

STEPHEN WILLIAMS

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WMUK-FM

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SAS Radio: Station Activity (Salary) Survey

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The SAS-Radio survey is live and available for data entry!

Status: **Approved**

Survey due: **2/15/2023 (Available for Data Entry)**
Revised Due Date: **03/15/2023**

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Survey due on 03/15/2023

Subsections	Original Submitter	Last Updated	Status
Employment Questions: 1.1-1.7		Stephen Williams, Mar 13 2023	Completed
Average Salary Questions: 2.1-2.8		Stephen Williams, Mar 14 2023	Completed
Governing Board Questions: 3.1-3.2		Stephen Williams, Mar 14 2023	Completed
Community Outreach Activities Questions: 4.1		Stephen Williams, Mar 14 2023	Completed
Radio Programming and Production Questions: 5.1		Stephen Williams, Mar 14 2023	Completed
Local Content and Services Report Questions: 6.1		Stephen Williams, Mar 15 2023	Completed
Journalists Questions: 7.1		Stephen Williams, Mar 14 2023	Completed

Subsections**Original Submitter****Last Updated****Status**[Digital Platforms](#) Questions: 8.1-8.4

Stephen Williams, Mar 14 2023

Completed

[Submit to CPB](#)

SAS-Radio allows you to access and run various reports for your data and for other stations data, provided that the organization explicitly gives you permission.

[Go To Reporting Main](#)

The following are reference tools to assist you in the completion of the surveys:

[Frequently Asked Questions](#)[Instruction Guide](#)[SAS-Radio Survey Questions in Excel](#)

Grantee Information

ID	1452
Grantee Name	WMUK-FM
City	Kalamazoo
State	MI
Licensee Type	University

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000					2		2
Professionals - 3000				1	3	0	4
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	1	5	0	6

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000	1						1
Managers - 2000					2		2
Professionals - 3000					1		1
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0

Operatives (Semi-Skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="3"/>	<input type="text" value="0"/>	<input type="text" value="4"/>

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category /
Job Code /
Joint Employee
Officials - 1000

Managers - 2000

Professionals - 3000

Technicians - 4000

Sales Workers - 4500

Office and Clerical - 5100

Craftspersons (Skilled) - 5200

Operatives (Semi-Skilled) - 5300

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

Persons with Disabilities

<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text" value="0"/>

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers

Jump to question: 1.2

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers

Jump to question: 1.2

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers

Jump to question: 1.2

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Male Major Programming Decision Makers	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="2"/>
Total	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="2"/>

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="2"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="2"/>

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="4"/>	<input type="text"/>	<input type="text" value="4"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="4"/>	<input type="text" value="0"/>	<input type="text" value="4"/>

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	<input type="text"/>
Managers - 2000	<input type="text"/>
Professionals - 3000	<input type="text"/>
Technicians - 4000	<input type="text"/>
Sales Workers - 4500	<input type="text"/>
Office and Clerical - 5100	<input type="text"/>
Craftspersons (Skilled) - 5200	<input type="text"/>

Operatives (Semi-skilled) - 5300

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

0

1.4 Part-Time Employment

Jump to question: 1.4

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment

Jump to question: 1.4

Number working less than 15 hours per week

4

1.4 Part-Time Employment

Jump to question: 1.4

Number working 15 or more hours per week

2

1.5 Full-Time Hiring

Jump to question: 1.5

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring

Jump to question: 1.5

No full-time employees were hired (check here if applicable)

1.5 Full-Time Hiring

Jump to question: 1.5

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000		1			1
Professionals - 3000		2			2
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	3	0	0	3

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

Number of full-time and part-time job openings

5

1.7 Hiring Contractors

Jump to question: 1.7

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

Jump to question: 1.7

Check all that apply

Underwriting solicitation related activities

Direct Mail

Telemarketing

Other development activities

Legal services	<input checked="" type="checkbox"/>
Human Resource services	<input type="checkbox"/>
Accounting/Payroll	<input checked="" type="checkbox"/>
Computer operations	<input type="checkbox"/>
Website design	<input checked="" type="checkbox"/>
Website content	<input checked="" type="checkbox"/>
Broadcasting engineering	<input checked="" type="checkbox"/>
Engineering	<input type="checkbox"/>
Program director activities	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

Comments

Question	Comment
	Part of this count includes a paid student internship position, which is not strictly a professional position, but the closest relevant category available for this type of position.
	Part of this count includes a paid student internship position, which is not strictly a professional position, but the closest relevant category available for this type of position.
	This includes a paid student internship position, which is not strictly a professional position, but the closest relevant category available for this type of position.

2.1 Corporate Management

Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	\$ 79,524	7
Chief Executive Officer - Joint		\$	
Chief Operations Officer		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer	1.00	\$ 59,450	1
Chief Financial Officer - Joint		\$	
Chief Digital Media Operations		\$	
Chief Digital Media Operations - Joint		\$	

2.1 Corporate Management

Jump to question: 2.1

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions

Jump to question: 2.2

Publicity, Program Promotion Chief		\$	
Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief		\$	
Communication and Public Relations, Chief - Joint		\$	
Head of Audience		\$	
Head of Audience - Joint		\$	
Social Media Specialist / Manager		\$	
Social Media Specialist / Manager - Joint		\$	

2.2 Communication and Promotions

Jump to question: 2.2

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions

Jump to question: 2.3

<u>Programming Director</u>	1.00	\$ 67,348	3
Programming Director - Joint		\$	
<u>Production, Chief</u>		\$	
Production, Chief - Joint		\$	
<u>Executive Producer</u>		\$	
Executive Producer - Joint		\$	
<u>Producer</u>		\$	
Producer - Joint		\$	
<u>Digital Content Director</u>		\$	
Digital Content Director - Joint		\$	
<u>Digital Project Manager</u>		\$	
Digital Project Manager - Joint		\$	
<u>Managing Director, Audience Engagement</u>		\$	
Managing Director, Audience Engagement - Joint		\$	

2.3 Programming and Productions

Jump to question: 2.3

Please list the Other Job titles in this sub-category not listed above

Director of Content Operations & Audience Development Technical Operations Assistant

2.4 Development and Fundraising

Jump to question: 2.4

<u>Development, Chief</u>	1.00	\$ 67,958	3
Development, Chief - Joint		\$	
<u>Member Services, Chief</u>		\$	
Member Services, Chief - Joint		\$	
<u>Membership Fundraising, Chief</u>		\$	
Membership Fundraising, Chief - Joint		\$	
<u>Major Giving Fundraising Chief</u>		\$	
Major Giving Fundraising Chief - Joint		\$	
<u>On-Air Fundraising, Chief</u>		\$	
On-Air Fundraising, Chief - Joint		\$	
<u>Auction Fundraising, Chief</u>		\$	
Auction Fundraising, Chief - Joint		\$	

2.4 Development and Fundraising

Jump to question: 2.4

Please list the Other Job titles in this sub-category not listed above

2.5 Underwriting and Grant Solicitation

Jump to question: 2.5

<u>Underwriting, Chief</u>	1.00	\$ 66,280	5
Underwriting, Chief - Joint		\$	
<u>Corporate Underwriting, Chief</u>		\$	
Corporate Underwriting, Chief - Joint		\$	

Foundation Underwriting, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.5 Underwriting and Grant Solicitation

Jump to question: [2.5](#) ▼

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology

Jump to question: [2.6](#) ▼

Operations and Engineering, Chief	<input type="text" value="1.00"/>	\$ <input type="text" value="68,480"/>	<input type="text" value="2"/>
Operations and Engineering, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1 - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

2.6 Broadcast Engineering and Information Technology

Jump to question: [2.6](#) ▼

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: [2.7](#) ▼

News / Current Affairs Director	<input type="text" value="1.00"/>	\$ <input type="text" value="59,450"/>	<input type="text" value="1"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Director	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Music Librarian/Programmer	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent	<input type="text" value="1.00"/>	\$ <input type="text" value="49,732"/>	<input type="text" value="30"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter	<input type="text" value="1.00"/>	\$ <input type="text" value="44,000"/>	<input type="text" value="1"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

Director of Continuity / Traffic	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Director of Continuity / Traffic - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>

2.7 Journalists, Announcers, Broadcast and Traffic Jump to question: 2.7 ▼

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement Jump to question: 2.8 ▼

Education, Chief	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Education, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Volunteer Coordinator	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Volunteer Coordinator - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Events Coordinator	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Events Coordinator - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Section 2. Average Salary Totals	9.00	\$	562,222	53

2.8 Education and Community Engagement Jump to question: 2.8 ▼

Please list the Other Job titles in this sub-category not listed above

Comments

Question	Comment
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No Comments for this section

3.1 Governing Board Method of Selection Jump to question: 3.1 ▼

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection Jump to question: 3.1 ▼

Ex-Officio (Automatic membership because of another office held)

3.1 Governing Board Method of Selection Jump to question: 3.1 ▼

Appointed by government legislative body (including school board) or other government official (e.g. governor)

3.1 Governing Board Method of Selection Jump to question: 3.1 ▼

Elected by community/membership

3.1 Governing Board Method of Selection Jump to question: 3.1 ▼

Other (please specify below)

3.1 Governing Board Method of Selection Jump to question: 3.1 ▼

3.1 Governing Board Method of Selection Jump to question: 3.1 ▼

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection Jump to question: 3.1 ▼

Total number of board members (Automatic total of the above)

3.2 Governing Board Members Jump to question: 3.2 ▼

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members Jump to question: 3.2 ▼

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members

Jump to question: 3.2

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	1			1	1		3
Male Board Members	1		1		3		5
Total	2	0	1	1	4	0	8

3.2 Governing Board Members

Jump to question: 3.2

Number of Vacant Positions

1

3.2 Governing Board Members

Jump to question: 3.2

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

9

3.2 Governing Board Members

Jump to question: 3.2

Number of Board Members with disabilities

0

Comments

Question	Comment
No Comments for this section	

4.1 Community Outreach Activities

Jump to question: 4.1

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities

Jump to question: 4.1

	Yes/No
Produce public service announcemnts?	No
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	No
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	No
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Produce/distribute informational materials based on local or national programming?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question Comment

No Comments for this section

5.1 Radio Programming and Production Jump to question: 5.1 ▼

Instructions and Definitions:

5.1 Radio Programming and Production Jump to question: 5.1 ▼

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production Jump to question: 5.1 ▼

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	<input type="text" value="0"/>	<input type="text" value="575"/>	<input type="text" value="575"/>
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	<input type="text"/>	<input type="text" value="251"/>	<input type="text" value="251"/>
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	<input type="text"/>	<input type="text" value="91"/>	<input type="text" value="91"/>
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
All Other (incl. sports and religious — Do NOT include fundraising)	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="917"/>	<input type="text" value="917"/>

5.1 Radio Programming and Production Jump to question: 5.1 ▼

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production Jump to question: 5.1 ▼

Approx Number of Original Program Hours

Comments Comment

No Comments for this section

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 2022. 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.**

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.

In Fiscal Year 2022 (July 1, 2021-June 30, 2022), WMUK-FM entered the third year of its significantly expanded program services, which were launched in January 2020. Specifically, in FY2020 the Station changed the primary format of its 102.1 FM main signal to mainly NPR news and information, and launched a new second FM signal devoted to classical music on WKDS 89.9 FM, branded as "Classical WMUK." The classical service is also heard on the HD-2 signal of our main FM channel. Both services continue to see audience growth and have found opportunities for audience engagement. This is reflected in renewed interest by our community partners in outreach opportunities, as well as journalistic collaborations. Throughout these changes, WMUK has maintained its commitment covering issues of importance to constituencies across both our primary and secondary FM coverage areas. We continue to do this primarily through short and long-form features and interviews on our news and information service, as well as via newscasts during NPR's Morning Edition and All Things Considered newsmagazines. This coverage can include field reporting, stories from our state network, and one-on-one interviews with community leaders and local non-profit representatives. Additionally, on our classical FM, our weekday one-hour Let's Hear It! program maintained strong

engagement with visiting and resident performing artists in our region. This program is hosted by Cara Lieurance, who does in-depth interviews with guests, often interlaced with relevant musical performances. These programs are also shared on WMUK's website and social media channel by Ms. Lieurance. In FY2022, topics of community interest that WMUK locally reported on included the 2021 elections in the city of Kalamazoo, as well as stories about the continuing effects of the COVID-19 pandemic, housing and other issues. As an example, in FY2022, WMUK co-hosted two candidate forums for candidates running for Kalamazoo city government. A forum with candidates running for three seats on the Kalamazoo City Commission was held September 23, 2021. It included eight candidates running for three seats on the city commission. It was held via a virtual event and moderated by WMUK's Gordon Evans. The virtual forum was sponsored by the Kalamazoo-area League of Women Voters, Public Media Network, WMUK-FM, Western Michigan University (WMU) WeVote, and other organizations. While it was not broadcast on our airwaves, it was promoted by WMUK both on-air and on-line. A link to the recording was made available through our website after the event. The virtual event was shown on the Public Media Network public access television channels. Additionally, the Station co-hosted another forum on September 30, 2021. Participating were the two candidates running for mayor of Kalamazoo. The discussion was again moderated by Gordon Evans, and covered a wide range of issues. The candidate forum for Kalamazoo mayor was sponsored in part by the Kalamazoo-area League of Women Voters, the Public Media Network, WMUK-FM, Western Michigan University (WMU) WeVote, and other organizations. As with the aforementioned forum, this event was not aired by WMUK, however the Station did promote the online event in advance, and provided a link to the recorded broadcast carried via the Public Media Network (a local public access television channel). WMUK continues to be a member of the Southwest Michigan Journalism Collaborative (SWJC). During Fiscal Year 2022 the collaborative focused on the issue of mental health. A public event was held to discuss how people have coped and dealt with COVID-19. It included mental health professionals who were available to discuss mental health and how people have responded to COVID. WMUK's Gordon Evans attended the event as one of the collaborative's hosts, and represented the station. The event was promoted on WMUK's website and on air. The Station further engages local audiences through our weekend programming. Two examples are our acoustic-music program Grassroots, the Latin-music program Alma Latina, and the Celtic-music themed program The Pure Drop. Grassroots features a broad cross-section of Americana music, including folk and bluegrass music. Hosts for Grassroots are Mark Sahlgren and Darcy Wilken. Mark retired from hosting Grassroots in March 2022. Mark's daughter Darcy continues to host the show. And Mark and Darcy are regularly active in the community at concerts and festivals, talking in person with community and visiting musicians. Community concert announcements for local events continue each week on Grassroots. Alma Latina provides a sampling of the numerous Latin music genres that serves as a strong outreach to our Latin audience across the community of West Michigan. Both Grassroots and Alma Latina are long-running programs that are entirely volunteer-hosted. The Pure Drop features traditional Celtic music in a variety of forms, and is hosted by WMUK's announcer Cara Lieurance, as well as volunteer Dave Marlatt. Other local weekend programming includes a locally-hosted program called The Library, hosted by Mark Tomlinson. The Library is a weekly half-hour spoken-word program, featuring readings of literary works recorded by Mr. Tomlinson. Often these episodes are themselves thematically relevant to issues of the day, including but not limited to: mental health, racial discrimination, homelessness, poverty and environmental issues. Our content staff maintain regular contact with local governments, school districts, arts organizations, grant foundations, religious bodies and other community-based institutions year-round. This helps to ensure we are engaged on community issues of importance, in both our local news and arts coverage. As noted above, the Station's on-air content demonstrates our commitment to locally-produced content that serves our growing community's diverse interests. In Fiscal Year 2022, WMUK produced roughly 91 hours of local news and public affairs content, 251 hours of arts and culture content, and 575 hours of local music programming.

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.

In FY2022 WMUK-FM continued to engage in collaborative partnerships and other engagement opportunities with organizations in our region, often via hosted or co-hosted events that were free and open to the public. On March 15, 2022, WMUK-FM's Content Operations Director, Gordon Evans, moderated a panel discussion called "Should Money Talk?" This was part of the Free Speech Café series hosted by the Western Michigan University (WMU) We Talk program. This program seeks to foster civic engagement and bridge politic divides through respectful discourse. The panel discussion centered on how the U.S. Supreme Court's 2010 decision in favor of Citizens United has changed the political fundraising landscape and impacted elections. The panel conversation participants were Rodericka Applewhaite, senior communications advisor for the Michigan Democratic Party, and Republican political strategist Jason Cabel Roe. The event was held at the Public Media Network (PMN) in downtown Kalamazoo, and broadcast via PMN on one of their cable channels. Moreover, WMUK continued to be a member of the Southwest Michigan Journalism Collaborative. During Fiscal Year 2022 the collaborative focused on the issue of mental health. A public event was held on June 28, 2022 to discuss how people have coped and dealt with COVID-19. It included mental health professionals who were available to discuss mental health and how people have responded to COVID. WMUK's Gordon Evans attended the event as one of the collaborative's hosts, and represented the station. The event was promoted on WMUK's website and on air. For other civic engagement partnerships, please refer to our response to Question 1 regarding the Station's online candidate forum partnerships with the Kalamazoo-area League of Women Voters, Western Michigan University (WMU) WeVote and the Public Media Network. On our classical FM station, the one-hour weekday program Let's Hear It, featured a number of guests from local community-based organizations that we often engage with on-air, bringing attention about their community events to the public. During these interviews host Cara Lieurance engages with a wide range of community arts leaders in theater, music, dance and art, and frequently showcased live concert highlights from local performances. And for FY2022, music, dance, theater, art and cultural activities of all kinds came roaring back. Let's Hear It focused on a wide variety of events that could appeal to many kinds of listeners, always with a framework encouraging listeners to engage with their community by attending or participating in the events. Classical WMUK's core music audience heard Cara Lieurance's in-depth interviews with 14 artists appearing at the 2022 Gilmore Piano Festival, for example. She covered the seasons of the Kalamazoo Symphony, Kalamazoo Bach Festival, Fontana Chamber Arts, the Stulberg International String Competition, the Connecting Chords Music Festival, Battle Creek Symphony, Kalamazoo Concert Band, Kalamazoo Junior Symphony, Kalamazoo Philharmonia, and concerts at the Irving S. Gilmore School of Music at WMU. Her show was where the John Stites Jazz Awards were made public, and where the executive director of The Gilmore Pierre Van Der Westhuizen and former brewery owner Larry Bell announced the creation of the Larry J. Bell Jazz Artist Award, an international award worth \$500,000.

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.

Measurable impacts of our community partnerships and initiatives were discussed in Question 2. In addition to this, WMUK-FM maintained its commitment to civic engagement during election years. We find these events have a measurable impact inasmuch as turnout from local campaigns and the number of audience questions is generally high. Specifically, as noted in response to Question 1, WMUK-FM co-hosted candidate forums, which continue to be generally well-received by both our organizational partners, the candidates themselves, and the public. For another example, as noted in response to Question 2, on March 15, 2022, WMUK-FM's Content Operations Director, Gordon Evans, moderated a panel discussion called "Should Money Talk?" This was part of the Free Speech Café series hosted by the Western Michigan University (WMU) We Talk program. Our We Talk partners specifically provided this feedback after the event: "We greatly appreciate all the time and effort you all put into making yesterday's cafe a compelling and useful resource for We Talk/community use, especially during this mid-term-election year!" We additionally saw increased requests for visits by our partners at Global Ties Kalamazoo – a locally-based citizen diplomacy organization focused enriching the "local community with global diversity, one relationship at a time." This is primarily done

through intercultural and professional exchanges, wherein international visitors engage with local professionals to build the capacities of both guests and hosts through the exchange of ideas. Some of the key national partnerships Global Ties Kalamazoo works with include (but are not limited to) the U.S. Department of State's International Visitor Leadership Program (IVLP). In FY2022, WMUK hosted visits by international media professionals, including a visit in March 2022 by a group of seven international guests from Pakistan, to discuss the topic of efforts in Pakistan to combat fake news, fighting online extremism, and taking action against cyber harassment. Additionally, in May 2022 WMUK hosted a group of seven international guests, who represented podcasters and online media journalists from Armenia. The visit was part of a wider international exchange visit to our region, promoting the building of relationships and knowledge exchange as it relates to digital journalism, podcasting "and work in areas where disinformation can be extensive and reliable news sources are essential." Finally, WMUK's General Manager (GM) was invited to be among a select group of community members to participate as audience members during a forum discussion on diversity in the media. This discussion was video recorded at the studios of Public Media Network (PMN) in downtown Kalamazoo on Tuesday, August 3, 2021. The panel was titled "We Talk: The Changing Role of Media in a Free Society: Listen, Learn and Speak Out." The focus of the discussion centered on the media's critical and shifting role (including print, broadcast and digital) in better reaching diverse audiences, particularly in a society that is more partisan than ever. This event was part of the "We Talk '21" series, hosted by Western Michigan University (WMU). Limited audience participation was included after the main panel discussion had included, in the form of questions and comments.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

As noted in response to Question 1, WMUK-FM adjusted its format to reach new audiences in 2020, and we have maintained that outreach into FY2022. Specifically, the Station continued efforts to investigate and meet the needs of minority and other diverse audiences in West Michigan (including our city of license: Kalamazoo), particularly as it relates to our local journalism, arts, literature and culture programming. As a significant example, in March 2022 WMUK's Sehvilla Mann produced an in-depth three-part series on the forced removal of Native Americans in southwest Michigan in the 1800s. This was part of our Why's That? monthly feature series, though expanded to follow the history of the impact of forced removal, with particular focus on local tribal bands. The series featured discussions with both experts and historians at local tribes, and has its own dedicated webpage linking to both text, photos and audio related to the features. The series was prompted by a question submitted by a listener. In December 2021, WMUK aired a feature by student intern Jalen Williams, who investigated the story of an African-American soldier who fought for the Union Army during the Civil War – and who only recently got a headstone on his grave in Vicksburg, Michigan. Private Enoch Robinson was part of the 15th U.S. Colored Infantry Regiment. The group Sons of Union Veterans arranged for the headstone for Robinson and other veterans of the Union Army. Another example of our minority coverage comes from the regular weekly segment titled Art Beat. Host Zinta Aistars interviewed author Anna Dueweke. Her book "Reckoning: Kalamazoo College Uncovers Its Racial and Colonial Past" explores the racial history of Kalamazoo College. It includes troubling aspects such as the college's establishment on land that was owned by Potawatomi Indians. The 1984 K-College graduate also writes about racial disparities in how students have been treated at the school over the years. Our weekly literary program called The Library included several literary works of relevance to minority and disadvantaged audiences in FY2022. Local host Mark Tomlinson provides audio narration of classic works of literature for this program. Relevant thematic topics featured on The Library included readings of works on poverty, homelessness, racial inequality, the environment, and domestic abuse. For our WKDS 89.9 FM classical music channel, WMUK offered extensive discussions on issues of race and diversity – particularly as they relate to the arts. Many of these broadcast4 discussions were broadcast on the one-hour weekday (Mon-Thurs) Let's Hear It! program, hosted by WMUK's Cara Lieurance. Examples include the following: Conversations with actors and directors of Face Off Theatre, musicians Stratos, Leyla McCalla, Edye Evans Hyde, Nashon Holloway, Rufus Ferguson, Gerald Case-Blanchard, Matthew Whittaker, Johnaye Kendrick, theater director Anthony Hamilton and others shed light on stories and contributions of Black artists in West Michigan. Rene Meave of Los Bandits de Michigan joined her to encourage people to participate in the Chili Peppers Songwriting Club, and Jan Drouillard Simmons invited people to try country dancing. Jennifer Hudson-Prenkert introduced her new free, inclusive festival "Sounds of the Zoo," and Ben Gudbrandson encouraged listeners to cheer on Kalamazoo Kids In Tune players in a public concert. Lieurance also spoke to AnnMarie Miller of the Kalamazoo Civic about its new partnership with The Penguin Project, which offers children with disabilities the chance to perform in a live musical. WMUK's diversity was reflected in the diverse selection of music we offered as well, such as classical, jazz, Latin-American, folk which in FY2022 together constituted 168 hours of music each week. This includes our Classical WMUK service launched in January 2020 on 89.9 FM in Kalamazoo and 102.1 FM HD-2. On WMUK's primary (HD-1) channel, the Station continued to bring audiences its long-running Alma Latina show, a one-hour Spanish-language program that features Latin-American music crossing a variety of genres (e.g. Tex-Mex, Cuban, Tejano, etc.). Miguel (Mike) Ramirez and Dano Oropeza continue as co-hosts of Alma Latina. Dano and Mike are regularly involved in community events and outreach, including emceeing community performances and community benefits, such a yearly coat drive to benefit homeless and anyone in need – an activity the co-hosts themselves initiate and implement. A programming highlight from Alma Latina was an interview with famed Cuban Latin Jazz pianist Nachito Herrera, which broadcast on September 19, 2021.

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?

Through the Community Service Grant (CSG) program, WMUK has been able to maintain quality public radio programming at a time when our other traditional revenue streams have proven volatile due to the lingering effects of the pandemic as well as other economic trends. In fact, CPB's CSG has been the most consistent external source of funding we receive. It helps to preserve our public broadcasting mission, ensuring that WMUK was able to offer national coverage of other pressing events in FY2022. This includes funding for programming from NPR, APM, the BBC and more. Moreover, CSG funding for national programming allows WMUK to make investments in local news coverage, music programming and other content that would otherwise be financially impossible for us to sustain. This includes local production of feature-length local segments, interviews, and occasionally special news series on a particular topic of local importance. CPB funds also allow us to more efficiently utilize our limited resources to further our larger efforts to educate the public, including public town hall-style forums with local partners, investigative journalism, and feature series. As noted in years past, WMUK is precariously situated as one of the very few locally-owned journalistic organizations in our region, albeit one that is constantly at the mercy of economic conditions that are often difficult to predict. FY2022 proved to be a dangerously difficult year for us financially, due to the significant cuts from our licensee. For that reason, CPB funding via the CSG programming serves as a bulwark to maintain unbiased local, national and international news, and quality cultural programming.

Comments

Question Comment

No Comments for this section

7.1 Journalists

Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training

in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

Jump to question: 7.1

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Other
News Director	1				1					1		
Assistant News Director												
Managing Editor												
Senior Editor												
Editor												
Executive Producer												
Senior Producer												
Producer												
Associate Producer												
Reporter/Producer												
Host/Reporter												
Reporter	1				1					1		
Beat Reporter		0										
Anchor/Reporter		1		1						1		
Anchor/Host												
Videographer												
Video Editor												
Other positions not already accounted for			2	2						2		
Total	2	1	2	3	2	0	0	0	0	5	0	0

Comments

Question

Comment

No Comments for this section

8.1 Which Content Management System (CMS) is your station using? Jump to question: 8.1

CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile content.

8.1 Which Content Management System (CMS) is your station using? Jump to question: 8.1

- Check all that apply
- Grove ☒
 - Bento ☐
 - WordPress ☐
 - Drupal ☐
 - Arc ☐
 - None ☐

8.1 Which Content Management System (CMS) is your station using? Jump to question: 8.1

Other

8.2 Which Customer Relationship Management (CRM) System is your station using? Jump to question: 8.2 ▼

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.

8.2 Which Customer Relationship Management (CRM) System is your station using? Jump to question: 8.2 ▼

Check all that apply

CDP	<input type="checkbox"/>
Salesforce	<input checked="" type="checkbox"/>
Blackbaud	<input type="checkbox"/>
Carl Bloom	<input type="checkbox"/>
Roi Solutions	<input type="checkbox"/>
Hubspot	<input type="checkbox"/>
Adobe	<input type="checkbox"/>
SAP	<input type="checkbox"/>
None	<input type="checkbox"/>

8.2 Which Customer Relationship Management (CRM) System is your station using? Jump to question: 8.2 ▼

Other
Allegiance Fundraising

8.3 Which Email Service Provider (ESP) is your station using? Jump to question: 8.3 ▼

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

8.3 Which Email Service Provider (ESP) is your station using? Jump to question: 8.3 ▼

Check all that apply

Mailchimp	<input type="checkbox"/>
Hubspot	<input type="checkbox"/>
Constant Contact	<input checked="" type="checkbox"/>
GoDaddy	<input type="checkbox"/>
None	<input type="checkbox"/>

8.3 Which Email Service Provider (ESP) is your station using? Jump to question: 8.3 ▼

Other

8.4 Which Marketing Automation Platform is your station using? Jump to question: 8.4 ▼

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

8.4 Which Marketing Automation Platform is your station using? Jump to question: 8.4 ▼

Check all that apply

Mailchimp Marketing Platform	<input type="checkbox"/>
Hubspot Marketing Hub	<input type="checkbox"/>
Active Campaign	<input type="checkbox"/>
Adobe	<input type="checkbox"/>
Piano.io	<input type="checkbox"/>

None



8.4 Which Marketing Automation Platform is your station using?

Jump to question: 8.4 ▼

Other

Facebook Business tools and the entire Google Suite of tools.

Comments

Question

Comment

No Comments for this section

WMUK-FM Station Activity Survey 2022: Telling Public Radio's Story

2023.03.14

Please report on activities that occurred in Fiscal Year 2022.

- 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.**

In Fiscal Year 2022 (July 1, 2021-June 30, 2022), WMUK-FM entered the third year of its significantly expanded program services, which were launched in January 2020. Specifically, in FY2020 the Station changed the primary format of its 102.1 FM main signal to mainly NPR news and information, and launched a new second FM signal devoted to classical music on WKDS 89.9 FM, branded as "Classical WMUK." The classical service is also heard on the HD-2 signal of our main FM channel.

Both services continue to see audience growth and have found opportunities for audience engagement. This is reflected in renewed interest by our community partners in outreach opportunities, as well as journalistic collaborations.

Throughout these changes, WMUK has maintained its commitment covering issues of importance to constituencies across both our primary and secondary FM coverage areas. We continue to do this primarily through short and long-form features and interviews on our news and information service, as well as via newscasts during NPR's *Morning Edition* and *All Things Considered* newsmagazines. This coverage can include field reporting, stories from our state network, and one-on-one interviews with community leaders and local non-profit representatives. Additionally, on our classical FM, our weekday one-hour *Let's Hear It!* program maintained strong engagement with visiting and resident performing artists in our region. This program is hosted by Cara Lieurance, who does in-depth interviews with guests, often interlaced with relevant musical performances. These programs are also shared on WMUK's website and social media channel by Ms. Lieurance.

In FY2022, topics of community interest that WMUK locally reported on included the 2021 elections in the city of Kalamazoo, as well as stories about the continuing effects of the COVID-19 pandemic, housing and other issues.

As an example, in FY2022, WMUK co-hosted two candidate forums for candidates running for Kalamazoo city government. A forum with candidates running for three seats on the Kalamazoo City Commission was held September 23, 2021. It included eight

candidates running for three seats on the city commission. It was held via a virtual event and moderated by WMUK's Gordon Evans. The virtual forum was sponsored by the Kalamazoo-area League of Women Voters, Public Media Network, WMUK-FM, Western Michigan University (WMU) WeVote, and other organizations. While it was not broadcast on our airwaves, it was promoted by WMUK both on-air and on-line. A link to the recording was made available through our website after the event. The virtual event was shown on the Public Media Network public access television channels.

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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.

In FY2022 WMUK-FM continued to engage in collaborative partnerships and other engagement opportunities with organizations in our region, often via hosted or co-hosted events that were free and open to the public.

On March 15, 2022, WMUK-FM's Content Operations Director, Gordon Evans, moderated a panel discussion called "*Should Money Talk?*" This was part of the Free Speech Café series hosted by the Western Michigan University (WMU) We Talk program. This program seeks to foster civic engagement and bridge political divides through respectful discourse. The panel discussion centered on how the U.S. Supreme Court's 2010 decision in favor of Citizens United has changed the political fundraising landscape and impacted elections. The panel conversation participants were Rodericka Applewhite, senior communications advisor for the Michigan Democratic Party, and Republican political strategist Jason Cabel Roe. The event was held at the Public Media Network (PMN) in downtown Kalamazoo, and broadcast via PMN on one of their cable channels.

Moreover, WMUK continued to be a member of the Southwest Michigan Journalism Collaborative. During Fiscal Year 2022 the collaborative focused on the issue of mental health. A public event was held on June 28, 2022 to discuss how people have coped and dealt with COVID-19. It included mental health professionals who were available to discuss mental health and how people have responded to COVID. WMUK's Gordon Evans attended the event as one of the collaborative's hosts, and represented the station. The event was promoted on WMUK's website and on air.

For other civic engagement partnerships, please refer to our response to Question 1 regarding the Station's online candidate forum partnerships with the Kalamazoo-area League of Women Voters, Western Michigan University (WMU) WeVote and the Public Media Network.

On our classical FM station, the one-hour weekday program *Let's Hear It*, featured a number of guests from local community-based organizations that we often engage with on-air, bringing attention about their community events to the public. During these interviews host Cara Lieurance engages with a wide range of community arts leaders in theater, music, dance and art, and frequently showcased live concert highlights from local performances.

And for FY2022, music, dance, theater, art and cultural activities of all kinds came roaring back. *Let's Hear It* focused on a wide variety of events that could appeal to many kinds of listeners, always with a framework encouraging listeners to engage with their community by attending or participating in the events. Classical WMUK's core music audience heard Cara Lieurance's in-depth interviews with 14 artists appearing at the 2022 Gilmore Piano Festival, for example. She covered the seasons of the Kalamazoo Symphony, Kalamazoo Bach Festival, Fontana Chamber Arts, the Stulberg International String Competition, the Connecting Chords Music Festival, Battle Creek Symphony, Kalamazoo Concert Band, Kalamazoo Junior Symphony, Kalamazoo Philharmonia, and concerts at the Irving S. Gilmore School of Music at WMU.

Her show was where the *John Stites Jazz Awards* were made public, and where the executive director of The Gilmore Pierre Van Der Westhuizen and former brewery owner Larry Bell announced the creation of the *Larry J. Bell Jazz Artist Award*, an international award worth \$500,000.

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.

Measurable impacts of our community partnerships and initiatives were discussed in Question 2. In addition to this, WMUK-FM maintained its commitment to civic engagement during election years. We find these events have a measurable impact inasmuch as turnout from local campaigns and the number of audience questions is generally high.

Specifically, as noted in response to Question 1, WMUK-FM co-hosted candidate forums, which continue to be generally well-received by both our organizational partners, the candidates themselves, and the public.

For another example, as noted in response to Question 2, on March 15, 2022, WMUK-FM's Content Operations Director, Gordon Evans, moderated a panel discussion called "*Should Money Talk?*" This was part of the Free Speech Café series hosted by the Western Michigan University (WMU) We Talk program. Our We Talk partners specifically provided this feedback after the event: "*We greatly appreciate all the time and effort you all put into making yesterday's cafe a compelling and useful resource for We Talk/community use, especially during this mid-term-election year!*"

We additionally saw increased requests for visits by our partners at *Global Ties Kalamazoo* – a locally-based citizen diplomacy organization focused enriching the "*local community with global diversity, one relationship at a time.*" This is primarily done through intercultural and professional exchanges, wherein international visitors engage with local professionals to build the capacities of both guests and hosts through the exchange of ideas. Some of the key national partnerships *Global Ties Kalamazoo* works with include (but are not limited to) the U.S. Department of State's International Visitor Leadership Program (IVLP).

In FY2022, WMUK hosted visits by international media professionals, including a visit in March 2022 by a group of seven international guests from Pakistan, to discuss the topic of efforts in Pakistan to combat fake news, fighting online extremism, and taking action against cyber harassment. Additionally, in May 2022 WMUK hosted a group of seven international guests, who represented podcasters and online media journalists from Armenia. The visit was part of a wider international exchange visit to our region, promoting the building of relationships and knowledge exchange as it relates to digital

journalism, podcasting “*and work in areas where disinformation can be extensive and reliable news sources are essential.*”

Finally, WMUK’s General Manager (GM) was invited to be among a select group of community members to participate as audience members during a forum discussion on diversity in the media. This discussion was video recorded at the studios of Public Media Network (PMN) in downtown Kalamazoo on Tuesday, August 3, 2021. The panel was titled “*We Talk: The Changing Role of Media in a Free Society: Listen, Learn and Speak Out.*” The focus of the discussion centered on the media’s critical and shifting role (including print, broadcast and digital) in better reaching diverse audiences, particularly in a society that is more partisan than ever. This event was part of the “*We Talk ‘21*” series, hosted by Western Michigan University (WMU). Limited audience participation was included after the main panel discussion had included, in the form of questions and comments.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

As noted in response to Question 1, WMUK-FM adjusted its format to reach new audiences in 2020, and we have maintained that outreach into FY2022. Specifically, the Station continued efforts to investigate and meet the needs of minority and other diverse audiences in West Michigan (including our city of license: Kalamazoo), particularly as it relates to our local journalism, arts, literature and culture programming.

As a significant example, in March 2022 WMUK's Sehvilla Mann produced an in-depth three-part series on the forced removal of Native Americans in southwest Michigan in the 1800s. This was part of our *Why's That?* monthly feature series, though expanded to follow the history of the impact of forced removal, with particular focus on local tribal bands. The series featured discussions with both experts and historians at local tribes, and has its own dedicated webpage linking to both text, photos and audio related to the features. The series was prompted by a question submitted by a listener.

In December 2021, WMUK aired a feature by student intern Jalen Williams, who investigated the story of an African-American soldier who fought for the Union Army during the Civil War – and who only recently got a headstone on his grave in Vicksburg, Michigan. Private Enoch Robinson was part of the 15th U.S. Colored Infantry Regiment. The group Sons of Union Veterans arranged for the headstone for Robinson and other veterans of the Union Army.

Another example of our minority coverage comes from the regular weekly segment titled *Art Beat*. Host Zinta Aistars interviewed author Anna Dueweke. Her book "*Reckoning: Kalamazoo College Uncovers Its Racial and Colonial Past*" explores the racial history of Kalamazoo College. It includes troubling aspects such as the college's establishment on land that was owned by Potawatomi Indians. The 1984 K-College graduate also writes about racial disparities in how students have been treated at the school over the years.

Our weekly literary program called *The Library* included several literary works of relevance to minority and disadvantaged audiences in FY2022. Local host Mark Tomlinson provides audio narration of classic works of literature for this program. Relevant thematic topics featured on *The Library* included readings of works on poverty, homelessness, racial inequality, the environment, and domestic abuse.

For our WKDS 89.9 FM classical music channel, WMUK offered extensive discussions on issues of race and diversity – particularly as they relate to the arts. Many of these broadcast discussions were broadcast on the one-hour weekday (Mon-Thurs) *Let's Hear It!* program, hosted by WMUK's Cara Lieurance.

Examples include the following: Conversations with actors and directors of *Face Off Theatre*, musicians Stratos, Leyla McCalla, Edye Evans Hyde, Nashon Holloway, Rufus Ferguson, Gerald Case-Blanchard, Matthew Whittaker, Johnaye Kendrick, theater director Anthony Hamilton and others shed light on stories and contributions of Black artists in West Michigan. Rene Meave of Los Bandits de Michigan joined her to encourage people to participate in the Chili Peppers Songwriting Club, and Jan Drouillard Simmons invited people to try country dancing. Jennifer Hudson-Prenkert introduced her new free, inclusive festival "Sounds of the Zoo," and Ben Gudbrandson encouraged listeners to cheer on *Kalamazoo Kids In Tune* players in a public concert. Lieurance also spoke to AnnMarie Miller of the Kalamazoo Civic about its new partnership with The Penguin Project, which offers children with disabilities the chance to perform in a live musical.

WMUK's diversity was reflected in the diverse selection of music we offered as well, such as classical, jazz, Latin-American, folk which in FY2022 together constituted 168 hours of music each week. This includes our Classical WMUK service launched in January 2020 on 89.9 FM in Kalamazoo and 102.1 FM HD-2.

On WMUK's primary (HD-1) channel, the Station continued to bring audiences its long-running *Alma Latina* show, a one-hour Spanish-language program that features Latin-American music crossing a variety of genres (e.g. Tex-Mex, Cuban, Tejano, etc.). Miguel (Mike) Ramirez and Dano Oropeza continue as co-hosts of *Alma Latina*. Dano and Mike are regularly involved in community events and outreach, including emceeding community performances and community benefits, such a yearly coat drive to benefit homeless and anyone in need – an activity the co-hosts themselves initiate and implement. A programming highlight from *Alma Latina* was an interview with famed Cuban Latin Jazz pianist Nachito Herrera, which broadcast on September 19, 2021.

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?

Through the Community Service Grant (CSG) program, WMUK has been able to maintain quality public radio programming at a time when our other traditional revenue streams have proven volatile due to the lingering effects of the pandemic as well as other economic trends. In fact, CPB's CSG has been the most consistent external source of funding we receive. It helps to preserve our public broadcasting mission, ensuring that WMUK was able to offer national coverage of other pressing events in FY2022. This includes funding for programming from NPR, APM, the BBC and more.

Moreover, CSG funding for national programming allows WMUK to make investments in local news coverage, music programming and other content that would otherwise be financially impossible for us to sustain. This includes local production of feature-length local segments, interviews, and occasionally special news series on a particular topic of local importance. CPB funds also allow us to more efficiently utilize our limited resources to further our larger efforts to educate the public, including public town hall-style forums with local partners, investigative journalism, and feature series.

As noted in years past, WMUK is precariously situated as one of the very few locally-owned journalistic organizations in our region, albeit one that is constantly at the mercy of economic conditions that are often difficult to predict. FY2022 proved to be a dangerously difficult year for us financially, due to the significant cuts from our licensee. For that reason, CPB funding via the CSG programming serves as a bulwark to maintain unbiased local, national and international news, and quality cultural programming.