

Grantee Information

ID	1453
Grantee Name	WNMU-FM
City	Marquette
State	MI
Licensee Type	University

6.1 Telling Public Radio's Story

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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 occurred in Fiscal Year 2020. 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 previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2020 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.

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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.

Quarterly issues ascertainment, done in conjunction with WNMU-TV helps to identify weekly topics for review in the co-production of "Media Meet", a news and public affairs interview program that airs on both stations. This program provides a format for more in-depth exploration of issues regularly covered on the local spot news, and features reports, within our newscasts and daily news magazine programs. During FY20 WNMU-FM included multicultural programming in our schedule whenever offered. We included programs related to Chanukah, Passover, Black History Month, Women's History Month, Hispanic Heritage Month, National Poetry Month, Veteran's Day, and Native American History Month. National Native News can be heard Monday – Friday during All Things Considered and Anishinaabr Radio News on a weekly basis. WNMU also airs Putumayo World Music, The Brazilian Hour, Thistle and Shamrock, Fiesta! and Concierto! and regularly features world music in national languages as part of our locally produced Classiclectic and Weekday programs. As a locally-operated station, in addition to airing nationally produced public radio offerings, we also have the ability to serve the unique needs of our rural audience, including showcasing regional talent with local productions like In the Pines featuring folk and traditional music recorded at the annual Hiawatha Traditional Music Festival now in its 42nd year as well as the Porcupine Mountain Music Festival. Our afternoon Weekday program regularly features emerging artists traveling across the country and around the world as well as local talent. WNMU-FM has had musicians from several different countries featured on-air playing and talking with host Hans Alhstrom during his Weekday program. Learning Through the Seasons by Grandparents Teach Too, a program for grandparents, parents and other caregivers of young children providing informative fun activities for a lifetime of learning. This program is produced in partnership with Grandparents Teach Too a nonprofit organization founded by early elementary teachers, reading specialists, and early education childhood specialists who also co-authored the book from which the programs are based. Highlights from the Marquette Area Blues Festival, recorded by WNMU over the Labor Day Weekend festival, now in its 17th year and Peninsula Performances, which features classical music offerings from the Marquette Symphony Orchestra, Keweenaw Symphony Orchestra, Marquette Choral Society, Pine Mountain Music Festival, Marquette Community concerts, and Northern Michigan University Performing Arts series. This series has aired on WNMU for more than 15 years. During F20 we added the Classiclectic Connection podcast to our lineup which aims to amplify local classical music performances, arts and culture info, new releases and more from across our listening region. The Poet's Nook and Michigan History Moments were also added to our schedule during F20. Our listeners also have the opportunity to participate in the programming during the year by recording a story for our Holiday Readings and Remembrances program featuring listener's holiday memories that airs throughout December. We also invite people to read and record their original poetry works featured during National Poetry Month in April. This November, for the 9th year, WNMU-FM also produced and aired a special Veterans' Reflections program featuring local vets telling stories about life in the military during both war time and peace time.

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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.

The last 4 months of FY20, March-June, were spent dealing with the worldwide COVID19 pandemic. With schools closing across the area and shelter in place, gathering restrictions, social distancing, sanitizing and mask wearing mandates changing on a daily basis, WNMU had to be flexible in accommodating staff to work from home as well as keep our signal on the air with necessary information going out to listeners 24/7. Hardware and software purchases were made to help with remote program production and on-air automation as well as staff meetings. Sanitizing protocol, occupancy limitations and PPE such as sanitizing wipes, face masks, and plexiglass shields were provided. WNMU also partnered with the local NBC/ FOX affiliate in town to produce town hall presentations with Michigan's Governor Whitmer as well as UP health authorities to keep listeners informed during the COVID pandemic. WNMU continues to record and air monthly interviews with reps from major arts orgs across our listening area highlighting their upcoming virtual events, including the Calumet Theatre, Bonifas Art Museum, Historic Vista Theatre, NMU Theatre and Music depts., etc The interviews are also uploaded to WNMUFM.org. FY2020 was the 3rd year that WNMU participated in the national Giving Tuesday campaign. We used email, social media and on-air messages to promote giving to support listeners' favorite charitable organizations including WNMU. WNMU also asked donors to nominate another favorite non-profit in their town for a chance to win a Day Sponsor underwriting package on WNMU. For every \$1,000 raised on Giving Tuesday, a Day Sponsor package was awarded to a non-profit picked at random from the nominated organizations. WNMU raised \$2,900 on Giving Tuesday and awarded Day Sponsor packages to the Peter White Public Library and Lake Superior Watershed Conservancy in Marquette, Michigan and the Michigan Nature Association in Hancock, Michigan for them to use to promote their activities. WNMU-FM has partnered with the Northern Michigan University Native American Studies department since 2016 to produce Anishinaabe Radio News hosted by NMU professor April Lindala. Each 2-minute program, which airs weekly during Morning Edition and All Things Considered, explores Native American history and culture and keeps listeners up to date on Indigenous events at NMU and across the Great Lakes Region. Pieces are also posted online as weekly podcasts. WNMU TV & FM continue to partner with community school districts across our listening area to provide hands-on learning opportunities in a variety of areas through station internships for high school and NMU students. We also work with elementary and secondary schools in the Marquette area each year to assist with career awareness activities for students. WNMU arranges student tours and provides question and answer sessions with station staff as well as a variety of different departments on campus to give students an overview in a variety of different career paths. We continue to work closely with the Upper Peninsula Children's Museum on the "8-18 Media" program, 3-minute news features on current topics and events written and produced for an adult audience from the perspective of a young person. All these activities were put on hold due to the COVID pandemic. WNMU continues to produce Learning Through the Seasons, now in its 7th year of production, a program for grandparents, parents and other caregivers of young children providing informative fun activities for a lifetime of learning. This program is produced in partnership with Grandparents Teach Too a nonprofit organization founded by early elementary teachers, reading specialists, and early education childhood specialists who co-authored the book from which the programs are based. Learning Through the Seasons airs weekly during All Things Considered and Weekend Edition as well as an online podcast. This program is produced in several languages and available around the world with 6 years of archives at WNMUFM.org Station staff work closely with Northern Michigan University professors to provide real-life in-class writing and program production opportunities as well as on-the-job training for on-air board operators, student news reporters, field recordings for news and music, traffic and operations, copy writing, web content and design, data-base management, volunteer recruitment, training and scheduling, and fundraising for public media. WNMU has the capability of broadcasting live performances from various campus locations and we regularly partner with the Communications and Performing Arts department at NMU to provide this live production experience to students. WNMU-FM partners with the NMU Music department to record and present local music performances on Peninsula Performances, hosted by music director Kurt Hauswirth. These activities were also put on hold in March due to the COVID pandemic. Station Manager Evelyn Massaro has been staff adviser to the students who operate WUPX-FM, the NMU student radio station since Dec 2017. She provides guidance related to FCC compliance, internet streaming, budgeting, and overall station management. WNMU-FM has been partnering with the Michigan Public Radio Network of stations to pay for two full-time reporters that cover the news from the State Capitol in Lansing, Michigan. WNMU pays approx \$12,000 a year for these services instead of employing a full time reporter on its own, which would be substantially more expensive. In addition to daily news stories MPRN also produces live listener call-in programs with state representatives and other elected officials. They also provide live coverage of the annual State of the State address. In November 2019, WNMU-FM produced and aired the 8th Veterans' Reflections program featuring local vets telling their stories about life in the military during both war time and peace time. We had originally planned on making this a one-time special but we have had such a tremendous response from both listeners and Veterans that we will most likely make this program an annual event. WNMU has hosted 8 guided tours, partnering with Collette Tours and Holiday Travel Vacations in Marquette, Michigan. The guided tours both domestic and abroad are a way to generate additional income and further bond with our listeners. Some of the locations listeners have traveled with Public Radio 90 staff to include Scotland, Ireland, Italy, Prague, Vienna, and Budapest. We now have nearly 40 members who have gone with us on at least two different tours. Changes in group travel via Upper Peninsula airports have now made it more challenging to offer these tours to our listeners. The COVID pandemic shut down international travel during FY20 preventing WNMU from even planning a tour and continues to be restricted. These trips help us develop personal relationships with our listeners as well as providing an additional source of revenue. WNMU has partnered with the Hiawatha Music Co-op since 1982 and Marquette Area Blues Society since 2003 to bring annual traditional music festivals and Blues festivals to the Marquette area. WNMU also records at these festivals to produce In the Pines and Highlights from the Marquette Area Blues Fest for listeners to enjoy WNMU strives to bring listeners as much local content as possible and partners with the Calumet Theatre in Calumet Michigan to bring listeners The Red Jacket Jamboree , recorded live at the theatre in the old time radio A Prairie Home Companion UP style.

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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.

The impact of our WNMU activities can be seen with closer connections to the communities we serve. WNMU-FM encourages local community organizations, scouts, schools, senior and student programs etc, to tour the station and meet the staff. WNMU TV & FM continue to partner with community school districts across our listening area to provide hands-on learning opportunities through station internships for high school students in a variety of areas. WNMU-FM and TV also partner with elementary and secondary schools in the Marquette area each year to assist with career awareness activities for students. WNMU arranges student tours and provides question and answer sessions with station staff as well as a variety of different departments on campus to give students an overview in a variety of different career paths. WNMU provides tour information via our web site and on-air and in our online monthly program guide. Regional music festivals like the Hiawatha Traditional Music Festival, The Pine Mountain Music Festival, and the Marquette Area Blues Festival provide WNMU-FM with an opportunity to participate in community events and provide our listeners with unique programming. Our partnerships with these organizations allow us to record at the festivals for later broadcast on WNMU-FM.. Attendance at these regional festivals continues to grow each year. WNMU-FM

continues to partner with the Northern Michigan University Native American Studies dept to produce Anishinaabe Radio News, now in its 5th year of production, hosted by April Lindala. Each 2-minute program which airs weekly during Morning Edition and All Things Considered, explores Native American history and culture and keeps listeners up to date on Indigenous events at NMU and across the Great Lakes Region. Pieces are also posted online for download. WNMU recently completed construction of a new production studio with plans to launch University Beat, which will be a student-centered production, giving them hands-on experience of a radio production from start to finish. The program will feature items of interest at Northern Michigan University. We have been in the testing phases of this program for the past few years requiring NMU students to produce a University Beat program as a requirement of their internship. The collection of student produced pieces can be heard at <https://www.wnmufm.org/programs/university-beat> WNMU-FM's Learning Through the Seasons program in partnership with Grandparents Teach Too is now being used in several states across the country as well as a few foreign countries. It has been particularly popular with incarcerated individuals in helping them to learn how to be more passionate caregivers. The companion book has been republished in 6 different languages. In FY20 we added the Classiclectic Connection podcast to our lineup which aims to amplify local classical music performances, arts and culture info, new releases and more. In Jan 2021, WNMU is producing a new local program highlighting new music and up and coming regional musicians on The Shuffle with Kurt Hauswirth.

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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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

In addition to interviews with artists, musicians and authors appearing across the region, local news interviews & University Beat programs WNMU also offers online downloads of "Media Meet" our local public affairs program, and "8-18 Media" produced by students at the Upper Peninsula Children's Museum and special programming for on-demand listening such as our locally produced Holiday Readings and Remembrances, Poetry Month Readings, and local news and arts interviews. WNMU-FM continues to expand the variety of web content provided to users of our station website. WNMU continues to produce Learning Through the Seasons, now in its 7th year of production, a program for grandparents, parents and other caregivers of young children providing informative fun activities for a lifetime of learning. This program is produced in partnership with Grandparents Teach Too a nonprofit organization founded by early elementary teachers, reading specialists, and early education childhood specialists, who co-authored the book from which the programs are based. Learning Through the Seasons airs weekly during All Things Considered and Weekend Edition as well as an online podcast. This program is produced in several languages and available around the world with 6 years of archives at WNMUFM.org WNMU has partnered with Northern Michigan University Native American Studies department on campus since 2016 to produce Anishinaabe Radio News hosted by April Lindala. Each 2-minute module which airs weekly during Morning Edition and All Things Considered explores Native American history and culture and keeps listeners up to date on Indigenous events at NMU and across the Great Lakes Region. Pieces are also posted online as weekly podcasts. Community involvement is key to our survival here at WNMU-FM. Rather than attempt to host large community events with our small staff of six, we're able to better maximize financial and people resources by partnering with local organizations to provide promotional support and volunteer involvement at their events. Each individual staff member is also personally involved with one or more community organizations, which serves to further connect WNMU to our listening communities. Public Radio 90 continues to partner with a local brew pub/entertainment venue (The Ore Dock), to host station events to help increase station exposure. We held our first Jitterbug Jive Swing Dance in March 2018, A Speak Easy jazz club event in September, and a Halloween Bash in October. We hired live bands for the Swing Dance and the Halloween Bash and invited a dance instructor from a local dance studio to teach dance steps to people attending the events. Based on crowd turnout we have continued to host the Jitterbug Jive each year. The Ore Dock has been so pleased with the turnout at our events, that they now pay the cost of the band instead of WNMU and provide the space at no charge for our events. Unfortunately the COVID19 pandemic has canceled all events across the region since March 2020, but we are looking forward to when we can host them again. WNMU-FM continues to work on expanding our social media audience engagement through our station Instagram and Facebook accounts. During FY20, Facebook followers to WNMU increased 35% while Instagram followers doubled over FY19. According to NPR Digital analytics, WNMUs online engagement traditionally spikes with the posting of interviews and new editions of our local programs as well as during Dec and April when we feature community stories and poems. However, FY20 was an anomaly due to the worldwide COVID19 pandemic. Online engagement spiked more than 200% during the early months of the COVID19 virus shutdowns and quarantines when people were eager to get as much information as possible and all the news stories on NPR and other sources were about the virus. Facebook Live posts have become a vital tool in our on-air fundraising arsenal during the pandemic, as pledge drives became virtual and volunteers and guests were banned from campus to keep people safe. Like many stations across the country, WNMU-FM saw an increase in listener support once the COVID19 virus started spreading across the country and around the globe and so many listeners tuned to their local stations for information. In FY 2020, for the first time in several years, WNMU experienced growth in the number of listeners donating with a significant 7% increase during FY20. The average annual gift of WNMU donors also increased from \$185 in FY19 to \$190 in FY20. Overall revenue for FY20 dropped 4% (\$394,963 to \$378,252), due primarily to the significant drop in underwriting revenue resulting from the shutdown of businesses due to the COVID19 virus.. While WNMU saw a 4% increase in membership revenue (\$322,957 to \$334,861), that was offset by a 17% decrease in vehicle donation revenue (\$10,286 to \$8,541), and a 40% drop in underwriting revenue (\$72,006 to \$43,391) from FY19. WNMU-FM continues to work on new strategies to secure the future funding needs of the station as older traditional methods such as on-air drives, matching gifts and telemarketing continue to decline. After several years of substantial year over year growth, WNMU saw its first dip in the number of listeners using sustaining membership in FY19, (630-to 567) though the revenue remained steady. In FY20 we saw a 10% rebound in sustaining membership (567 to 622) and the average annual gift increased from \$253 to \$263 over FY19. WNMU-FM has 39% of our contributors using sustaining membership and account for 41% of total membership revenue. Our donor management system, Allegiance, also recently rolled out new fundraising platform tools including peer to peer, text to give, and event fundraising as well as new online giving templates to help stations provide separate pages for Sustainers and single payment givers. We are hoping to be able to upgrade the station's fundraising infrastructure utilizing these tools during FY21. In January 2020 WNMU, in conjunction with the NMU Foundation secured the services of Graham-Pelton a fundraising consulting firm to do a wealth screening of our donors to help identify those with the capacity to give a major gift. We reviewed the results of that screening in Spring 2020 which resulted in substantial potential revenue for WNMU-FM. The station will be working with the NMU Foundation for support in securing this potential major gift revenue. As a result of the recent NPR Station Compact project, WNMU-FM expected our fees for NPR programs and services to increase by 91% to be phased in by 10% increments beginning in FY2021. However, the COVID pandemic has pushed this increase off to FY22. While this is some relief, it will still add additional stress to an already tight budget. WNMU has hosted our 8 guided tours, partnering with Collette Tours and Holiday Travel Vacations in Marquette, Michigan. The guided tours both domestic and abroad are a way to generate additional income and further bond with our listeners. Some of the locations listeners have traveled with Public Radio 90 staff to, include Scotland, Ireland, Italy, Prague, Vienna, and Budapest. We now have nearly 40 members who have gone with us on at least two different tours. Changes in group travel via Upper Peninsula airports have

now made it more challenging to offer these tours to our listeners. The COVID pandemic shut down international travel during FY20 preventing WNMU from even planning a tour and continues to be restricted. WNMU participated for the first time in the national Giving Tuesday campaign during FY18. We used email, social media and on-air messages to promote giving to listeners favorite charitable organizations including WNMU. In FY18 WNMU raised \$1,680 from 8 donor contributions. In FY19 we doubled our efforts promoting two days in advance and doubling the number of emails and social media posts. The results were 27 contributions for a total of \$2,875. In FY2020 WNMU as

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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?

The funding WNMU-FM receives from the Corporation for Public Broadcasting not only helps us serve our broadcast communities, it enables it. CPB funding of WNMU-FM through the annual community service grant decreased 16% between 2004-2009, another 6% between 2009-2014 and an additional 7% between 2015-2020.. In addition to reductions in our CPB community service grant, the anticipated fee increase for the NPR Station Compact project, is projected to be 91% for WNMU-FM for NPR programs and services, making our CPB grant funding even more vital. While WNMU-FM is always striving to become as financially independent of state and federal funding as possible, if our CPB funding is reduced any further our ability to offer any local service, let alone maintain the current level of programming service, will be seriously affected. As a small market station (175), our small population base has traditionally limited our ability to generate funds. This is slowly changing with the evolution of internet program streaming and podcasting. WNMU has struggled with poor on-air reception in Marquette, our main city of license, since losing our 102.3 translator frequency in 2000. Streaming has enabled us to work around this obstacle and provide listeners with access to station programming no matter where they're located. Prior to FY04, WNMU-FM received nearly 60% of its annual operational budget from its licensee Northern Michigan University. Because of drastic decreases in state funding support to Michigan colleges and universities, NMU was forced to make cuts across the board including WNMU-FM. University support now accounts for only about 28% of the operational budget each year. Since FY04, CPB grants, listener contributions and underwriting support have been the primary sources of revenue for WNMU-FM. As costs continue to rise, CPB funding is even more crucial in keeping WNMU-FM on the air and enabling us to continue serving the unique needs of our rural audience.

Comments

Question

Comment

No Comments for this section