

## 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 2023. 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 2023 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 of news and music serves our rural area with few free media access sources well. TSPR produces news reports and in-depth features daily for our coverage area. In FY23 our news department included a News Director, regional reporter and part-time Morning Edition host. In addition to broadcasting stories on-air, we share stories on our website, a weekday news podcast, through the NPR app 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 (5,142 followers) and Instagram (633). In FY23 we deactivated our Twitter account, the decision was made due to concerns the site was taking under the direction of new leadership. We also knew the twitter was not a platform actively used by our audience and there for the impact would be minimal. We use our social media presence to share local news and inform listeners about station events and happenings. Our website was also active in FY23 we had over 610,000 page views, by over 321,000 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.

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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.

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 two reporters 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 partnered with a locally owned radio station in Galesburg, IL, WGIL, to produce and stream a city council and school board candidate forum. We also recorded the NAACP forum and made the recording available to the public. We partnered with

local symphonies and choral groups to bring their recordings to our broadcast through the weekly program Music from the Tri States. In FY23 we partnered with Galesburg's Orpheum Theatre to broadcast their self-produced Christmas Radio play on Christmas and Christmas Eve. We have received a grant from Illinois Humanities to support work on developing our Welcome to Forgottonia podcast featuring stories from 16 counties in West Central Illinois dubbed as Forgottonia 50 years ago. As a grant recipient we have been placed in a regional hub with other Illinois Humanities grant recipients and have developed relationship that we hope will lead to other partnerships. We brought NPR National Justice Correspondent, Carrie Johnson, to Macomb for a Q&A with listeners. We made this event available via stream to all who were interested. Given Ms. Johnson's front line seat to relevant court cases at this point in our nation's history, the program was educational and engaging.

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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.

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, including closing local offices all and newspapers with no local reporting. Our news partnerships allow us to increase our reporting in ways that are meaningful to our audience. We will continue to explore new opportunities to partner and increase the local news coverage in our region. As a mixed format station, we remain committed sharing music in our broadcast. Our partnerships with local symphonies, choral groups and musicians have allowed us to share traditional favorites and new works across all our genres, Classical; Folk/Americana and Jazz. From speaking with our partners, I know they fill fortunate that we are willing and able to share their works across our region. Our listeners and supporters are our largest partnership, for without these people we would not exist. A FY23 project that we received the most feedback on was Classically Black. This was an in house produced series of modular programs that aired during Black History Monday. It highlighted the contributions of Black Classical Composers. We aired 2-minute segments each weekday in February once during each drive time news program, we also repeated the information and shared a featured work from that day's composer on our daily classical program, Ovation. Listeners commented how much they enjoyed the program and learning more about composers of African descent.

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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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. 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. Staff members, including the 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. We have begun to make connections to try to provided limited story's in Spanish language on our website. This has proved to me more difficult than we had envisioned our hoped. With an eye toward expanding our diversity our General Manager took part in The Riley Institute's Public Media Leaders Diversity Initiative in FY23

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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 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