

Grantee Information

ID	1453
Grantee Name	WNMU-FM
City	Marquette
State	MI
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 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.**

Joint licensee Grantees that have filed a 2022 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.

FY2022 runs July 1, 2021-June 30, 2022. Quarterly issues ascertainment, done in conjunction with WNMU-TV helps to identify weekly topics for review in the co-production of "Media Meet", a news and public affairs interview program that airs on both stations. This program provides a format for more in-depth exploration of issues regularly covered on the local spot news, and features reports, within our newscasts and daily news magazine programs. During FY22 WNMU-FM included multicultural programming in our schedule whenever offered. We included programs related to Chanukah, Passover, Black History Month, Women's History Month, Hispanic Heritage Month, National Poetry Month, Veteran's Day, and Native American History Month. National Native News can be heard Monday – Friday during All Things Considered and Anishinaabe Radio News on a weekly basis. WNMU also airs Putumayo World Music, The Brazilian Hour, Thistle and Shamrock, Fiesta! and Concierto! and regularly features world music in national languages as part of our locally produced Classiclectic and Weekday programs. As a locally-operated station, in addition to airing nationally produced public radio offerings, we also have the ability to continue to serve the unique needs of our rural audience, including showcasing regional talent with local productions like In the Pines featuring folk and traditional music recorded at the annual Hiawatha Traditional Music Festival now in its 44th year as well as the Porcupine Mountain Music Festival. Kurt Hauswirth produces WNMU-FM's Arts & Culture interviews, which air routinely in his local shows: Classiclectic and The Shuffle. The Shuffle program focuses on new and emerging artists with a focus on regional, but also brings in national interviews. Our afternoon Weekday program regularly features emerging artists traveling across the country and around the world as well as local talent. WNMU-FM has had musicians from several different countries featured on-air playing and talking with host Hans Alhstrom during his Weekday program. Learning Through the Seasons by Grandparents Teach Too, a program for grandparents, parents and other caregivers of young children providing

informative fun activities for a lifetime of learning. This program is produced in partnership with Grandparents Teach Too a nonprofit organization founded by early elementary teachers, reading specialists, and early education childhood specialists who also co-authored the book from which the programs are based. Highlights from the Marquette Area Blues Festival, recorded by WNMU over the Labor Day Weekend festival, now in its 19th year and Peninsula Performances, which features classical music offerings from the Marquette Symphony Orchestra, Keweenaw Symphony Orchestra, Marquette Choral Society, Pine Mountain Music Festival, Marquette Community concerts, and Northern Michigan University Performing Arts series. This series has aired on WNMU for more than 15 years. The Shuffle program hosted by Kurt Hauswirth aims to amplify new music, independent releases, local artists, music talks, unsigned and breaking artist from across our listening region and also on a national level. The Shuffle is produced locally and also seeks to tap into the local music scene in the Upper Great Lakes region with The Local Spin segment. The Shuffle program is designed to reach and meet the needs of a millennial audience. The Children's Hour, a show for and with kids, explores incredibly diverse themes using interviews, storytelling, poetry, music and discussion. It features young performers and thinkers, as well as adult expert guests in all fields and weaves the show themes together with great music. This is an unique educational children's program that reaches many rural families. Our listeners also have the opportunity to participate in the programming during the year by recording a story for our Holiday Readings and Remembrances program featuring listener's holiday memories that airs throughout December. We also invite people to read and record their original poetry works featured during National Poetry Month in April. This November, for the 12th year, WNMU-FM also produced and aired a special Veterans' Reflections program featuring local vets telling stories about life in the military during both war time and peace time. WNMU also has a "voice-memo" option for listeners to leave voice comments directly to our website as an additional method of public engagement.

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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.

WNMU continues to record and air monthly interviews with reps from major arts orgs across our listening area highlighting their upcoming virtual and in-person events, including the Calumet Theatre, Bonifas Art Museum, Crystal Theater, Historic Vista Theatre, NMU Theatre and Music depts., Beaumier Heritage Center, etc. The interviews are also uploaded to WNMU.org. WNMU-FM has partnered with the Northern Michigan University Native American Studies department since 2016 to produce Anishinaabe Radio News hosted by NMU professor April Lindala. Each 2-minute program, which airs weekly during Morning Edition and All Things Considered, explores Native American history and culture and keeps listeners up to date on Indigenous events at NMU and across the Great Lakes Region. Pieces are also posted online as weekly podcasts. WNMU TV & FM continue to partner with community school districts across our listening area to provide hands-on learning opportunities in a variety of areas through station internships for high school and NMU students. During FY22 WNMU-FM had three NMU student interns allowing them to learn about public broadcasting, editing, recording, live on-air work, standards and ethics, etc. We also work with elementary and secondary schools in the Marquette area each year to assist with career awareness activities for students. News Director Nicole Walton visited a local high school and middle school to demonstrate news gathering equipment and to speak about career opportunities in journalism and broadcasting. WNMU arranges student tours and provides question and answer sessions with station staff as well as a variety of different departments on campus to give students an overview in a variety of different career paths. We continue to work closely with the Upper Peninsula Children's Museum on the "8-18 Media" program, 3-minute news features on current topics and events written and produced for an adult audience from the perspective of a young person. WNMU-FM also partners with the Children's Museum for their event: "Paint the Downtown with Love." This is a live event that WNMU-FM staff participates in allowing time for the public to meet the staff and ask questions and also to show support for other non-profits in the community and the value of volunteering. WNMU continues to work with the Lake Superior Partnership and their Lake Superior Leadership Academy. The Leadership Academy is a program that nurtures tomorrow's leaders. WNMU hosts 20-30 adult community leaders for tours of the station, presentation of how the station operates and question/answer sessions. WNMU continues to produce Learning Through the Seasons, now in its 9th year of production, a program for grandparents, parents and other caregivers of young children providing informative fun activities for a lifetime of learning. This program is produced in partnership with Grandparents Teach Too a nonprofit organization founded by early elementary teachers, reading specialists, and early education childhood specialists who co-authored the book from which the programs are based. Learning Through the Seasons airs weekly during All Things Considered and Weekend Edition as well as an online podcast. This program is produced in several languages and available around the world with 7 years of archives at WNMU.org. Station staff work closely with Northern Michigan University professors to provide real-life in-class writing and program production opportunities as well as on-the-job training for on-air board operators, student news reporters, field recordings for news and music, traffic and operations, copy writing, web content and design, data-base management, volunteer recruitment, training and scheduling, and fundraising for public media. WNMU has the capability of broadcasting live performances from various campus locations and we regularly partner with the Communications and Media Studies department at NMU to provide this live production experience to students. WNMU-FM partners with the NMU Music department to record and present local music performances on Peninsula Performances, hosted by music director Kurt Hauswirth. WNMU partnered with NMU's Wildpups: an embedded animal-assisted intervention program designed to provide recreation, education, motivation, and support to enrich campus life. This collaboration was to bring awareness to the program and assist individuals that may benefit from this type of mental health program. Station Manager Tammy Wixtrom Johnson has been staff adviser to the students who operate WUPX-FM, the NMU student radio station since September 2020. She provides guidance related to FCC compliance, internet streaming, budgeting, and overall station management. WNMU-FM has been partnering with the Michigan Public Radio Network of stations to pay for two full-time reporters that cover the news from the State Capitol in Lansing. WNMU-

FM partners with the Marquette County Economic Club assisting the club with providing a social network setting in which they can create awareness and education on economic issues of importance to the community through programs of local, regional, and national interest.

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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 impact of our WNMU activities can be seen with closer connections to the communities we serve. WNMU-FM encourages local community organizations, scouts, schools, senior and student programs, etc., to tour the station and meet the staff. WNMU TV & FM continue to partner with community school districts across our listening area to provide hands-on learning opportunities through station internships for high school students in a variety of areas. WNMU-FM and TV also partner with elementary and secondary schools in the Marquette area each year to assist with career awareness activities for students. WNMU arranges student tours and provides question and answer sessions with station staff as well as a variety of different departments on campus to give students an overview in a variety of different career paths. WNMU provides tour information via our web site and on-air and in our online monthly program guide. WNMU-FM partners with regional music festivals like the Hiawatha Traditional Music Festival, The Pine Mountain Music Festival, and the Marquette Area Blues Festival not just to record music for later air-play, but also to be present and available for community members to have in person discussions with staff at events. WNMU-FM continues to partner with the Northern Michigan University Native American Studies dept. to produce Anishinaabe Radio News, now in its 9th year of production, hosted by April Lindala. Each 2-minute program which airs weekly during Morning Edition and All Things Considered, explores Native American history and culture and keeps listeners up to date on Indigenous events at NMU and across the Great Lakes Region. Pieces are also posted online for download. The downloads give us a measure of how important this feature continues to be for our Native American populations. WNMU continues to receive requests from other public stations in Michigan to air this feature, as it is important to our Native American population. WNMU-FM's Learning Through the Seasons program in partnership with Grandparents Teach Too is now being used in several states across the country as well as a few foreign countries. It has been particularly popular with incarcerated individuals in helping them to learn how to be more passionate caregivers. The companion book has been republished in 6 different languages. WNMU still receives requests from parents and grandparents to receive a copy of this book. WNMU continues to work with the Lake Superior Partnership and their Lake Superior Leadership Academy. The Leadership Academy is a program that nurtures tomorrow's leaders. WNMU hosts 20-30 adult community leaders for tours of the station, presentation of how the station operates and question/answer sessions. During these sessions, WNMU heard from many of the attendees that they really didn't know how Public Broadcasting operated. They were very happy to learn how the CPB, the University, and the members collaborated to insure a healthy community resource. Staff also demonstrated how the studio automation system works; showed the attendees what goes into preparation for a live show; how the EAS system works from the federal gov't to the local gov't and how important it is for broadcasters and citizens.

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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 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.

WNMU continues to produce Learning Through the Seasons, now in its 9th year of production, a program for grandparents, parents and other caregivers of young children providing informative fun activities for a lifetime of learning. This program is produced in partnership with Grandparents Teach Too a nonprofit organization founded by early elementary teachers, reading specialists, and early education childhood specialists, who co-authored the book from which the programs are based. Learning Through the Seasons airs weekly during All Things Considered and Weekend Edition as well as an online podcast. This program is produced in several languages and available around the world with 6 years of archives at WNMUFM.org WNMU has partnered with Northern Michigan University Native American Studies department on campus since 2016 to produce Anishinaabe Radio News hosted by April Lindala. Each 2-minute module which airs weekly during Morning Edition and All Things Considered explores Native American history and culture and keeps listeners up to date on Indigenous events at NMU and across the Great Lakes Region. Pieces are also posted online as weekly podcasts. Community involvement is key to our survival here at WNMU-FM. Rather than attempt to host large community events with our small staff of six, we're able to better maximize financial and people resources by partnering with local organizations to provide promotional support and volunteer involvement at their events. Each individual staff member is also personally involved with one or more community organizations, which, serves to further connect WNMU to our listening communities. These partnerships also give the staff face to face time with members of our community, which helps us to assess our community impact on various audiences. WNMU-FM continues to work on expanding our social media audience engagement through our station Instagram, Twitter and Facebook accounts and our podcast studio. WNMU also has a mobile app, both Apple and Android, so that our listeners would have another resource at their fingertips and the station has multiple options to meet the needs of minorities through additional sources. WNMU is continuing to work on expanding digital offerings to audiences and also utilizing analytics to track and target rural and minority audiences that we serve. WNMU-FM works with faculty in the Communication and Media Studies department at Northern Michigan University to give students hands-on experience in producing live performances from various campus locations, which air live on WNMU,

Public Radio 90. WNMU-FM airs the show Concierto!, which is a weekly program of classical music presented in Spanish and English. The program features classical music by Latin American and Spanish composers and musicians. In FY22, WNMU opened a Podcast Studio that is available to the Northern Michigan University community, station members and the public. While we are still working on building awareness of this resource, this studio will be another method in which we can serve our rural and minority populations by opening up avenues in which their voices can be heard. WNMU staff works with students to continue the University Beat on-air segment and turn it into a podcast, which will be a student-centered production, giving them hands-on experience of a radio production and podcast from start to finish. The program will feature items of interest at Northern Michigan University. During FY22, WNMU-FM had one Asian Pacific student who produced three University Beat podcasts/segments for placement on-air as well as on our website. The collection of student produced pieces can be heard at <https://www.wnmufm.org/programs/university-beat>. WNMU will also host all community, student, and NMU community podcasts on our website to share the amazing creativity of our diverse residents.

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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?

The funding WNMU-FM receives from the Corporation for Public Broadcasting not only helps us serve our broadcast communities, it enables it. CPB funding of WNMU-FM through the annual community service grant gives WNMU some funding stability, but being in a small/rural market, our community service grant tends to fluctuate and with membership numbers declining nationwide it presents us with facing possible cuts. Simply put, WNMU could not operate without the CPB funding. It is more critical than ever before, as we have seen large increases in programming fees and WNMU also faced a significant increase in fees for NPR programs and services and we are due for another increase in fees. WNMU is working hard to increase the number of planned and legacy gifts to the station to help shore up the bottom line long-term. Our rural area makes this challenging, as we don't have access to the same philanthropy avenues that larger markets can pull from. Our CPB grant funding is vital to our continued operations. While WNMU-FM is always striving to become as financially independent of state and federal funding as possible, if our CPB funding is reduced any further our ability to offer any local service, let alone maintain the current level of programming service, will be seriously affected. As a small market station (175), our small population base has traditionally limited our ability to generate funds. This is slowly changing with the evolution of internet program streaming and podcasting. WNMU is also highly focused on a membership campaign (along with the planned giving/legacy campaigns) to encourage more sustaining members and also to bring in new and next generation members. However, operating in a small market means being extremely fiscally conscious as we continue to work at finding new revenue streams in digital and enhancing our current revenue/fundraising efforts. WNMU has struggled with poor on-air reception in Marquette, our main city of license, since losing our 102.3 translator frequency in 2000. Streaming, alongside the new mobile app, has enabled us to work around this obstacle and provide listeners with access to station programming no matter where they're located. Prior to FY04, WNMU-FM received nearly 60% of its annual operational budget from its licensee Northern Michigan University. Because of drastic decreases in state funding support to Michigan colleges and universities, NMU was forced to make cuts across the board including WNMU-FM. University support now accounts for only about 38% of the operational budget each year. Since FY04, CPB grants, listener contributions and underwriting support have been the primary sources of revenue for WNMU-FM. As costs continue to rise, CPB funding is even more crucial in keeping WNMU-FM on the air and enabling us to continue serving the unique needs of our rural audience.

Comments

Question

Comment

No Comments for this section