

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 2015. 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 2015 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). This is critical as we serve a very rural area. In addition, we have an active news department (4 full-time, 3 part-time) that produce news reports and in-depth features daily on our coverage area that includes 20 counties in three states. In addition, we broadcast local concerts on our weekly show, Music From the Tri-States, and have local classical, jazz and folk music hosts that regularly interact with the public. TSPR also has an active interaction with the audience to identify issues and needs of the communities we serve. This includes an active social media presence (2000+ likes on Facebook, 500+ followers on Twitter), outreach events (i.e. attending farmers markets in six communities to hand out shopping bags and ask people their thoughts and input) the Issues and Ale and AgSense events and our Celebration 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.

The station presented six "Celebration Concerts" to promote live music and its appreciation in our region. The concerts were recorded for broadcast and attendees were asked to bring a nonperishable food item for the local food pantry as part of their admission to the concerts. The station has a music performance studio that seats 100 people and makes this space available to non-profit organizations for meetings and other special events. We have also started two new public events series, "Issue and Ale" and "AgSense" where we bring together people in various towns across our communities to discuss important issues of the day in a relaxed setting. In each of our Celebration Concerts, Issues & Ale and AgSense we partner with other institutions, agencies and venues to develop the content of each program, and promote the event to a wide and diverse audience that may not otherwise no about our services.

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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 has come in the form of increased awareness and productive dialogue among community members on important issues. For example, the Issues and Ale event in Galesburg focused on lead in the drinking water. Galesburg City Councilman Peter Schwartzman was one of the speakers, and said of our event and coverage, "I do think it's sort of a blessing in disguise because it has woken many of us up as to how we can deal with lead issues. Lead is a persistent heavy metal that can do a lot of damage neurologically. And it has long lasting, lifelong effects especially on young children."

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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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. 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", "Alt.Latino" and the bi-lingual classical music program "Concierto". Our Audio Information Services division provides a 24 hour a day 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?

Our stations serve 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. CPB funding currently pays for a full time reporter's salary and benefits, along with other broadcasting related expenses. Our local service would suffer tremendously without CPB funds.

Comments

Question

Comment

No Comments for this section