

Grantee Information

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

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 2021. 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 2021 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.

TSPR broadcasts a combination of news and diverse music programming (classical, folk and jazz). Offering a mixed format is critical as TSPR serves a very rural area with few choices in media, music and news. TSPR produces news reports and in-depth features daily for our coverage area of 20 counties in 3 states. For most of FY21, we had a news department with one staff member. In addition to hosting our Morning Edition program, our news director worked to share stories that would have a direct impact with our listening audience. This has been especially important during the pandemic, making sure our listeners knew where to go for COVID testing and vaccines and understanding legal challenges to mask and vaccine mandates and how that may affect their community. 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 also 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. This has been particularly important during COVID as many live performances have been suspended as a safety precaution. We have relied on past recordings to continue to broadcast this program, as new performances were not available. This program has helped keep local music performance groups top of mind during a time when performance is not possible. TSPR has an active social media presence: Facebook (4,396), Twitter (1,002) and Instagram (560). We use our social media presence to share local news and inform listeners about station events and happenings. Our website was also active in FY21 we had over 396,000 page views, by nearly 191,000 visitors.

6.1 Telling Public Radio's Story

Jump to question: **6.1** ▾

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 FY21 due to the continuation of the pandemic as well as continuing to work in a reduced staff capacity facilitated by our 2019 loss of monetary support by our licensee. TSPR's connections in FY21 were predominantly online and on-air. We continue 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 partnered with Knox College's Health Studies Internship course to bring to the public the interviews that were done with local public health officials by the course students. Due to the pandemic, the students were not able to complete their usual internships, so they completed a podcast with local health officials talking about the ongoing pandemic. We made the public aware of the availability of the podcast through a news story, social media and with prominent placement on our website. We were able to partner with the Knox Galesburg Symphony to bring three streaming concerts to our listeners and beyond. This included concerts by a brass quintet, string quintet and a wind ensemble. We were thrilled to be able to bring these smaller classical concerts to our listeners and patrons of the Knox Galesburg Symphony during a time when live performances were limited. 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.

6.1 Telling Public Radio's Story

Jump to question: **6.1** ▾

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.

TSPR's greatest impact has continued to be increased awareness and productive dialogue among community members on important issues. TSPR's website served as a source for the most up-to-date information on the coronavirus, including testing and vaccine clinics. TSPR's weekly local commentaries featured individuals from across the listening region speaking on a variety of topics central to their communities. TSPR reported on local and national elections, as well as, the impact of the census on the communities within our listening area. This has included redistricting maps by state governments. In FY21 we continued to hear from listeners that TSPR is a lifeline to the outside world and source of reliable information during the pandemic.

6.1 Telling Public Radio's Story

Jump to question: **6.1** ▾

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. 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. In FY21, we broadcasted a three-part documentary The Reckoning: Facing the Legacy of Slavery in America, for Black History Month. The Reckoning is a public radio series (and podcast) which

traces the history and lasting impact of slavery in America. The radio series examined how the institution unfolded in Kentucky. In this series, we met members of two families who were deeply affected by the institution of slavery. One is a prominent white family descended from both a major slave trader and one of Kentucky's largest slave owners, the other an African American family who descend from two of the people enslaved by the white family. These two families reflect on how slavery touched nearly every person, place and institution in America, and how the country still needs to reconcile this painful past with the present — to recognize and reconcile the impact slavery has had on the health, wealth and safety of African Americans. As we continued to be in a moment of transition in FY21, we did not make any plans for FY22. It is our hope that new station leadership will be established in FY22, and once that person has had time to stabilize and become familiar with our situation we will be able to have an eye toward the future.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▾

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. The elimination of monetary support in 2019 from our licensee makes CPB absolutely essential to staying on-the-air and serving the region. TSPR would not survive without this funding. CPB funding currently covers all of the program, affiliation and membership fees as well as some equipment, software and operational needs.

Comments

Question

Comment

No Comments for this section