

STEPHEN WILLIAMS

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## SAS Radio: Station Activity (Salary) Survey

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The SAS-Radio survey is live and available for data entry!

Status: **Submitted-Not Reviewed**

Survey due: **2/15/2021 (Available for Data Entry)**  
Revised Due Date: **03/15/2021**

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**Survey due on 03/15/2021**

Subsections

Original Submitter

Last Updated

Status

[Employment](#) Questions: 1.1-1.7

Stephen Williams, Feb 17 2021

Completed

[Average Salary](#) Questions: 2.1-2.8

Stephen Williams, Mar 8 2021

Completed

[Governing Board](#) Questions: 3.1-3.2

Stephen Williams, Mar 8 2021

Completed

[Community Outreach Activities](#) Questions: 4.1

Stephen Williams, Mar 1 2021

Completed

[Radio Programming and Production](#) Questions: 5.1

Stephen Williams, Mar 4 2021

Completed

[Local Content and Services Report](#) Questions: 6.1

Stephen Williams, Mar 8 2021

Completed

[Journalists](#) Questions: 7.1

Stephen Williams, Mar 8 2021

Completed

[Submit to CPB](#)

SAS-Radio allows you to access and run various reports for your data and for other stations data, provided that the organization explicitly gives you permission.

[Go To Reporting Main](#)

The following are reference tools to assist you in the completion of the surveys:

[Frequently Asked Questions](#)[Instruction Guide](#)[SAS-Radio Survey Questions in Excel](#)

**Grantee Information**

<b>ID</b>	1452
<b>Grantee Name</b>	WMUK-FM
<b>City</b>	Kalamazoo
<b>State</b>	MI
<b>Licensee Type</b>	University

**1.1 Employment of Full-Time Radio Employees**

Jump to question:

Please enter the number of FULL-TIME RADIO employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

**1.1 Employment of Full-Time Radio Employees**

Jump to question:

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000	<input type="text"/>	<input type="text" value="0"/>					
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="3"/>
Technicians - 4000	<input type="text"/>	<input type="text" value="0"/>					
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text" value="0"/>					
Operatives (Semi-Skilled) - 5300	<input type="text"/>	<input type="text" value="0"/>					
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text" value="0"/>					
Service Workers - 5500	<input type="text"/>	<input type="text" value="0"/>					
<b>Total</b>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="4"/>	<input type="text" value="0"/>	<input type="text" value="5"/>

**1.1 Employment of Full-Time Radio Employees**

Jump to question:

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text"/>	<input type="text" value="1"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="3"/>	<input type="text"/>	<input type="text" value="3"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>



**1.3 Employment of Part-Time Radio Employees**

Jump to question: 1.3

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

**1.3 Employment of Part-Time Radio Employees**

Jump to question: 1.3

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000	<input type="text"/>	<input type="text" value="0"/>					
Managers - 2000	<input type="text"/>	<input type="text" value="0"/>					
Professionals - 3000	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="2"/>
Technicians - 4000	<input type="text"/>	<input type="text" value="0"/>					
Sales Workers - 4500	<input type="text"/>	<input type="text" value="0"/>					
Office and Clerical - 5100	<input type="text"/>	<input type="text" value="0"/>					
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text" value="0"/>					
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text" value="0"/>					
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text" value="0"/>					
Service Workers - 5500	<input type="text"/>	<input type="text" value="0"/>					
<b>Total</b>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="2"/>

**1.3 Employment of Part-Time Radio Employees**

Jump to question: 1.3

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000	<input type="text"/>	<input type="text" value="0"/>					
Managers - 2000	<input type="text"/>	<input type="text" value="0"/>					
Professionals - 3000	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>				
Technicians - 4000	<input type="text"/>	<input type="text" value="0"/>					
Sales Workers - 4500	<input type="text"/>	<input type="text" value="0"/>					
Office and Clerical - 5100	<input type="text"/>	<input type="text" value="0"/>					
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text" value="0"/>					
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text" value="0"/>					
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text" value="0"/>					
Service Workers - 5500	<input type="text"/>	<input type="text" value="0"/>					
<b>Total</b>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="1"/>				

**1.3 Employment of Part-Time Radio Employees**

Jump to question: 1.3

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	<input type="text"/>
Managers - 2000	<input type="text"/>
Professionals - 3000	<input type="text"/>

Technicians - 4000	<input type="text"/>
Sales Workers - 4500	<input type="text"/>
Office and Clerical - 5100	<input type="text"/>
Craftspersons (Skilled) - 5200	<input type="text"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>
Laborers (Unskilled) - 5400	<input type="text"/>
Service Workers - 5500	<input type="text"/>
<b>Total</b>	<input type="text" value="0"/>

**1.4 Part-Time Employment** Jump to question: [1.4](#) ▾

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

**1.4 Part-Time Employment** Jump to question: [1.4](#) ▾

Number working less than 15 hours per week

**1.4 Part-Time Employment** Jump to question: [1.4](#) ▾

Number working 15 or more hours per week

**1.5 Full-Time Hiring** Jump to question: [1.5](#) ▾

Enter the number of full-time employees in each category hired during the fiscal year.  
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

**1.5 Full-Time Hiring** Jump to question: [1.5](#) ▾

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

**1.5 Full-Time Hiring** Jump to question: [1.5](#) ▾

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office / Service Workers - 5100-5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
<b>Total</b>	<input type="text" value="0"/>				

**1.6 Full-Time and Part-Time Job Openings** Jump to question: [1.6](#) ▾

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

**1.6 Full-Time and Part-Time Job Openings** Jump to question: [1.6](#) ▾

Number of full-time and part-time job openings

**1.7 Hiring Contractors** Jump to question: [1.7](#) ▾

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

**1.7 Hiring Contractors** Jump to question: [1.7](#) ▾

**Check all that apply**

- Underwriting solicitation related activities
- Direct Mail
- Telemarketing
- Other development activities
- Legal services
- Human Resource services
- Accounting/Payroll
- Computer operations
- Website design
- Website content
- Broadcasting engineering
- Engineering
- Program director activities
- None of the above

**Comments**

**Question**

**Comment**

No Comments for this section

**2.1 Corporate Management**

Jump to question:

	# of Employees	Avg. Annual Salary	Average Tenure
<a href="#">Chief Executive Officer</a>	<input type="text" value="1.00"/>	\$ <input type="text" value="74,352"/>	<input type="text" value="5"/>
Chief Executive Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Chief Operations Officer</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Operations Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Chief Financial Officer</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Financial Officer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Chief Digital Media Operations</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Chief Digital Media Operations - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

**2.1 Corporate Management**

Jump to question:

Please list the Other Job titles in this sub-category not listed above

Administrative Assistant Senior

**2.2 Communication and Promotions**

Jump to question:

<a href="#">Publicity, Program Promotion Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Publicity, Program Promotion Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Communication and Public Relations, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Communication and Public Relations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

**2.2 Communication and Promotions**

Jump to question:

Please list the Other Job titles in this sub-category not listed above

**2.3 Programming and Productions**

Jump to question:

<a href="#">Programming Director</a>	<input type="text" value="1.00"/>	\$ <input type="text" value="62,968"/>	<input type="text" value="25"/>
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Programming Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Production, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Executive Producer</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Executive Producer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Producer</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Producer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

**2.3 Programming and Productions**

Jump to question:

Please list the Other Job titles in this sub-category not listed above

Technical Operations Assistant/Announcer/Producer

**2.4 Development and Fundraising**

Jump to question:

<a href="#">Development, Chief</a>	<input type="text" value="1.00"/>	\$ <input type="text" value="63,537"/>	<input type="text" value="9"/>
Development, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Member Services, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Member Services, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Membership Fundraising, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Membership Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Major Giving Fundraising Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Major Giving Fundraising Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">On-Air Fundraising, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Auction Fundraising, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

**2.4 Development and Fundraising**

Jump to question:

Please list the Other Job titles in this sub-category not listed above

**2.5 Underwriting and Grant Solicitation**

Jump to question:

<a href="#">Underwriting, Chief</a>	<input type="text" value="1.00"/>	\$ <input type="text" value="61,969"/>	<input type="text" value="3"/>
Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Corporate Underwriting, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Foundation Underwriting, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Government Grants Solicitation, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

**2.5 Underwriting and Grant Solicitation**

Jump to question:

Please list the Other Job titles in this sub-category not listed above

**2.6 Broadcast Engineering and Information Technology**

Jump to question:

<a href="#">Operations and Engineering, Chief</a>	<input type="text" value="1.00"/>	\$ <input type="text" value="65,500"/>	<input type="text" value="18"/>
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Operations and Engineering, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Engineering Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Broadcast Engineer 1</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1 - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Production Engineer</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Facilities, Satellite and Tower Maintenance, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Technical Operations, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Information Technology, Director</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Web Administrator/Web Master</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

**2.6 Broadcast Engineering and Information Technology**

Jump to question:

Please list the Other Job titles in this sub-category not listed above

**2.7 Journalists, Announcers, Broadcast and Traffic**

Jump to question:

<a href="#">News / Current Affairs Director</a>	<input type="text" value="1.00"/>	\$ <input type="text" value="61,955"/>	<input type="text" value="36"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Music Director</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Music Librarian/Programmer</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Announcer / On-Air Talent</a>	<input type="text" value="1.00"/>	\$ <input type="text" value="46,498"/>	<input type="text" value="28"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Reporter</a>	<input type="text" value="1.00"/>	\$ <input type="text" value="38,019"/>	<input type="text" value="7"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Public Information Assistant</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Broadcast Supervisor</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Director of Continuity / Traffic</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

**2.7 Journalists, Announcers, Broadcast and Traffic**

Jump to question:

Please list the Other Job titles in this sub-category not listed above

**2.8 Education and Community Engagement**

Jump to question:

<a href="#">Education, Chief</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Education, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Volunteer Coordinator</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

Volunteer Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<a href="#">Events Coordinator</a>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<b>Section 2. Average Salary Totals</b>	<input type="text" value="8.00"/>	\$ <input type="text" value="474,798"/>	<input type="text" value="131"/>

**2.8 Education and Community Engagement**

Jump to question:

Please list the Other Job titles in this sub-category not listed above

**Comments**

**Question** **Comment**

No Comments for this section

**3.1 Governing Board Method of Selection**

Jump to question:

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

**3.1 Governing Board Method of Selection**

Jump to question:

Ex-Officio (Automatic membership because of another office held)

**3.1 Governing Board Method of Selection**

Jump to question:

Appointed by government legislative body (including school board) or other government official (e.g. governor)

**3.1 Governing Board Method of Selection**

Jump to question:

Elected by community/membership

**3.1 Governing Board Method of Selection**

Jump to question:

Other (please specify below)

**3.1 Governing Board Method of Selection**

Jump to question:

**3.1 Governing Board Method of Selection**

Jump to question:

Elected by board of directors itself (self-perpetuating body)

**3.1 Governing Board Method of Selection**

Jump to question:

Total number of board members (Automatic total of the above)

**3.2 Governing Board Members**

Jump to question:

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

**3.2 Governing Board Members**

Jump to question:

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

**3.2 Governing Board Members**

Jump to question:

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="3"/>
Male Board Members	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="5"/>	<input type="text"/>	<input type="text" value="6"/>
<b>Total</b>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="6"/>	<input type="text" value="0"/>	<input type="text" value="9"/>

**3.2 Governing Board Members**

Number of Vacant Positions

Jump to question: 3.2 ▾

**3.2 Governing Board Members**

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

Jump to question: 3.2 ▾

**3.2 Governing Board Members**

Number of Board Members with disabilities

Jump to question: 3.2 ▾

Comments

**Question** **Comment**

No Comments for this section

**4.1 Community Outreach Activities**

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

Jump to question: 4.1 ▾

**4.1 Community Outreach Activities**

Jump to question: 4.1 ▾

	<b>Yes/No</b>
Produce public service announcements?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Produce/distribute informational materials based on local or national programming?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

**Question** **Comment**

No Comments for this section

**5.1 Radio Programming and Production**

Instructions and Definitions:

Jump to question: 5.1 ▾

**5.1 Radio Programming and Production**Jump to question: [5.1](#)

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

**5.1 Radio Programming and Production**Jump to question: [5.1](#)

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	<input type="text" value="0"/>	<input type="text" value="492"/>	<input type="text" value="492"/>
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	<input type="text" value="0"/>	<input type="text" value="262"/>	<input type="text" value="262"/>
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	<input type="text" value="0"/>	<input type="text" value="97"/>	<input type="text" value="97"/>
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
All Other (incl. sports and religious — Do NOT include fundraising)	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="851"/>	<input type="text" value="851"/>

**5.1 Radio Programming and Production**Jump to question: [5.1](#)

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

**5.1 Radio Programming and Production**Jump to question: [5.1](#)

Approx Number of Original Program Hours

Comments

Question	Comment
No Comments for this section	

**6.1 Telling Public Radio's Story**Jump to question: [6.1](#)

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.**

**6.1 Telling Public Radio's Story**Jump to question: [6.1](#)

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.

In WMUK's Fiscal Year 2020 (July 1, 2019-June 30, 2020), WMUK-FM greatly expanded its service, by offering a significant amount of new programming that met identified needs for our community. These needs were ascertained via a strategic planning process that took place over several years, and which culminated in major programming changes in January 2020. Most notably, the Station changed the primary format of its main signal (102.1 FM), placing a focus on news and information programming, which our audience research identified as a significant area of interest for our listeners. Simultaneously, WMUK officially launched a second FM signal covering our community of license, Kalamazoo, Michigan. This new signal carries our classical music programming, branded "Classical WMUK," and is heard primarily on the lower-power WKDS 89.9 FM. WMUK entered into a Time Brokerage Agreement to operate WKDS with Kalamazoo Public Schools (the licensee for WKDS). Classical WMUK is additionally being simulcast on the secondary HD channel of WMUK 102.1 FM, in order to provide greater listening opportunities for people outside of the WKDS signal area. The Station has provided HD radios to any member of the public interested in receiving them, at no charge. The response from our community partners and listeners in general has been almost universally positive. Our music arts partners in the local community have been especially enthusiastic about the new classical service, and they see it as an opportunity for greater and more meaningful collaboration. These efforts have already born fruit via local programming on Classical WMUK that has featured local and visiting artists to our region. Most of these guest interviews occur on the one-day weekday interview and music program, "Let's Hear It", hosted by WMUK's Cara Lieurance. Prior to our January 2020 format change, "Let's Hear It" aired on WMUK 102.1

FM, following the NPR "Morning Edition" news program. Since moving to the classical channel, "Let's Hear It" has found renewed interest by members of the community interested in promoting the arts, and we believe it is finding new audiences via this new service. Ms. Lieurance, the show host also posts all her interviews on our website and social media, many of which are shared by others. As mentioned previously, feedback from listeners and community partners on these social media channels has been very encouraging. In addition to the above changes, WMUK has maintained its commitment covering issues of importance to constituencies across our primary FM coverage area. We continue to do this primarily through short and long-form features and interviews on these topics, as well as via newscasts during NPR's "Morning Edition" and "All Things Considered" newsmagazines. Such coverage can include field reporting, stories from our state network, and one-on-one interviews with community leaders and local non-profit representatives. In FY2020, topics of community interest that WMUK locally reported on included impacts of climate change, opioid addiction, affordable housing, pollution / environmental issues, a series on the local impact of Black Lives Matter protests, and primary elections coverage. In October 2019, WMUK co-hosted and broadcast forums for candidates of the Kalamazoo City Commission as well as a Mayoral candidate forum. Of note, towards the end of Fiscal Year 2020, a major focus of our local reporting coverage shifted to the Coronavirus (COVID-19) global pandemic, including the public health, economic and societal impacts of the epidemic on West Michigan. The Station further engages local audiences through our weekend programming. Two examples are our acoustic-music program "Grassroots" and the Latin-music program "Alma Latina." Both programs have been locally hosted since they began more than 40 years ago, and have developed devoted followings. With respect to "Alma Latina" in particular, the show provides a sampling of the numerous genres that make up the incredibly broad category of Latin music, in an effort to reach our Latin audience and broaden the appeal of Latin music across the community of West Michigan. Other weekend programming includes non-music entertainment, such as the locally-hosted program called "The Library," hosted by Mark Tomlinson. "The Library" is a weekly half-hour spoken-word program, featuring readings of literary works by Mr. Tomlinson. Often these episodes are themselves thematically relevant to issues of the day, including race relations, discrimination, homelessness and refugees. WMUK continues to seek input on community issues through periodic input from the public on matters related to how well WMUK is addressing community issues via our local coverage (this includes both News and Arts content). Our content staff maintain regular contact with local governments, school districts, arts organizations, grant foundations, religious bodies and other community-based institutions year-round. As noted above, the Station's on-air content demonstrates our commitment to locally-produced content that serves our growing community's diverse interests. In Fiscal Year 2020, WMUK produced roughly 97 hours of local news and public affairs content, 262 hours of arts and culture content, and 492 hours of local music programming.

### 6.1 Telling Public Radio's Story

Jump to question:

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.

In FY2020, WMUK 102.1 FM renewed its interest in collaborative partnerships and other engagement opportunities with organizations in our region, often via hosted or co-hosted events that were free and open to the public. In March 2020, the Station's General Manager and Development Director, met with members of the Kalamazoo-based music interest group known as "Music Meisters." The "Meisters" consist of a group of approximately twelve patrons of the arts who gather monthly over lunch for a discussion of recent music and arts events. Most are retired from professional positions or higher education and have served on boards of local arts organizations. Each member takes turns hosting the meeting, each inviting an important figure from the local music and arts community to chat with them over lunch. As guests for the March 2020 meeting, both of WMUK's staff provided an overview of WMUK, as well as its new mission and organizational objectives, post-format change. This was followed by a well-received Q&A and discussion. All of the group members expressed strong appreciation for WMUK's continued commitment to the arts, and noted that the Station's format shift was a welcome change for Kalamazoo. As part of our longstanding partnership with Colleagues International, on September 3, 2019, WMUK hosted a group of six journalists from Sri Lanka for an hour-long visit. This was part of the group's "Traditional and Social Media in Elections tour of the U.S." The goal of the visit was to share our practices & guidelines as a news organization. Topics included maintaining a free press in an increasingly money-driven political environment, and managing social media as a communications arm of our station against the 24-hour news cycle of citizen journalists. On March 3, 2020, two of the Station's content staff hosted a different group of international visitors, hailing from Denmark, Kosovo, Nepal, Nigeria, Switzerland, Tajikistan and the United Kingdom. The purpose of the visit was to exchange thoughts, ideas and experiences surrounding elections, voting, political and civic engagement. This was part of a broader tour of other civic organizations in Kalamazoo. Colleagues International is a volunteer-driven citizen diplomacy organization with the stated mission: "Colleagues International enriches local community with global diversity in Kalamazoo, one relationship at a time." Colleagues International is a member of the Global Ties U.S Network that implements the U.S. Department of State's International Visitor Leadership Program (IVLP). Broadly, this organization facilitates international professional exchange of emerging and established leaders in West Michigan. Additionally, in FY2020 WMUK hosted two candidate forums in partnership with the Political Science Department of Western Michigan University (WMU), and the WeVote program also based at WMU. One forum event was held on October 1, 2019 featuring candidates running for Kalamazoo City Commission. Seven of the eight candidates on the ballot participated in the forum. A second forum was held October 22, 2019 for the four candidates running for Mayor of Kalamazoo. Both forums were moderated by WMUK's Gordon Evans, and were broadcast on WMUK. On our classical channel, the one-hour weekday program "Let's Hear It," featured a number of guests from local community-based organizations. In particular, host Cara Lieurance engaged with a wide range of community arts leaders in theater, music, dance and art, and frequently showcased live concert highlights from local performances. Among numerous examples, one interview focused on how to apply for and access arts grants with Kristen Chesak of the Arts Council of Greater Kalamazoo. Additionally, the organizers of Theatre Kalamazoo's "New Playwrights Festival" discussed how aspiring writers can get their plays produced. Kalamazoo Institute of Arts curator Rehema Barber shared details on a landmark exhibition entitled "Black Refractions: Highlights from the Studio Museum in Harlem." Finally, in FY2020 WMUK regularly recorded and broadcasted live performances by several music organizations within the community, including ensembles of the Kalamazoo Symphony Orchestra (KSO), the Battle Creek Symphony Orchestra, and Fontana Chamber Arts. WMUK also broadcasted live simulcast concerts by the Detroit Symphony Orchestra (DSO). Additionally, in September 2019 Cara Lieurance and Dave Marlatt hosted a concert at the Richland Community Hall with guest artist Billy Jackson, as part of the Station's "Pure Drop" Celtic-themed show activities.

### 6.1 Telling Public Radio's Story

Jump to question:

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.

As noted in the response to Question #2, WMUK developed a mutually beneficial partnership with the Kalamazoo chapter of Colleagues International. Our hosting of international colleagues from countries around the globe has helped to provoke healthy discussions regarding the intersection of media and politics around the world. Our partners at Colleagues International have on several occasions noted that they, too, see this as a positive development for journalism and citizen diplomacy, globally. Following the September 2019 and March 2020 visits by the international colleagues, our local partners sent us direct feedback via thank you postcards, showing appreciation the Station's staff for sharing their knowledge and insight during each group's tour of our region. The reporting year also featured another important opportunity for

civic engagement, through the candidate forums that were co-hosted by WMUK in partnership with the Political Science Department of Western Michigan University (WMU) and the WeVote program also based at WMU. WeVote describes itself as "a non-partisan, campus-wide effort to institutionalize voting on campus and encourage students to make voting a life-long habit." One forum event was held on October 1, 2019 featuring candidates running for Kalamazoo City Commission. Seven of the eight candidates on the ballot participated in the forum. A second forum was held October 22, 2019 for the four candidates running for Mayor of Kalamazoo. Both forums were moderated by WMUK's Gordon Evans, and were broadcast on WMUK 102.1 FM. These forums provided voters opportunities to learn more about the candidates running for Kalamazoo City Commission and mayor. Both events were well attended, and the Station also received several suggestions for questions to ask the candidates before and during the respective events. One of the co-organizers of the forums was Dr. Denise Keele, Associate Professor of Political Science and Environmental and Sustainability Studies at WMU. She is also a Faculty Co-Chair of WeVote. Dr. Keele noted that these events increased civic awareness for WMU students, and credited WMUK's involvement in the forums: "As many WMU students are first time voters, local elections provide an easy way to become life-long voters as well as see the impact of elections in the time they spend in Kalamazoo. WeVote partnership with WMUK on the Fall 2019 city commission and mayoral candidate forums greatly enhanced the professionalism and quality of the events. Hosted on WMU's campus, these events were easily accessible to students and the community. The WMUK broadcast and recordings of the event provided many opportunities for further distribution to engage students to get registered and vote. WMUK contributed their experience in vetting and framing of appropriate candidate questions, maintaining non-partisanship, and providing a superb and trusted moderator in Gordon Evans." These candidate forums also coincided with WMUK's local elections coverage in the months leading up to, and including, the primary and general elections in 2020.

#### 6.1 Telling Public Radio's Story

Jump to question:

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.

As WMUK-FM adjusted its format to reach new audiences in FY2020, the Station maintained its commitment to investigating and meeting the needs of minority and other diverse audiences, particularly as it relates to our local journalism, arts, literature and culture programming. WMUK's News Department makes concerted efforts to reach out to marginalized communities in order to cover issues of interest to the general public. During the reporting period, WMUK attempted to survey a broad range of groups and organizations in our coverage area using an online instrument and follow-up mailings, however no responses were received. In FY2020, WMUK offered coverage that specifically addressed minority populations and those with special needs on our primary 102.1 FM channel. In July 2019, the Station aired a feature on how the Kalamazoo Black Expo helps minority-owned businesses. In December 2019, the Station investigated a controversial decision by Kalamazoo Public Schools regarding the removal of LGBTQ-centered books from elementary classroom libraries, as well as exclusion of books centered on disability and economic status. A January 2020 segment of our weekly "ArtBeat" feature looked at how one Kalamazoo senior living facility is helping people with dementia through music. Another "ArtBeat" segment, aired in the same month, interviewed a local poet and artist who uses her multicultural roots to bridge cultural divides; and also interviewed a retired professor at Western Michigan University who has devoted her time to translating poetry from other languages. In June 2020, the Station produced a series on concerns by area African-Americans following the Black Lives Matter (BLM) protests that occurred both nationally and locally. This series specifically examined questions by BLM protesters in Kalamazoo who wondered, "What's next?" following the protests, and whether white allies are truly committed to long-term police reforms as well as other structural changes needed to address racism. Beyond our news reporting, the Station continued its tradition of interviewing guests on diversity issues as they relate to the performing and visual arts. Most of these interviews aired on the one-hour weekday (Mon-Thurs) "Let's Hear It!" program, hosted by WMUK's Cara Lieurance. Example broadcasts include a September 2019 interview with Kalamazoo Institute of Arts curator Rehema Barber about a new landmark exhibition entitled: "Black Refractions: Highlights from the Studio Museum in Harlem." In October 2019, MOJATUBA's groundbreaking tubist, Velvet Brown, was interviewed about her experiences as a Black classical performer. In the same month, the show aired an interview with a member of the Zimbabwe-based all-female choir, Duduzile Sibanda, who spoke about her experiences bringing their music to international audiences. Ms. Sibanda's group, "Nobuntu," is a five-part a cappella vocal ensemble. The group performed in November 2019 as part of the Kalamazoo Bach Festival. In a live recording in WMUK's Takeda Performance Studio, Cara spoke with Monica Washington Padula and Dr. Romeo Philips about the guests' planned event entitled, "The Reason Why We Sing: A free Lecture-Recital Advocating for the Recognition and Inclusion of Black-American Sacred Music," with music examples performed by the guests. This special edition of "Let's Hear It!" aired in October 2019. Finally, in FY2020 "Let's Hear It!" reported on planned festivities for the Chinese Lunar New Year by the Greater Kalamazoo Chinese Association, and featured Edward Callahan, an aspiring young Black classical pianist with a strong following in his Kalamazoo hometown. Our weekly literary program called "The Library" included several literary works of relevance to minority and disadvantaged audiences in FY2020. Local host Mark Tomlinson provides audio narration of classic works of literature for this program. Relevant thematic topics featured on "The Library" included readings of works on racial relations, discrimination, and refugees. WMUK's diversity was reflected in the diverse selection of music we offered as well, such as classical, jazz, Latin-American, folk which in FY2020 together constituted 168 hours of music each week. This includes the launch of the new Classical WMUK service in January 2020 on 89.9 FM in Kalamazoo and 102.1 FM HD-2. On WMUK's primary (HD-1) channel, the Station continued to bring audiences its long-running "Alma Latina" show, a one-hour Spanish-language program that features Latin-American music crossing a variety of genres (e.g. Tex-Mex, Cuban, Tejano, etc.). This show has developed a loyal following among the Latin community of West Michigan.

#### 6.1 Telling Public Radio's Story

Jump to question:

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?

In light of the COVID-19 global pandemic, CPB funding has transitioned from being a critical need to being an indispensable one. Through the Community Service Grant (CSG) program, WMUK has been able to maintain quality public radio programming at a time when our other traditional revenue streams have shrunk considerably as a result of the pandemic. For WMUK, the regional and national economic crisis that emerged from the pandemic coincided with a Fiscal Year in which WMUK launched the most ambitious format change in the Station's history. As noted in response to Question 1, WMUK overhauled our main 102.1 FM channel, providing greatly more news and information programming, and we launched a secondary classical channel on 89.9 FM and the HD-2 signal of 102.1 FM. In a normal year, these changes alone would have resulted in a significant increase in our programming budget, albeit one with some introductory discounts for the new programming from our network partners. Our budget model anticipated a drop in membership revenue as our audiences adjusted to the new format. However, it did not anticipate the precipitous drop in underwriting and institutional support that occurred in the immediate months following the pandemic. Fortunately, the CSG has buffered WMUK beleaguered operating budget, ensuring that we were able to provide expanded news and information from national distributors. This was all the more important during the critical early months of the pandemic, when getting public health information to our listeners in West Michigan was a top priority. Additionally, the CSG helped to ensure that WMUK was able to offer national coverage of other pressing events in FY2020, such as the Black Lives Matters protests rolling across the country and primary elections coverage. Without CSG funding, none of this would have been possible. In FY2020, WMUK paid almost \$220,000 to acquire national programming from network distributors such as NPR, PRI, APM and other networks as part of our newly expanded program

lineup. What remains unchanged is that programming continues to be our biggest annual direct expenses, second only to salary costs. And we project that programming costs will only continue to increase, as our discounts for new programming begin to adjust to their normal rates over a three-year period. As a result, WMUK can continue say with confidence that virtually none of this programming would be possible on our airwaves without CSG support from CPB. Moreover, CSG funding for these national programming costs, allows WMUK to make investments in local news coverage, music programming and other content that would otherwise be financially impossible for us to sustain. This includes local production of feature-length local segments, interviews, and occasionally special news series on a particular topic of local importance. CPB funds also allow us to more efficiently utilize our limited resources to further our larger efforts to educate the public, including candidate forums (a critical need in what was an election year), investigative journalism, and more. We continue to believe that WMUK is precariously situated as one of the very few locally-owned journalistic organizations in our region, albeit one that is constantly at the mercy of economic conditions that are often difficult to predict. For that reason, CPB funding via the CSG programming serves as a bulwark to maintain unbiased local, national and international news, and quality cultural programming.

Comments

**Question** **Comment**

No Comments for this section

**7.1 Journalists**

Jump to question:

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

**7.1 Journalists**

Jump to question:

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Other
News Director	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>				
Assistant News Director	<input type="text"/>											
Managing Editor	<input type="text"/>											
Senior Editor	<input type="text"/>											
Editor	<input type="text"/>											
Executive Producer	<input type="text"/>											
Senior Producer	<input type="text"/>											
Producer	<input type="text"/>											
Associate Producer	<input type="text"/>											
Reporter/Producer	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>
Host/Reporter	<input type="text"/>											
Reporter	<input type="text"/>											
Beat Reporter	<input type="text"/>											
Anchor/Reporter	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text"/>					
Anchor/Host	<input type="text"/>											
Videographer	<input type="text"/>											
Video Editor	<input type="text"/>											
Other positions not already accounted for	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>				
<b>Total</b>	<input type="text" value="2"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="2"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="3"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

Comments

**Question** **Comment**

No Comments for this section

## WMUK-FM Station Activity Survey 2020: Telling Public Radio's Story 2021.03.08

Please report on activities that occurred in Fiscal Year 2020.

- 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.**

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Simultaneously, WMUK officially launched a second FM signal covering our community of license, Kalamazoo, Michigan. This new signal carries our classical music programming, branded "*Classical WMUK*," and is heard primarily on the lower-power WKDS 89.9 FM. WMUK entered into a Time Brokerage Agreement to operate WKDS with Kalamazoo Public Schools (the licensee for WKDS). Classical WMUK is additionally being simulcast on the secondary HD channel of WMUK 102.1 FM, in order to provide greater listening opportunities for people outside of the WKDS signal area. The Station has provided HD radios to any member of the public interested in receiving them, at no charge.

The response from our community partners and listeners in general has been almost universally positive. Our music arts partners in the local community have been especially enthusiastic about the new classical service, and they see it as an opportunity for greater and more meaningful collaboration.

These efforts have already born fruit via local programming on Classical WMUK that has featured local and visiting artists to our region. Most of these guest interviews occur on the one-day weekday interview and music program, *Let's Hear It*, hosted by WMUK's Cara Lieurance. Prior to our January 2020 format change, *Let's Hear It* aired on WMUK 102.1 FM, following the NPR *Morning Edition* news program. Since moving to the classical channel, *Let's Hear It* has found renewed interest by members of the community interested in promoting the arts, and we believe it is finding new audiences via this new

service. Ms. Lieurance, the show host also posts all her interviews on our website and social media, many of which are shared by others. As mentioned previously, feedback from listeners and community partners on these social media channels has been very encouraging.

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In FY2020, topics of community interest that WMUK locally reported on included impacts of climate change, opioid addiction, affordable housing, pollution / environmental issues, a series on the local impact of Black Lives Matter protests, and primary elections coverage. In October 2019, WMUK co-hosted and broadcast forums for candidates of the Kalamazoo City Commission as well as a Mayoral candidate forum.

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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.**

In FY2020, WMUK 102.1 FM renewed its interest in collaborative partnerships and other engagement opportunities with organizations in our region, often via hosted or co-hosted events that were free and open to the public.

In March 2020, the Station's General Manager and Development Director, met with members of the Kalamazoo-based music interest group known as "*Music Meisters.*" The "Meisters" consist of a group of approximately twelve patrons of the arts who gather monthly over lunch for a discussion of recent music and arts events. Most are retired from professional positions or higher education and have served on boards of local arts organizations. Each member takes turns hosting the meeting, each inviting an important figure from the local music and arts community to chat with them over lunch. As guests for the March 2020 meeting, both of WMUK's staff provided an overview of WMUK, as well as its new mission and organizational objectives, post-format change. This was followed by a well-received Q&A and discussion. All of the group members expressed strong appreciation for WMUK's continued commitment to the arts, and noted that the Station's format shift was a welcome change for Kalamazoo.

As part of our longstanding partnership with Colleagues International, on September 3, 2019, WMUK hosted a group of six journalists from Sri Lanka for an hour-long visit. This was part of the group's *Traditional and Social Media in Elections* tour of the U.S. The goal of the visit was to share our practices & guidelines as a news organization. Topics included maintaining a free press in an increasingly money-driven political environment, and managing social media as a communications arm of our station against the 24-hour news cycle of citizen journalists.

On March 3, 2020, two of the Station's content staff hosted a different group of international visitors, hailing from Denmark, Kosovo, Nepal, Nigeria, Switzerland, Tajikistan and the United Kingdom. The purpose of the visit was to exchange thoughts, ideas and experiences surrounding elections, voting, political and civic engagement. This was part of a broader tour of other civic organizations in Kalamazoo.

Colleagues International is a volunteer-driven citizen diplomacy organization with the stated mission: "*Colleagues International enriches local community with global diversity in Kalamazoo, one relationship at a time.*" Colleagues International is a member of the Global Ties U.S Network that implements the U.S. Department of State's International

Visitor Leadership Program (IVLP). Broadly, this organization facilitates international professional exchange of emerging and established leaders in West Michigan.

Additionally, in FY2020 WMUK hosted two candidate forums in partnership with the Political Science Department of Western Michigan University (WMU), and the WeVote program also based at WMU. One forum event was held on October 1, 2019 featuring candidates running for Kalamazoo City Commission. Seven of the eight candidates on the ballot participated in the forum. A second forum was held October 22, 2019 for the four candidates running for Mayor of Kalamazoo. Both forums were moderated by WMUK's Gordon Evans, and were broadcast on WMUK.

On our classical channel, the one-hour weekday program *Let's Hear It*, featured a number of guests from local community-based organizations. In particular, host Cara Lieurance engaged with a wide range of community arts leaders in theater, music, dance and art, and frequently showcased live concert highlights from local performances.

Among numerous examples, one interview focused on how to apply for and access arts grants with Kristen Chesak of the Arts Council of Greater Kalamazoo. Additionally, the organizers of Theatre Kalamazoo's New *Playwrights Festival* discussed how aspiring writers can get their plays produced. Kalamazoo Institute of Arts curator Rehema Barber shared details on a landmark exhibition entitled "*Black Refractions: Highlights from the Studio Museum in Harlem.*"

Finally, in FY2020 WMUK regularly recorded and broadcasted live performances by several music organizations within the community, including ensembles of the Kalamazoo Symphony Orchestra (KSO), the Battle Creek Symphony Orchestra, and Fontana Chamber Arts. WMUK also broadcasted live simulcast concerts by the Detroit Symphony Orchestra (DSO). Additionally, in September 2019 Cara Lieurance and Dave Marlatt hosted a concert at the Richland Community Hall with guest artist Billy Jackson, as part of the Station's "*Pure Drop*" Celtic-themed show activities.

**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.**

As noted in the response to Question #2, WMUK developed a mutually beneficial partnership with the Kalamazoo chapter of Colleagues International. Our hosting of international colleagues from countries around the globe has helped to provoke healthy discussions regarding the intersection of media and politics around the world. Our partners at Colleagues International have on several occasions noted that they, too, see this as a positive development for journalism and citizen diplomacy, globally. Following the September 2019 and March 2020 visits by the international colleagues, our local partners sent us direct feedback via thank you postcards, showing appreciation the Station's staff for sharing their knowledge and insight during each group's tour of our region.

The reporting year also featured another important opportunity for civic engagement, through the candidate forums that were co-hosted by WMUK in partnership with the Political Science Department of Western Michigan University (WMU) and the WeVote program also based at WMU. WeVote describes itself as *"a non-partisan, campus-wide effort to institutionalize voting on campus and encourage students to make voting a life-long habit."*

One forum event was held on October 1, 2019 featuring candidates running for Kalamazoo City Commission. Seven of the eight candidates on the ballot participated in the forum. A second forum was held October 22, 2019 for the four candidates running for Mayor of Kalamazoo. Both forums were moderated by WMUK's Gordon Evans, and were broadcast on WMUK 102.1 FM.

These forums provided voters opportunities to learn more about the candidates running for Kalamazoo City Commission and mayor. Both events were well attended, and the Station also received several suggestions for questions to ask the candidates before and during the respective events.

One of the co-organizers of the forums was Dr. Denise Keele, Associate Professor of Political Science and Environmental and Sustainability Studies at WMU. She is also a Faculty Co-Chair of WeVote. Dr. Keele noted that these events increased civic awareness for WMU students, and credited WMUK's involvement in the forums:

*“As many WMU students are first time voters, local elections provide an easy way to become life-long voters as well as see the impact of elections in the time they spend in Kalamazoo. WeVote partnership with WMUK on the Fall 2019 city commission and mayoral candidate forums greatly enhanced the professionalism and quality of the events. Hosted on WMU’s campus, these events were easily accessible to students and the community. The WMUK broadcast and recordings of the event provided many opportunities for further distribution to engage students to get registered and vote. WMUK contributed their experience in vetting and framing of appropriate candidate questions, maintaining non-partisanship, and providing a superb and trusted moderator in Gordon Evans.”*

These candidate forums also coincided with WMUK’s local elections coverage in the months leading up to, and including, the primary and general elections in 2020.

**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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.**

As WMUK-FM adjusted its format to reach new audiences in FY2020, the Station maintained its commitment to investigating and meeting the needs of minority and other diverse audiences, particularly as it relates to our local journalism, arts, literature and culture programming.

WMUK's News Department makes concerted efforts to reach out to marginalized communities in order to cover issues of interest to the general public. During the reporting period, WMUK attempted to survey a broad range of groups and organizations in our coverage area using an online instrument and follow-up mailings, however no responses were received.

In FY2020, WMUK offered coverage that specifically addressed minority populations and those with special needs on our primary 102.1 FM channel. In July 2019, the Station aired a feature on how the Kalamazoo Black Expo helps minority-owned businesses. In December 2019, the Station investigated a controversial decision by Kalamazoo Public Schools regarding the removal of LGBTQ-centered books from elementary classroom libraries, as well as exclusion of books centered on disability and economic status.

A January 2020 segment of our weekly *ArtBeat* feature looked at how one Kalamazoo senior living facility is helping people with dementia through music. Another *ArtBeat* segment, aired in the same month, interviewed a local poet and artist who uses her multicultural roots to bridge cultural divides; and also interviewed a retired professor at Western Michigan University who has devoted her time to translating poetry from other languages.

In June 2020, the Station produced a series on concerns by area African-Americans following the Black Lives Matter (BLM) protests that occurred both nationally and locally. This series specifically examined questions by BLM protesters in Kalamazoo who wondered, "*What's next?*" following the protests, and whether white allies are truly committed to long-term police reforms as well as other structural changes needed to address racism.

Beyond our news reporting, the Station continued its tradition of interviewing guests on diversity issues as they relate to the performing and visual arts. Most of these interviews aired on the one-hour weekday (Mon-Thurs) *Let's Hear It!* program, hosted by WMUK's

Cara Lieurance. Example broadcasts include a September 2019 interview with Kalamazoo Institute of Arts curator Rehema Barber about a new a landmark exhibition entitled: “*Black Refractions: Highlights from the Studio Museum in Harlem.*” In October 2019, MOJATUBA's groundbreaking tubist, Velvet Brown, was interviewed about her experiences as a Black classical performer. In the same month, the show aired an interview with a member of the Zimbabwe-based all-female choir, Duduzile Sibanda, who spoke about her experiences bringing their music to international audiences. Ms. Sibanda’s group, *Nobuntu*, is a five-part a cappella vocal ensemble. The group performed in November 2019 as part of the Kalamazoo Bach Festival.

In a live recording in WMUK’s Takeda Performance Studio, Cara spoke with Monica Washington Padula and Dr. Romeo Philips about the guests’ planned event entitled, “*The Reason Why We Sing: A free Lecture-Recital Advocating for the Recognition and Inclusion of Black-American Sacred Music,*” with music examples performed by the guests. This special edition of *Let’s Hear It!* aired in October 2019. Finally, in FY2020 *Let’s Hear It!* reported on planned festivities for the Chinese Lunar New Year by the Greater Kalamazoo Chinese Association, and featured Edward Callahan, an aspiring young Black classical pianist with a strong following in his Kalamazoo hometown.

Our weekly literary program called *The Library* included several literary works of relevance to minority and disadvantaged audiences in FY2020. Local host Mark Tomlonson provides audio narration of classic works of literature for this program. Relevant thematic topics featured on *The Library* included readings of works on racial relations, discrimination, and refugees.

WMUK’s diversity was reflected in the diverse selection of music we offered as well, such as classical, jazz, Latin-American, folk which in FY2020 together constituted 168 hours of music each week. This includes the launch of the new Classical WMUK service in January 2020 on 89.9 FM in Kalamazoo and 102.1 FM HD-2. On WMUK’s primary (HD-1) channel, the Station continued to bring audiences its long-running *Alma Latina* show, a one-hour Spanish-language program that features Latin-American music crossing a variety of genres (e.g. Tex-Mex, Cuban, Tejano, etc.). This show has developed a loyal following among the Latin community of West Michigan.

**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?**

In light of the COVID-19 global pandemic, CPB funding has transitioned from being a critical need to being an indispensable one. Through the Community Service Grant (CSG) program, WMUK has been able to maintain quality public radio programming at a time when our other traditional revenue streams have shrunk considerably as a result of the pandemic.

For WMUK, the regional and national economic crisis that emerged from the pandemic coincided with a Fiscal Year in which WMUK launched the most ambitious format change in the Station's history. As noted in response to Question 1, WMUK overhauled our main 102.1 FM channel, providing greatly more news and information programming, and we launched a secondary classical channel on 89.9 FM and the HD-2 signal of 102.1 FM. In a normal year, these changes alone would have resulted in a significant increase in our programming budget, albeit one with some introductory discounts for the new programming from our network partners. Our budget model anticipated a drop in membership revenue as our audiences adjusted to the new format. However, it did not anticipate the precipitous drop in underwriting and institutional support that occurred in the immediate months following the pandemic.

Fortunately, the CSG has buffered WMUK beleaguered operating budget, ensuring that we were able to provide expanded news and information from national distributors. This was all the more important during the critical early months of the pandemic, when getting public health information to our listeners in West Michigan was a top priority. Additionally, the CSG helped to ensure that WMUK was able to offer national coverage of other pressing events in FY2020, such as the Black Lives Matters protests rolling across the country and primary elections coverage. Without CSG funding, none of this would have been possible.

In FY2020, WMUK paid almost \$220,000 to acquire national programming from network distributors such as NPR, PRI, APM and other networks as part of our newly expanded program lineup. What remains unchanged is that programming continues to be our biggest annual direct expenses, second only to salary costs. And we project that programming costs will only continue to increase, as our discounts for new programming begin to adjust to their normal rates over a three-year period. As a result, WMUK can continue say with confidence that virtually none of this programming would be possible on our airwaves without CSG support from CPB.

Moreover, CSG funding for these national programming costs, allows WMUK to make investments in local news coverage, music programming and other content that would otherwise be financially impossible for us to sustain. This includes local production of

feature-length local segments, interviews, and occasionally special news series on a particular topic of local importance. CPB funds also allow us to more efficiently utilize our limited resources to further our larger efforts to educate the public, including candidate forums (a critical need in what was an election year), investigative journalism, and more.

We continue to believe that WMUK is precariously situated as one of the very few locally-owned journalistic organizations in our region, albeit one that is constantly at the mercy of economic conditions that are often difficult to predict. For that reason, CPB funding via the CSG programming serves as a bulwark to maintain unbiased local, national and international news, and quality cultural programming.