

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 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.

TSPR broadcasts a combination of news and diverse music programming (classical, folk and jazz). Offering a mixed format is critical as TSPR covers 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. Additionally, TSPR broadcasts local concerts on our weekly program, Music from the Tri States, and have local classical, jazz and folk music hosts who regularly collaborate with the public. TSPR interacts actively with the audience to identify issues and needs of the communities served. This includes an active social media presence (3,985 likes on Facebook, 909 Twitter followers)

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 were different in FY20 due to COVID and a reduced station staff in the wake of losing all support from our licensee in 2019. TSPR's connections in FY20 were predominately online and on-air; for example, for Giving Tuesday, the station took nomination's for listening area non-profits to receive complimentary underwriting announcements (2 were chosen). TSPR partnered with Western Illinois University Extended & Continuing Education and Spoon River College to offer "Introduction of Public Radio" community courses. For Public Radio Music Day, videos of local musicians were shared along with locally curated playlists. A school district in our listening region (Ft. Madison, IA) earned an Honorable Mention in the NPR Student Podcast Challenge; TSPR had encouraged all our school districts to enter the challenge.

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 continues 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; local announcements, ,business and health resources, daily press briefings and NPR's podcast Coronavirus Daily were available on TSPR's homepage. TSPR's weekly local commentaries feature women from across the listening region speaking on a variety of topics central to their communities. TSPR reported on local and regional Black Lives Matter activities to encourage education on systemic racism. More than ever, this year we heard from listeners that TSPR was a lifeline to the outside world and source of reliable information during Illinois' Shelter in Place and the pandemic in general. All of these have strengthened and solidified the audience during turbulent times.

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 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.

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 provide a 24/7 radio reading service for print disabled individuals. This dedicated broadcast service is augmented by web streaming.

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 financial 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 and well as some equipment, software and operational needs.

Comments

Question	Comment
No Comments for this section	