

## Grantee Information

ID	1375
Grantee Name	WIUM-FM
City	Macomb
State	IL
Licensee Type	University

### 6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2022. 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 2022 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**

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1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

TSPR serves a large geographic area: west central Illinois, southeast Iowa and northeast Missouri, 20 counties in three states. We try hard to meet the needs of this community with the resources we have. We offer a mixed format of news and diverse music (classical, folk/Americana and Jazz). We feel strongly the offering a mixed format serves our rural area well, with few choices in free access media, music and news. TSPR produces news reports and in-depth features daily for our coverage area. In FY22 our news department included a News Director, regional reporter and part-time Morning Edition host. The additions that increased our newsroom from 1 to 2.5 staff took place in the last half of FY21. We have been able to increase the number of local news stories due this increase. In addition to broadcasting stories on-air, we share stories on our website and social media accounts. As a station we remain committed to providing music to our listening audience. We air locally and nationally produced classical music programs on weekdays. Saturday evening features a locally produced jazz program, as well as well-known nationally produced programs devoted to Jazz. On Sunday evening, we feature the vast genre of folk and Americana, with both a locally produced program and those distributed nationally. Our locally produced programs feature hosts with knowledge and passion for the music of their programs, all engage actively with the community. Our classical music host regularly includes a "by suggestion" episode designed to hear from our listeners. Our folk host regularly engages with listeners via social media. We produce a program that features

music of regional groups; including University music groups, local symphonies and choral groups. This provides an opportunity for individuals who do not have an opportunity to attend performances to hear the vast talent from our region. TSPR has an active social media presence: Facebook (4,630 followers), Twitter (989) and Instagram (592). We use our social media presence to share local news and inform listeners about station events and happenings. Our website was also active in FY22 we had over 548,000 page views, by over 329,000 visitors. TSPR includes a community calendar in our broadcast day highlight civic activities that our audience may find of interest. The listing includes art events, library and academic presentations or programs and city informational meetings. As we move past the pandemic and as new leadership and staffing levels settle in we hope to again engage with our audience in-person.

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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.

Initiatives and partnerships remained different in FY22 due to leadership changes. Our Underwriting and Outreach coordinator who had also taken on the duties of Development Director, was hired as the new General Manager. She continued with the Development Director duties until the position could be filled. Unfortunately that process took six months. The GM's adjustment to her new role as well as trying to rectify low staff numbers means that not much attention was given to outreach and event opportunities. It is our hope that as staffing levels increase and the pandemic subsides we can begin to engage in outreach opportunities again. We continued to partner with public media stations in both Iowa and Illinois to share news stories of importance or interest to our listening audience. We are members of the Illinois State House Reporting, helping to underwrite the cost to have a reporter in Springfield, IL. We also are an associate partner with Harvest Public Media, sharing their stories with our listeners. As an associate member, we occasionally produce a story for the network. We participated in Public Radio Music Day in FY22, by hosting a streaming concert featuring a local musician who tours nationally. We partner with Undercurrents Radio by providing the only 24-hour, 7-days a week stream for their programming. Undercurrents is a daily, 4-hour music mix heard on Native Voice One. TSPR programs the stream to feature a flow of music from these daily playlists. Undercurrents began as a service to enhance and extend the offerings of Native stations, but the show caught the ear of music lovers everywhere. Undercurrents brings together music fans across borders, cultures and generations.

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3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

With a focus on increasing our reporting capacity our greatest impact remains bringing news and information to our communities. This has become all the more important as our Illinois communities are experiencing cuts in local newspaper reporting due staff reductions at local papers (reductions to already small staffs). We are fortunate that we have been able to increase our staff. We continue to look at ways we may be able to increase our newsroom in the future. In FY21 our newsroom has reported on the closure of a Galesburg hospital by state regulators, a proposed CO2 pipeline and other issues facing our region. TSPR's features local commentaries weekly by woman from the region, as part of our Women's series from September through May. These women speak on a variety of topics central to their communities. We have seen a significant increase in our website traffic as our newsroom has expanded. We continue to look for ways we can reconnect with the communities we serve as we attempt to rebuild after our 2019 funding cuts and a worldwide pandemic.

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4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

TSPR broadcasts special programming to help engage the Latino community and educate the non-Latino community: Latino USA and the bilingual classical music program Concierto. TSPR's Audio Information Services division provides a 24/7 radio reading service for print disabled individuals. This dedicated broadcast service is augmented by web streaming. Unfortunately, we experienced significant staff turmoil with our Operations Department in FY22. This coupled with new leadership taking on the General manager and development director roles

meant that special programming that we might take on to serve minority audiences took a back seat. Our focus was required to make sure we could reliably provide the program we carry to our listening audience. Staff members, including the new General Manager, did take part in an Audience Development Summit hosted by Greater Public and PRPD with an eye toward how we can better serve our community. As we will be in a rebuilding process, leadership is considering not only how we can reestablish our connections with communities we served before our staffing cuts, but also how we can establish connections with communities we may not have previously served effectively.

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5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

TSPR serves a sparsely populated region of western Illinois, southeast Iowa and northeast Missouri. Our listening area lacks the population and corporate base to provide a quality public radio service without CPB funding assistance. TSPR would not survive without this funding. Our licensee cut all monetary contributions to the station in 2019. In FY22 we experienced the first grant reduction due to this action. In late FY21 and early FY22 our licensee reestablished two salaries for our station, our General Manager and regional reporter positions. However, it still leaves us in a far short of previous licensee support levels. CPB funding currently pays for NPR programming and distribution fees, as well as legal council for the station.

#### Comments

##### Question

##### Comment

No Comments for this section