

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 2019. 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 2019 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 broadcasts a mixture of news and diverse music programming (classical, folk and jazz). Being a mixed format station is critical as we serve a very rural area with few choices in media, music, news and information. Our news department produces news reports and in-depth features on our coverage area that includes 20 counties in three states. In addition, local concerts are broadcast on our weekly program, Music from the Tri-States, and our local classical, jazz and folk music hosts regularly interact with and engage with our listeners. TSPR also has active interaction with the audience to identify issues and needs of the communities we serve. TSPR has an active social media presence (3777+ likes on Facebook, 900+ followers on Twitter), and hosts outreach events (i.e. Funding Forums) and Folk Weekend Live concert series.

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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.

TSPR presented four "Folk Weekend Live" concerts to promote live music and its appreciation in our region. The concerts were recorded for broadcast and attendees were asked to bring an item for the local food pantry as part of their admission to the concert. TSPR has a music performance studio that seats 100; this space is also made available to non-profit organizations for meetings and special events.. TSPR (in partnership with other institutions, agencies and venues) also hosted six Funding Forums to inform and educate our audience in the aftermath of our parent organization's decision to eliminate financial support to the station. The forums brought together people in our various communities, increased our reach, and generated awareness and discussion of many issues across our listening region.

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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.

The greatest impact continues to be increased awareness and productive dialogue among community members on important issues. Our Funding Forums and Crisis in Confidence series reached all the communities we serve to inform and educate our audience on the status of the station's funding and leadership issues of our parent organization. Our weekly local commentaries feature women from across the listening region speaking on a variety of topics central to their communities. All of these have strengthened and solidified our audience during a very turbulent time for TSPR.

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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 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.

TSPR broadcasts special programming to help engage the Latino community and educate the non-Latino community. This includes "Latino USA" and the bilingual classical music program "Concierto." Our Audio Information Services division provides a 24/7 radio reading service for print disabled individuals. This dedicated broadcast service is augmented by web streaming.

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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. We lack the population and corporate base to provide a quality public radio service without federal funding assistance. The elimination of financial support in 2019 from our parent organization makes CPB funding absolutely vital to our ability to serve the region; we literally would not survive without it. CPB funding currently covers all of our program, affiliation and membership fees as well as some payroll, software, and equipment needs.

Comments

Question

Comment

No Comments for this section