were impacted in Edenville, Sanford, Midland, and Freeland by the resulting flood waters. Properties all along the Tittabawassee River system were severely damaged or destroyed. Delta College Public Media tells the stories of our viewers who were affected by the flooding, their reactions to the destruction, and how people in our community came together to clean up the damage from this disaster.

Agriculture in Mid-Michigan is a huge economic driver of global proportions. In this WDCQ-TV documentary - Agriculture 2.0 - Changes, Challenges and Trends, you will see how agriculture is evolving to meet the changing needs of the consumer and how farmers are developing new revenue streams to increase profitability. We profile people who work on the front line of the agriculture industry every day, and explore the impact it’s having in the Great Lakes Bay Region.

WDCQ-TV’s is currently working on its newest documentary about the history of Frankenmuth, Michigan; the number one tourist destination in Michigan. The program will focus on the settlement of Frankenmuth and where the first immigrants emigrated from, the creation of the tourism industry, businesses, and farming. It will look at the construction of Frankenmuth Holz Brucke (covered bridge) and Frankenmuth’s transformation into a tourist destination.

The programs provided by Delta College Public Media help to expand my horizons, my mind and my play-list! The stories, music, news, opinions and documentaries have an enlightening way of reminding us to look at our world in a different way.

- Wanda
Essexville, MI
Delta College Public Media
Community Outreach

WDCQ-TV’s commitment to our community goes beyond TV and radio broadcasts as shown by our dedication to partnering with area businesses and organizations to put on local events. Community members have a voice here and we listen and respond with an array of opportunities to educate, entertain, inform and inspire.

Bob Ross Painting Workshops
(October 12, 2019 and February 22, 2020)

With aprons on and paint brushes in hand, a group of community members gathered in the Delta College Public Media studio to learn how to paint like the legendary Bob Ross. The workshop was led by certified Bob Ross instructors, and it included lunch and a tour of Delta College Public Media studios. Participants learned how to paint one of Ross’ famous landscape scenes using oil painting methods that included Bob Ross favorites, friendly little trees and fluffy clouds.

Daniel Tiger at the Mid-Michigan Children’s Museum
(December 30, 2019)

Delta College Public Media partnered with the Mid-Michigan’s Children’s Museum for their New Year’s Eve event. Families enjoyed games, face painting and a countdown every hour on the hour with Daniel Tiger.

Census 2020

We started a new decade in 2020, which meant it was time to participate in the U.S. Census. Delta College and its Public Media stations made a commitment to help raise awareness about the importance of taking the census. The college’s public TV and radio stations were on the air during the pandemic shut-down, so we were able to share important census messages.
Delta College Public Media is committed to helping kids build the skills they need to succeed in school and in life. PBS KIDS, the number one educational media brand for kids, offers children ages 2-8 the opportunity to explore new ideas and new worlds through television, digital media and community-based programs. PBS KIDS extends student learning beyond the classroom with STEM concepts through programs and games tailored towards children's learning progress.

**New PBS Kids Programming**

**Xavier Riddle:** This program is inspired by the best-selling kids book series, “Ordinary People Change the World”, by New York Times bestselling author Brad Meltzer and illustrator Christopher Eliopoulos. Xavier Riddle and the Secret Museum follows the adventures of Xavier, Yadina and Brad as they tackle everyday problems by doing something extraordinary: traveling back in time to learn from real-life inspirational figures like Marie Curie, Harriet Tubman and Jackie Robinson when they were kids. Each adventure will help young viewers make the connection between the skills that made these historical figures heroes and those same qualities within themselves, helping them discover that they, too, can change the world.

**Molly of Denali:** Molly of Denali! follows the adventures of Molly, a feisty and resourceful Alaska Native girl, as she helps her parents run the Denali Trading Post in their Alaskan village. Viewers are introduced to the rich history and modern-day experience of family life in the heart of the Alaskan tundra through the eyes of Molly, her parents, and her friends. Designed to help kids develop skills around informational text such as using a map and following an instruction manual, this is the first nationally distributed children's series in the U.S. to feature an Alaska Native lead character.

**New Clifford the Big Red Dog:** PBS launches revamped version of Clifford the Big Red Dog! Join Emily Elizabeth and her big red dog, Clifford, as they explore their island home and go on big new adventures! With a fun and furry new cast of characters and brand-new original songs, Clifford's world, and heart, just keep on growing!

**Hero Elementary:** If you’re a kid with superpowers, you belong at Hero Elementary! It’s where young heroes in training can learn how to master their less-than-perfected powers and practice day-saving action. But when their superpowers aren’t enough for the job, they can always rely on an additional arsenal of powers: The Superpowers of Science! These kids may be superhuman, but it’s science that makes humans truly super.
Arthur’s Big App: School’s out at Lakewood Elementary School and that means it’s time for an after school adventure! Join Arthur, Buster, Francine, and Muffy in a series of mini-games set all around Elwood City! Children ages 6 to 8 can tap and swipe their way through multi-level games that encourage positive social skills. Focusing on pro-social values and friendship, each game allows kids to explore the Arthur world plus collaborate and compete with their favorite Arthur characters. As levels are completed, kids accumulate points to unlock characters from throughout the history of the series populating all the Elwood City interactive character scenes.

Peg + Cat Big Gig: Children ages 3 to 6 play simple melodies from Peg + Cat, practice preschool math skills including identifying numbers, counting up and down by ones and twos, adding ones, and extending patterns. After you play a song, you’re treated to a show – characters rocking out just for you! This app inspires children to see math and problem solving as exciting, accessible, and fun.

Cookie Monster Challenge: Cookie Monster’s Challenge is based on the hit series Sesame Street. Cookie Monster’s Challenge offers a series of brain-building games designed to challenge and engage children ages 3 to 5 by practicing self-control, focus, memory, following directions and problem solving – skills that are essential for school readiness.

“ I really like the variety of programming Delta College Public Media has. I feel like I learn something new every day! Keep up the good work.  
- Nancy  
St. Clair, MI
Creating Local Impact

WDCQ-TV researched, produced and aired stories about the people, history and culture of our viewing area.

Our local documentaries bring to life the history, development and accomplishments of our community, reconnecting us to our past.

Both WDCQ-TV and WUCX-90.1 FM act as the glue that binds the mission and vision of our region's libraries, museums and performing arts centers together through our local productions, interviews, documentaries and performance programming.

Both our PBS and NPR stations are trusted sources of:
- Local, state, national and world news coverage.
- Cultural programming, featuring local artists and events.
- Four channels of 24 hours/seven days a week broadcasting services.

We produce and transmit more locally produced programming for and about the diverse citizens living in our broadcast community than any other public station in the state.

WDCQ-TV and WUCX-90.1 FM reaches over 1.4 million people a year. We were the first TV station in the state of Michigan to offer digital programming.

As Delta College's Public Media moves into its 57th year of quality broadcasting, we stay committed to locally produced community service programs that address the issues and opportunities facing our region.

WDCQ-TV and WUCX-90.1 FM are committed to producing local programs as part of our educational mission to help provide understanding and perspective about our community.

We offer a rich, diverse service as a window for viewers and listeners to connect to the world around them.

Making a Positive Difference

The Great Lakes Bay Region is composed of area Chambers of Commerce, businesses and industry leaders who have partnered with Delta College, WDCQ-TV and WUCX-90.1 FM. Delta College Public Media is a regional cornerstone, serving as a communicator to provide unrivaled access for discussion of regional issues for our economically challenged state.

Serving a region composed of multiple industries including manufacturing, technology, health, farming, shipping, construction, travel, transportation and education, WDCQ-TV's four-channel digital service is well positioned to play a key role in the economic revival of our region.

Delta College Public Media has used its broadcast resources, leveraged by community dollars, to educate, inform and entertain its audience. Our community believing in WDCQ-TV and WUCX-90.1 FM is what makes a positive difference.
WDCQ-TV Programs of Interest to the Community

WDCQ-TV provides its viewers with programming that addresses their present and future concerns about health, environment, education, local and state government, arts, culture and quality of life. WDCQ-TV has a rich history and tradition of being attentive to our viewers’ needs.

PBS NewsHour Political Specials

PBS NewsHour is a valuable resource. It provides viewers with the most trusted news and information and fact-based reporting.

- PBS NewsHour & Politico Democratic Debate.
- Live House Impeachment Hearing of Donald J. Trump.
- Live Senate Impeachment Trial of Donald J. Trump.
- Coverage of the 2020 Iowa caucuses.
- Coverage of the 2020 New Hampshire primary.
- Coverage of Super Tuesday 2020.

PBS NewsHour: Confronting Coronavirus Special Coverage

This special focuses on health precautions for individuals and the public-at-large as well as the pandemic’s economic impact in both the United States and globally. Anchored by NewsHour’s managing editor Judy Woodruff, it includes interviews with officials; reporting from NewsHour’s bench of special correspondents throughout the world; and a virtual town hall with curated questions from people across America, moderated by NewsHour correspondents Amna Nawaz and William Brangham.

Off The Record Presents: Evening with the Governor

Michigan Gov. Gretchen Whitmer discusses her first year in office. It’s a rare opportunity in a relaxed format to discuss her first year in office with Off the Record anchor Tim Skubick. They are later joined by Michigan First Gentleman Dr. Marc Mallory.

Coronavirus in Michigan

Governor Gretchen Whitmer discusses how the coronavirus is effecting the state and gives updates on Michigan’s response to the coronavirus pandemic through Town Hall meetings and weekly news conferences.

A Change of Practice: Leadership In Medicine For the Underserved

This documentary film follows third and fourth year Leadership in Medicine for the Underserved (LMU) students as they complete their medical degree from MSU in Flint. During this time, they are embedded in organizations and schools in this city, practicing new ways to navigate the complexities of underserved communities, as well as the health impacts of the water crisis.
Linking Land and Lakes: Protecting The Great Lakes

Coastal Wetlands: Linking Land and Lakes focuses on the extensive research being done, the data base that has been created and how the information is being used to protect and restore the coastal wetlands of the Great Lakes.

America’s Ancient Industry: Michigan’s Role In Copper Mining

The first mineral boom in the United States occurred in 1843 when people from all over the continent began to chase the copper of Michigan’s upper peninsula. Michigan has produced over 14 billion pounds of copper since mining began in 1844. The copper mined in Michigan helped fuel the industrial revolution that occurred in the US, because copper products were needed by the growing nation.

Hope College Christmas Vespers

Hope College Christmas Vespers is a holiday tradition for many families from West Michigan and around the country. This program, produced by WGVU Public Media, is a celebration of the true spirit of Christmas and features some of the most beautiful choral and instrumental music of the season. Over 250 student musicians participate in Christmas Vespers in ensembles that include the Hope College Orchestra, Chapel Choir and College Chorus. A tradition at Hope College since 1941, Christmas Vespers is the perfect way to ring in your holiday season.

Roger B. Chaffee: Aviator Ad Astra

Roger B. Chaffee was the Apollo astronaut you’ve never met. His life story covers the Cuban missile crisis along with the Gemini and Apollo space programs. His wife Martha, daughter Sheryl, nephew David, plus astronauts Mike Collins and Jack Lousma are interviewed in the film. The voice of Gus Grissom, and two of his Navy flying buddies are part of the story too.

Symphony In D

In Symphony in D, Pulitzer Prize-nominated composer Tod Machover, a professor of music and media at MIT, and his group Opera of the Future are commissioned by the Detroit Symphony Orchestra to crowdsource a symphony from Detroit citizens. Tod Machover works with citizen submissions to compose a piece that encompasses the city’s character, its concerns, and its questions about the future.
Weekly Local Programs on WUCX-90.1 FM

Beyond Broadway (Fridays at 2pm)
Join Delta Broadcasting program manager Joe Yezak and theatre veteran Emily Anderson as they take you on a musical excursion of some of the best musical numbers from the past fifty years. Plus, we'll have exclusive interviews with members of our own local theatre community as well as a few who have gone on to see their name in lights.

The Audition Room with Rod Bieber (Wednesdays at 2pm)
The Audition Room features mostly brand new releases in a variety of musical styles. The program offers a menu of classical, jazz, world, folk, ethnic, the occasional "moldy-oldie" as well as random off-the-wall selections.

Backstage Explorer with Rod Bieber (Thursdays at 2pm)
Backstage Explorer is an interview and music program that highlights local and regional arts and humanities groups. The program features performing arts as well as a variety of cultural groups in the region.

Mid-Michigan Sound Operative (Saturdays at Noon)
A weekly radio program hosted by Cameron Dutcher, featuring music and artists from Michigan's Great Lakes Bay Region.

La Caliente 90.1 with Mike Mendoza (Saturdays at 1pm)
Local host Mike Mendoza, a.k.a. "El Gueroman," hosts La Calienté. The two hour program consists mostly of Tejano music from new artists and old favorites.

El Sol Latino with Amy Guzman (Saturdays at 3pm)
Local host Amy Guzman showcases an hour of Latin pop and dance music.

PC Jazz Hour with Pat Cronley (Mondays at 2pm)
Join local jazz musician Pat Cronley as he highlights some of the best jazz music in America. This weekly show features classic jazz recordings from the masters of yesterday and today as well as releases from up and coming local jazz artists.
Delta College Public Radio Local Program Segments, Airing During Morning Edition

**Backyard Astronomer (Mondays)**

Planetarium/Learning Center Manager Mike Murray from the Delta College Planetarium takes a look at what’s up in the night sky. Things are happening all the time in the backyard universe, and many of them don’t require a telescope to see and enjoy.

**A Moment in Time (Tuesdays)**

Faculty from the Delta College History Department share key moments in time that help us understand who we have been and who we are today.

**Lifelines with John Augustine (Wednesdays)**

*Lifelines*, hosted by Delta College Professor Emeritus John Augustine, is a book-review program of biographies and autobiographies of noteworthy people, some you’ve heard of and others less known but equally remarkable.

**Volunteer Voice (Wednesdays)**

*The Volunteer Voice* features information on individual volunteer opportunities with non-profit organizations in the Great Lakes Bay Region. This program is a cooperative production of 90.1 FM and the United Way offices of Bay, Saginaw, and Midland counties.

**Our Universe (Thursdays)**

Returning September 2021

Do you have questions about space, time and the nature of the universe? Astronomy and physics can help answer your questions while diving into some amazing topics. Hosted by Delta College Associate Professor of Physics Aurelian Balan.

**Movie House (Fridays)**

*Movie House* is a weekly feature about new films, old favorites, the movie industry, and the movie-going experience. In each episode, Delta College Associate Professor of English Mark Brown gives insight into the art, craft, and business of the movies.

**Environment Report with Mr. Great Lakes (Fridays)**

Local host Jeff Kart informs the listening community on the environmental issues that affect Michigan and especially the Great Lakes Bay Region.

### Connection with Academics and Delta Students

**Electronic Media**

Delta College will be renovating its Electronic Media academic production facility, to allow students access the needed technology and prepare for the workplace. The renovated classroom and student space will educate students in broadcasting, electronic media and journalism. These changes will further combine the academic area with the two public broadcasting stations.

The academic programs deliver the highest caliber of college education and career training. The Associate of Applied Arts programs provide pathways to marketable jobs and ensures job placement in the Great Lakes Bay Region and beyond.

**Student Reports (weekly)**

Throughout the year, Delta College students report on stories that affect our listening community. Students research, write and interview community members on important issues.
WDCQ-TV is a non-commercial public television station, owned and operated by Delta College. The station’s city of license is Bad Axe, Michigan and it broadcasts from a tower located in Gilford Township.

WUCX-90.1 FM is operated as a public service by Central Michigan University and Delta College. The station’s city of license is Bay City, Michigan and it broadcasts from a tower located in Quanicassee, Michigan.