



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



WCMU Public Media is one of Central Michigan University's principal public service commitments, WCMU Public Media has provided television and radio programming and other outreach activities for more than 50 years to residents in central and northern Michigan areas and portions of Ontario. Our mission is to educate, inform, entertain and engage our communities. 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.



LOCAL VALUE

WCMU Public Television, with four full-power digital transmitters, reaches a potential audience of more than 2 million people in 42 counties in Michigan with programs and services that engage, entertain, and enlighten. Combining our high-definition studio production facilities with our talented staff that travels to communities to tell stories, WCMU Public Television locally produces series content that informs viewers on issues of importance and programs that showcase the communities we serve.

WCMU Public Radio reaches a potential audience of nearly 3 million listeners in 46 Michigan counties through a network of eight transmitters, bringing the world to central and northern Michigan. Four of the transmitter locations provide two HD transmissions broadcasting from Mount Pleasant, Alpena, Bay City and Harbor Springs. HD-1 provides a mix of locally produced and network music, news and talk programs and is also broadcast from Traverse City, Oscoda, Standish and Sault Ste. Marie. HD-2 offers an all "News & Talk" schedule, including local news content. Both transmissions are available to stream through our website, mobile app, and various smart speakers. Many of the communities reached are rural, with limited access to local and national news, classical, jazz and traditional music genres, and other arts related content.



LOCAL VALUE

WCMU Public Television

Produced and aired several program series focused on educating and informing the viewing public. These included: Destination Michigan, Quiz Central, Ask the Specialists, and Capitol Report.

- **Destination Michigan** airs every Thursday night at 9 p.m. and every Saturday morning at 11 a.m. The regional Emmy Award-winning show highlights the people and places that make Michigan a special place to live.
- **Quiz Central**, an entertaining and educational academic quiz show, tapes 15 episodes between early September and early December with episodes airing January through June.
- **Ask the Specialists**, a live call-in series, features experts from a variety of fields in a question and answer format.
- **Capitol Report** provides our viewers the opportunity to hear directly from the State representatives. The series airs February through April.
- Additionally, WCMU Public Television broadcasts multiple interstitial series (shorts). Points of Pride highlights the important events occurring on campus and Window to the Arts highlights a myriad of creative endeavors.

WCMU and The Michigan Learning Channel

WCMU partnered with the Michigan Learning Channel for a virtual field trip project designed to highlight education opportunities in the WCMU coverage area. WCMU was eager to engage with the Saginaw Chippewa Indian Tribe as a partner on this project with the Ziibiwing Center being a wonderful resource for education opportunities.

The teachings have been traditionally passed down through generations orally through stories, ceremonies, and other everyday situations and experiences. The seven teachings focus on humility, bravery, honesty, wisdom, truth, respect, and love. These concepts are visualized through respect of all living things and are represented in animal form by the wolf, bear, raven, beaver, turtle, buffalo, and eagle.

Joseph V. Sowmick, Public Relations Manager for the Saginaw Chippewa Indian Tribe, described how each of the teachings has a connection with the animal and provided an example of how the teachings might be showcased in everyday life.

From a content perspective, distribution included the full-length explanation of the teachings and a shortened version designed to give viewers an introduction to the topic while offering the full-length version highlighting the Ziibiwing Center as avenues to engage the topic in a more in-depth way.



2022 KEY SERVICES





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WCMU Public Radio

The news department produced over a thousand unique reports in 2022. A large share of the reports focused on health as the state and wider world continued to grapple with the COVID-19 Pandemic, which rippled through the Economy and impacted Education, perennial topics of concern to our audience. A considerable amount of time was also spent on the Environment, through coverage of PFAs Contamination and the battle over a proposed tunnel to house the Line 5 Pipeline under the Straits of Mackinac.

The COVID-19 Pandemic still dominated our reporting through much of fiscal year 2022. We covered efforts to vaccinate the public from new variants, and difficulties faced by our schools, teachers, and students. Public health and the safety of our own staff and students remained at the forefront of our planning.

By late spring 2022 we began to see COVID-related isolation efforts ease and our staff marveled at seeing each other in person once again. Partners from the Arts community began to host live events and WCMU was there to get the word out that we were indeed able to gather once again.

The thirst for news and information continued in 2022 fueled by the pandemic and political discord throughout the nation and at home. Special coverage included the kidnapping plot of Gretchen Whitmer as those arrested faced trial, and by the end of the fiscal year NPR provided special coverage regarding the January 6th Insurrection hearings.

WCMU Public Radio broadcasted over 2800 hours of locally produced music programs in fiscal year 2022. Our local hosts share their passion and insights on a broad range of musical styles including classical, jazz, blues, and folk, while also featuring many fine Michigan-based artists and ensembles. Our hosts welcomed dancers, poets and the like to share their stories about their work and upcoming performances.

WCMU also continues a tradition of hiring students from Central Michigan University. WCMU's student staff included seven board operators and jazz hosts that maintain our quality programming through the weekend and during the week in the evening and late-night hours. WCMU Public Radio's efforts continue to be spurred on by and made possible through the support of CPB funding, Central Michigan University, its underwriters, and generous listeners.



WCMU Public Radio maintains relationships with many 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 Great Lakes Center for the Arts, Midland Symphony Orchestra, Art Reach of Mid-Michigan, Wharton Center, and Saginaw Bay Symphony Orchestra.

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.

2022 KEY SERVICES

Student Employment

In WCMU's television operation, CMU students are employed to run camera, audio, Chyron, and After Effects graphics. In addition, they assist with setting up and striking 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 promotions.



Under the supervision of the radio staff, CMU students learn to identify news stories, conduct interviews in person and via phone, write and produce news stories for local on-air and digital use and how to pitch stories for national consideration. Student journalist interns also benefit from learning to write for print with the local newspapers they are positioned with. Our partnerships were maintained heading into summer 2022 with six community newspapers: The Traverse City Record Eagle, Midland Daily News, Cadillac News, Greenville Daily News, Big

Rapids Pioneer and Alpena News, with a student journalist representing WCMU at each location. Our student journalists managed the added complications presented by the pandemic and working from home.

Other students learn to work the board for weekend and evening programming, announcing breaks, underwriting credits and weather forecasts. Several students program and host jazz in the evening. Our reliance on student production has only grown with needs for local content creation assistance and preparation of nationally syndicated programs. Music library students continue to do the heavy lifting for a long-term archival project digitizing our music collection of over 30-thousand recordings.

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.

Estate Planning Seminars

WCMU was proud to continue our partnership in 2022 with attorney Mark Pasquali and licensed life and health agent Jordan Wood-De Long to bring our viewers and listeners virtual estate planning seminars. Attorney Pasquali discussed estate planning, trust and elder law basics and allowed for a Q&A at the end of the presentation. Wood-De Long presented on the basics of Medicare and also had a Q&A opportunity. These are free educational events for the public.

WCMU Public Television Locally Produced Programs

Destination Michigan, WCMU Public Television's original series, is now broadcast on stations throughout Michigan. It 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 its viewers. Segments showcase a variety of topics including local artists and authors, unique collectibles, hometown businesses, community gathering places, natural beauty and landmarks, as well as historical town, stories, and personalities. The series finished its thirteenth season in 2022 while continuing its tradition of showcasing what makes Michigan truly unique. New episodes included a focus on winter in Michigan's upper peninsula, agriculture, collectors, individual towns, and a traditional potpourri of stories in a magazine style format,

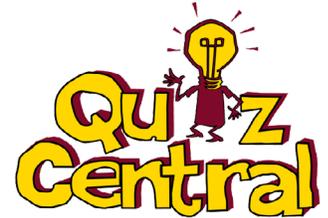


Episodes air every Thursday evening on WCMU as part of the "MI Thursday" block of Michigan-themed programs. Destination Michigan won a 2021 regional Emmy Award in the category of Magazine Show marking its fifth consecutive regional Emmy Award. In this award-winning episode Michigan's vital system of rivers was highlighted. Among the stories showcased this episode included the history of the Grand River, sturgeon rearing, and wildlife photographer.

Additionally, Destination Michigan also won a Michigan Regional Emmy Award for an episode in the Environmental/Science category. This episode satisfies a viewer's curiosity about our state while highlighting Michigan from a scientific perspective. In the segments of the show, we explored glaciers that carved the Great Lakes Basin billions of years ago. We examined a geological oddity in Alpena. We climbed the ever-changing sand dunes in Glen Arbor and appreciated the deep connection the Little Traverse Bay Band of Odawa in Northwest Michigan has with an enclosure of trees near Charlevoix where tribal councils met.

Quiz Central

Now in its 18th season, Quiz Central, WCMU's academic quiz show, features 16 teams from high schools across Michigan. At the finale of the competition, textbook stipends are awarded by Central Michigan University and the CMU Bookstore. Schools began the bracketed tournament by being placed in four divisions based on school enrollment. Last year, schools that participated had a wide variety of student populations. Our largest participating school had an enrollment of over 1,500 students while our smallest school had a total student population of 27. In the near two-decade run of Quiz Central, teams from all four divisions have found a way to win the grand championship title. Quiz Central has welcomed thousands of Michigan's best and brightest students to compete on this academic quiz show.



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 on Thursday night. Expertise from a panel of professionals is offered on a wide range of subjects including health, law, gardening, retirement preparation, job search, and many more. "Ask the DNR," one of the most popular episodes, is always scheduled for an hour in the spring and fall. The series serves the needs of our viewers by providing information in a readily accessible manner.

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

Meet the Candidates

Every election year, WCMU endeavors to present our viewing audience with information as they prepare to cast their vote. Our Meet the Candidates series presents this information in a one-on-one interview style with those who are running for office. Participants include those hoping to be elected to both state and federal positions. WCMU produced 26 individual episodes including candidates running for the office of Governor, Secretary of State, and Attorney General. These episodes are made available on-line to allow viewers access to them on demand before filling out their ballot.



Invasion of Ukraine in Context

As the Russia invasion of Ukraine began, WCMU produced a half hour show to offer viewers historical perspective and described the current situation in Ukraine. Central Michigan University professor, David Jesuit, offered his expert analysis as a guest on the show.

The Zekelman Holocaust Center

While award winning filmmaker Ken Burns' new series "The U.S. and the Holocaust" was premiering nationally, WCMU produced its own story after visiting The Zekelman Holocaust Center in Farmington Hills, Michigan. This was a chance to remind viewers that traveling out of state is not required to gain additional knowledge of the Holocaust. Both haunting and beautiful, The Zekelman Holocaust Center provides powerful lessons, stories, and artifacts from the darkest time in world history.

Let's Go Back WCMU's digital series, is a partnership between WCMU and CMU's Clarke Historical Library. These shorts allow WCMU to share artifacts from their vast collection and present them in story form.

These interesting stories include a collection of artifacts from Ernest Hemingway's time in Northern Michigan. They also offer original photographs of the Soo Locks; an engineering marvel of the



world, creating a vital link for commerce between Lakes Superior and Huron in Sault Ste. Marie. There is a gripping exhibit of a brass sculpture of Abraham Lincoln's right hand. The creator of the Lincoln Memorial in Washington, D.C. studied the brass right hand for accuracy in his own creation.

Programs from Independent Producers Michigan's independent producers have long been a valuable resource for weekly series throughout the year. Currently, the producers provide eight series that include content dealing with persons with physical and developmental challenges, Michigan travel ideas, the people and places of Michigan, outdoor sports and hunting, Great Lakes environmental issues, and kids working with science.

WCMU Public Radio Locally Produced Programs

It's important to note that the following programs and initiatives don't happen in a vacuum, Listener support and funding through 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 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 founding Dean of the former College of Communication and Fine Arts at Central Michigan University, hosts this series on children's literature. WCMU has been working toward making the series available to public radio stations nationally. KRPS, based in Pittsburg, KS has begun carrying the series.

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 are captured throughout the academic year and aired monthly on Friday mornings at 9am. Hosted by Dr. Sue Gamble, retired associate professor and area coordinator of music education for the School of Music, Central Michigan University.



News Reports The WCMU Public Radio news department grew at the end of the fiscal year to include four full-time employees and up to five student reporters drawn from Central Michigan University, many from the College of Arts and Media. 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 <https://radio.wcmu.org/news> for the public. Reports have been archived on the site dating back to 2009.

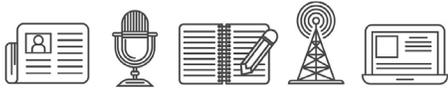


The growth of the news department is the result of a successful application to Report for America (RFA). RFA supplies member stations with funding to supplement beat reporter positions. We've been able to add an environmental reporter in northern Michigan, right in the heart of the Great Lakes.

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



Developing New Journalists from Within



Michigan News Group

The Michigan News Group internship project at WCMU Public Radio originated in 2019 to train young journalists in multiple journalism styles. Each year, WCMU's news director collaborates with broadcasting and journalism faculty to offer a one-day Journalism Boot Camp, in-person and virtually, for CMU students. The Boot Camp is an intensive training and part of the selection process for its summer internships.

Selected interns are placed with local newspapers where they cover the community and produce content for the newspapers and WCMU, and the websites of both.

These unique partnerships allow WCMU to expand its offerings to listeners on important issues of the day, help begin filling news deserts in its rural coverage area and continue its long tradition of training young journalists.

2022 Michigan News Group interns were placed at the Cadillac Daily News, Cadillac; Midland Daily News, Midland; and, Traverse City Record-Eagle, Traverse City; Alpena News, Alpena; The Greenville Daily News, Greenville; and, Big Rapids Pioneer, Big Rapids.

Click here to view stories produced by this year's Michigan News Group Interns.
<https://radio.wcmu.org/term/michigan-news-group#stream/0>

WCMU family

Michigan Learning Channel

The Michigan Learning Channel continued in 2022 as a statewide public television partnership offering instructional content to support the education of students and to provide alternative resources for families and teachers. This has led to a new "era" and prioritization of Education for Northern Lower Michigan.



On TV. Online. WCMU.org

Library Outreach

A very important factor of education in Northern Lower Michigan is the presence of our local libraries. Through extensive outreach attempts, presentations at conferences such as the Michigan Library Association Conference, and holding events at multiple libraries throughout Northern Lower Michigan, WCMU family is a clear presence and reliable source for libraries throughout our coverage area.



“Chippewa River District Library patrons have greatly benefited from our partnered events with WCMU. WCMU has generously supplied books to young readers at our annual Summer Reading Club Kick-Off Parties, offered valuable information and fun activities at family events, and facilitated engaging conversations at our American Creed screening and discussion event. Chippewa River District Library appreciates the support of WCMU and looks forward to future collaborations.”

- Andrea Graham, Family Programming Director, Chippewa River District Library

A specific event that WCMU family takes a lot of pride in is the Summer Reading Kick Off, a local partnership with the Chippewa River District Library. In 2022, WCMU family distributed scholastic books and Michigan Learning Channel Summer Activity Books to more than 300 families to encourage reading and learning throughout the summer months.

Engagement Highlights

WCMU family’s “Connecting with Families” E-newsletter improved from a 24% open rate in 2021 to a 53% open rate in December 2022, with a 27% open rate for the year 2022. We had a steady increase throughout the year, with significant improvement of the open rate happening in the winter of 2022.

Community Involvement:

WCMU established a new partnership with the Feeding America food banks serving our audience throughout central and northern Michigan. Our partners shared information about food insecurity and how much need there is in our communities for food assistance. Those partners included The Greater Lansing Food Bank, Food Bank of Eastern Michigan, Feeding America West Michigan and their partner distribution organization The Manna Food Project.

Our listeners could choose a Gift of Food as a thank you gift from the station for their support of WCMU. Their Gift of Food resulted in meals acquired and distributed by the Feeding America food bank serving their area. Not every listener was eligible or chose the Gift of Food, but we saw an impact of more than 7,000 meals going back into our communities to help those that needed them.



Our efforts were recognized by the Michigan Association of Broadcasters as the best example of Community Involvement in 2021 among our peers.

We also had some fun with Giving Tuesday encouraging our listeners to highlight other non-profits from our coverage area that are doing important work. Our donors could nominate an organization in the comment section of their donation. Their support of WCMU counted as votes, with every dollar counted as a vote. The top three nonprofits with the most votes received free time on our air mentioning the work they do.

These programming and community outreach efforts and more, along with vital financial support help WCMU Public Media to maintain its mission to:

- Inform and entertain our viewers and listeners throughout central and northern Michigan with programming and services that reflect and respect the cultures of our state and world.
- Present a balanced schedule of thoughtful programs that have the potential to change lives.
- Bring arts and culture to central and northern Michigan by organizing and promoting university and community events.
- Identify and bring together university and community experts and resources to address issues relevant to the communities we serve.

WCMU Received the Following Awards

WCMU Public Radio

WCMU-FM - **Michigan Association of Broadcasters** Broadcast Excellence Awards
Public Radio Group 2 - Community Involvement – Best in Category for the WCMU Foodraiser 12/10-13

The **Public Media Journalism Association** announced their awards for reporting in 2020. WCMU was recognized for Audio Scripting and Feature for Brett Dahlberg's story Rural Drag.

AND **Regional Edward R. Murrow awards** for

Excellence in Writing

Rural Drag
Brett Dahlberg
WCMU-FM
Mt Pleasant, MI

Feature Reporting

83 Year Old Tractor Finds New Home
Brett Dahlberg
WCMU-FM
Mt Pleasant, MI

Newscast

Newscast - Amy Robinson - July 14, 2021
Amy Robinson
WCMU-FM
Mt Pleasant, MI

WCMU Public Television

Michigan Regional Emmy Awards

Magazine Show Category: **Destination Michigan**, episode 1303

Environment and Science Category: **Destination Michigan**, episode 1304