

Grantee Information

ID	1451
Grantee Name	WIAA-FM
City	Interlochen
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 2018. 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 2018 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.

IPR's attention to community issues and needs continues to be focused through feature reporting on issues like drug abuse, water pollution, labor disputes, accountability of public education officials, wildlife and recreation, corrections and much more. We maintain a community almanac to promote events sponsored by non-profit organizations and give these events regular exposure in our broadcast. This year we also sponsored visits of NPR's Ombudsman and offered a free event with her exploring the many timely questions around fair and independent journalism.

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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.

Our partnership with the National Writers Series expanded to a statewide broadcast of 26 shows from the Opera House in Traverse City. NPR stations in Lansing and Detroit aired the programs, bringing some of the best authors in the country people all over Michigan. Our visit from the NPR Ombudsman was organized in conjunction with the International Affairs Forum, as was a visit from National Geographic editor, Susan Goldberg. These were both nearly sell-out events. We broadcast live from major concert events including a visit from the Philadelphia Orchestra to Ann Arbor, an event that recalled a nearly 50 year-long relationship the Orchestra once had with the city under conductor Eugene Ormandy. We also broadcast live the opening of a new auditorium, Great Lakes Center for the Arts near Petoskey.

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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.

We do not have relationships that have such an instrumental effect on the need for services or programs in our area.

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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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

We are planning an event to commemorate the 40th anniversary of a federal court decision that recognized the existence of certain Ottawa and Chippewa Indian communities in Michigan and their right to fish under treaties signed in the 1800s.

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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?

Without CPB funding we would have one or two options. We could cease to operate Classical IPR, one of about 65 stations left in the U.S. devoted to classical music. This format is special to us because it relates to the heritage of our licensee, Interlochen Center for the Arts. We are working to leverage the ethos of this nearly 100-year-old institution to create a unique stream of music that reflects the youthful vibrancy of Interlochen. The other option would be to eliminate local news efforts and just stream syndicated public radio programming. This might lead to a discussion about whether there might be a better way to provide NPR news to our community, perhaps through a statewide entity that could commit to at least some local journalism.

Comments

Question	Comment
No Comments for this section	