



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



CMU Public Broadcasting strives to be a positive influence in the communities in its coverage area... working hard to be responsive to the needs of our viewers and listeners. WCMU is recognized as a resource for identifying important issues in our communities and offering programs and services that empower individuals to make informed decisions.

LOCAL VALUE



With five full power digital stations, **CMU Public Television** reaches a potential audience of over 5 million people in 52 counties in Michigan with programs and services that engage, entertain and enlighten. Using high definition studio production facilities and a state-of-the-art mobile production truck, CMU Public Television locally produces series that inform viewers on issues of importance and programs that showcase the communities we serve.

CMU Public Radio reaches a potential audience of 2 million listeners in 44 Michigan counties through a network of eight stations, bringing the world to central and northern Michigan. Four of those stations provide two HD transmissions. HD-1 provides a mix of locally produced and network music, news and talk programs. HD-2 offers an “All News & Talk” schedule, including local news content. Both transmissions are available to stream through our website, mobile app, and Apple Music.

CMU Public Television aired several local program series focused on educating and informing the viewing public. These included Destination Michigan, Ask the Specialists, Quiz Central, Meet the Candidates and Capitol Report.

PBS TEACHERLINE promotes continuing education of teachers in Michigan through a collaboration with Central Michigan University’s Global Campus. Accredited courses in a variety of disciplines are offered.

2016 KEY SERVICES



CMU Public Radio broadcast over 2900 hours of locally produced music programs in 2016. Our local hosts share their passion and insights on a broad range of musical styles including Classical, Jazz, Blues, Indie, and Folk, while also featuring many fine Michigan-based artists and ensembles. Music director, David Nicholas began incorporating other artisans into his Classical music offerings. Playwrights, dancers, poets and the like have shared their stories and work. The news department grew from two to three full-time staff in December, overseeing a total of seven students over the year, drawn from the Journalism department, and School of Broadcast & Cinematic Arts at Central Michigan University. The news department produced over 1,000 unique reports in 2016. A large share of the reports focused on the Economy, Education and the Environment (areas listed as top concerns by our listeners). There was quite a bit of growth in Public Health with the development of the Flint Water Crisis, which eventually garnered national attention. These reports were broadcast during local inserts in the national news programs and are archived for the public at www.wcmu.org/radio. Collectively, our efforts at CMU Public Radio continue to be bolstered by and made possible through the support of CPB funding, Central Michigan University and our generous listeners



The PBS Kids walkabouts are always a hit with children. WCMU introduced hundreds of adults and children to Clifford at a Back-to-School event and to Sid the Science Kid at the annual Flint Holiday Walk at the Flint Institute of Arts.

Film screenings in several communities proved to be an effective outreach strategy. Through community partnerships, WCMU coordinated guest speaker appearances and co-hosted multiple film screenings for newly produced films, including independently produced “Storied Streets: Reframing the Way You See Homelessness” at Central Michigan University and Saginaw Valley State University. Preview events featuring PBS programming included the premiere of MASTERPIECE’s “Downton Abbey Final Season” and the series’ last episode in Mt. Pleasant; as well as “Jackie Robinson” in Traverse City and Mt. Pleasant.

CMU Public Television showcases work from Michigan’s independent producers. In 2016, WCMU assisted with the distribution and broadcast of the biographical documentaries of poets Naomi Long Madgett, Toi Derricotte and Herbert Woodward Martin from producer David Schock. WCMU continues its relationship with producer Monty Hobson as he begins his work for Series II of the internationally broadcast six-part series “America: From the Ground Up,” an archeological exploration of America. WCMU is the presenting station for two weekly series, “Great Getaways” and “Wilderness Journal,” that are carried on most Michigan public television stations.

CMU Public Radio maintains relationships with a number of non-profit organizations to promote the arts and other activities available in our communities. Conductors, music directors and organizers from several music ensembles and arts organizations in our listening area have been presented during our music and news programs. Some of the organizations included in these broadcasts were the Midland Symphony Orchestra, Art Reach of Mid Michigan, Great Lakes Chamber Orchestra, Tip of the Mitt Watershed Council, Mid-Michigan Health, and Thunder Bay National Marine Sanctuary.

News stories in areas of interest to our audience have been presented in the fields of health, the environment, and education. Research from many of the colleges and universities in our coverage area have also been presented, including advances made at Central Michigan University, Michigan State University and the University of Michigan.

CMU Public Radio co-presented the 25th annual “Night of Louisiana,” bringing the food and music of New Orleans to mid-Michigan.

CMU Public Broadcasting Station Tours, Job Fairs and Student Employment

CMU Public Broadcasting hosted station tours and activities for Junior Achievement, Cub and Boy Scouts, PEAK (community learning centers), CMU’s GrandparentsU Summer Camp, the CMU Honors Program, Great Lakes Adventist Academy, and Michigan Works Youth Program.

Staff members traveled with WCMU’s uplink/production truck to Houghton Lake High School in Houghton Lake, MI and Clare High School in Clare, MI for WCMU-sponsored events with students.

WCMU production staff offered job shadowing with 17 students from the Gratiot Isabella Technology Education Center to emulate a taping of its high school quiz bowl, “Quiz Central.”

WCMU co-sponsored the Michigan Association of Broadcasters Foundation Broadcast Media Career & Networking Fair at CMU and participated in the Annual Central Michigan University Broadcast & Cinematic Arts Career Fair.

Under the supervision of the radio staff, CMU students learn to identify news stories, conduct interviews in person and via phone, write and produce news stories for local on-air use and how to pitch stories for national consideration. Students also learn to work the board for weekend and evening shows, announce breaks and underwriting credits, weather forecasts and limited news breaks.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

CMU Public Broadcasting embraces cultural diversity and provides a forum to better understand our rich heritage. We believe that education is essential to improving our future and that lifelong learning is desirable and necessary. We believe an informed public is better equipped to make decisions on the social issues that face our communities.

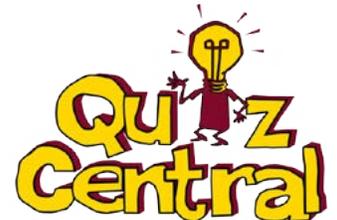
CMU Public Television Locally Produced Programs



Destination Michigan CMU Public Television’s original series features the people and places across the state that define the Michigan experience. The “Destination Michigan” crew travels across the state to find creativity, beauty, and unique businesses to share with viewers. Segments showcase a variety of topics including local artists and authors, unique collectibles, hometown businesses, community gathering places, natural beauty and landmarks, town histories and personalities. For its seventh season the “Destination Michigan”

crew took viewers to the After 26 Depot & Cafe in Cadillac where special needs employees are learning life changing skills. They also showcased Flint’s rich history at the Buick Automotive Gallery, told the tale of the famous Scottville Clown Band and hiked along the Au Sable River in the Huron National Forest. Episodes of “Destination Michigan” air every Thursday evening on WCMU as a part of the “MI Thursday” block of Michigan-themed programs.

Quiz Central Now in its twelfth season, “Quiz Central,” WCMU’s educational and entertaining academic quiz show, features 48 teams from high schools around Michigan. Academic and textbook scholarships are awarded by Central Michigan University and The CMU Bookstore. In these twelve seasons, “Quiz Central” has welcomed thousands of Michigan’s best and brightest students to our studios and to Central Michigan University. Annually, approximately \$114,000 scholarships for room and board are awarded.



Ask the Specialists This long-standing half-hour live call-in series features a variety of topics. Expertise is offered by local and regional professionals on health, law, gardening, preparation for retirement, finding a job and many more. One of the most popular programs, “Ask the DNR,” is always scheduled as an hour-long special in spring and fall.



Capitol Report WCMU produces the half-hour series that airs weekly, January through May. These programs are designed to give viewers an up-to-date report on issues affecting them from their elected representatives in a one-on-one interview format. The series is produced and hosted by CMU Public Radio’s David Nicholas.

Window to the Arts Mini-documentaries air throughout the week to promote artists, musicians and craftsmen by featuring footage of their work accompanied by interviews that reflect the motivation and passion for their art.



Programs from Independent Producers Michigan’s independent producers have long been a valuable resource for weekly series throughout the year. Currently, the producers provide five series that include content dealing with persons with disabilities, Michigan travel ideas, the people and places of Michigan, and outdoor sports.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

CMU Public Radio Locally Produced Programs



Philanthropy enhanced pledge drive CMU Public Radio established two partnerships in 2014 prior to a December pledge drive called “Warm Hearts, Warm Homes.” Those partnerships were maintained in fiscal year 2016. Consumers Energy continued as our corporate partner and our charitable partner, Michigan Community Action, also returned. The matching funds were given to our charitable partner, which distributed the funds for heating assistance back to the area of the listener that originated the donation. The campaign provides financial assistance to folks in need in WCMU’s coverage area; educates our audience about special programs in place to assist with weatherization and emergency services; and shares the stories of individuals in our listening area who have used heating assistance in the past.

Listener and Partner Quotes about Warm Hearts, Warm Homes



Volunteer Coordinator Sharon Periard gets Tish Garthe-Shiner of Northwest Michigan Community Action Agency ready to take donations.

“WARM HEARTS - WARM HOMES.....WHAT A WONDERFUL BLESSING! THANK YOU FOR YOUR GOOD WORK.” – Sandra Schultz, Alpena, MI

“THANK YOU FOR NOT ONLY A GREAT RADIO STATION BUT THE OPPORTUNITY TO GIVE BACK TO THE COMMUNITY IN MORE THAN ONE WAY.” – Breanna Thompson, Indian River, MI

“THIS IS SUCH A GREAT FUND RAISING IDEA! I’VE ALREADY MADE MY ANNUAL CONTRIBUTION TO WCMU, SO THIS IS A SECOND DONATION ESPECIALLY IN SUPPORT OF THE WARM HEARTS, WARM HOMES INITIATIVE.” – Leah Monger, Big Rapids, MI



“The Children’s Bookshelf” hosts Dr. Sue Ann Martin and Dr. Pamela Gates

The Children’s Bookshelf The Dean of the College of Humanities and Social and Behavioral Sciences at Central Michigan University and the former and founding Dean of the College of Communication and Fine Arts at Central Michigan University host this series on children’s literature. This two-minute locally produced review of children’s literature is broadcast three times each week. Segments provide a study guide and questions online for parents, grandparents and teachers. A podcast of each episode is also available.

Central Stage A musical series that showcases the diverse talents of the students and faculty in the School of Music at Central Michigan University. Live recordings were captured through the academic year and presented over eight weeks in February, March and April. Hosted by Dr. Sue Gamble, associate professor and area coordinator of music education, School of Music, Central Michigan University.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



On the Map A summer series of reports focused on the communities where we live in central and northern Michigan. We strive to bring a bit of biography, a bit of history and a strong sense of place. This year's reports highlighted Michigan and Canadian communities and locales including Paradise, Clare, Newberry, Beaver Island, Sault Ste. Marie (Ontario and Michigan), Sugar Island, Bay City, North and South Manitou Islands and St. Charles.

News Reports The CMU Public Radio news department includes three full-time employees and seven (up to five at any one time) student reporters drawn from CMU's School of Journalism and CMU's School of Broadcast & Cinematic Arts. Two students earned professional awards for their work from the Michigan Association of Broadcasters and from Public Radio News Directors Incorporated. Together, they produced over 1,000 unique local reports on issues relating to our coverage area. After they are broadcast, these stories are archived at wcmu.org/accessible for the public. Reports have been archived on the site dating back to 2009.



A nice mix of News and Music! Here's a glimpse into our music library, with some of our student reporters.

Events WCMU sponsored (and were partners in presenting) family-friendly concerts and events throughout our listening area including the 25th Annual Night of Louisiana and a listening/viewing party recognizing Garrison Keillor's retirement from hosting "A Prairie Home Companion." Staff members hosted informational displays about our programming in radio and television at various community events including the local Broadcasting Career Fair at Central Michigan University.

CMU Public Radio Listener Comments

"I wanted to comment that I have really enjoyed listening to the last shows of some of the CMU students on air the last few weeks. I've been a listener of WCMU since I moved to the Grayling area in 1998 and to listen to many of these kids (that is what they are to me) develop into professional broadcasters before my very ears has been a delight. Not to take away from any others, but I want to comment specifically about Dominic Tromboli. (I hope I did not butcher the spelling too much.) When I first heard him he was rough and nervous like most others being on the radio for the first time; but it was his enthusiasm that really struck me. He was so eager to share some of the classic jazz and blues that was brand new to him. And then listening to him last tonight, that enthusiasm was still there, though over the years he had become much more polished with experience. I'll miss him and Devin Sapp (sp?) and the others on the air, whether doing news or hosting Nightside. And when doing the weekend news, I don't think anyone else will be doing a "swift look" at the weather. Good luck to all of the graduating students!"
Rob Burg – Crawford County, MI

"I just had to come over here to say that I am absolutely loving this Horn Concerto that you're playing right now. Amazing! I have to get the recording . . ." Kathy Kirchner – Mt. Pleasant, MI

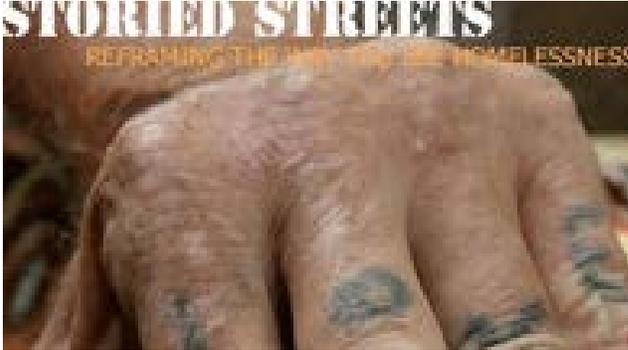
"WCMU IS MY HOTLINE, MY LIFELINE AND MY RETREAT-LINE FOR NEWS, MUSIC, ENTERTAINMENT AND INTELLIGENT CONVERSATIONS. WCMU KEEPS ME CONNECTED TO THE WORLD. I AM HAPPY TO HELP WCMU EXTEND THEIR INFLUENCE." Marie Johansen – Midland, MI

"I love it when you play something that I played years and years ago, but it all comes rushing back and I can almost see my viewpoint from the horn section, watching the conductor on the podium again! Thank you for "Candide" this afternoon!" Helene Steck Ivie – Boyne City, MI



2016 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT



Storied Streets: Reframing the Way You See Homelessness

Central Michigan University, Saginaw Valley State University and Online;
A Presentation of CMU Public Radio and CMU Public Television

On February 16, 2016 audience members were able to explore homelessness across Michigan and America through stories of those who live it each day and struggle to survive during the “Storied Streets: Reframing the Way You See Homelessness” film screening and panel/audience discussion.

There were three opportunities to participate in the event:

- The film screening and panel/audience discussion that took place at CMU's Park Library, Mt. Pleasant MI.
- The CMU event was streamed live to Saginaw Valley State University's Curtiss Hall to a second audience.
- Those unable to attend at CMU or SVSU were able to watch the event live via online streaming at www.wcmu.org/homeless.

The one-hour film, produced by Central Michigan University alumnus Thomas Morgan with executive producer Susan Sarandon, profiles the homeless and the formerly homeless and showcases their stories.

The accompanying panel discussion, moderated by Amy Robinson, CMU Public Radio news director, focused on efforts to address homelessness at the state, regional and local levels. Audience members were able to participate in the discussion. Community partners for the event included CMU Department of Sociology, Anthropology and Social Work; Mt. Pleasant Housing Commission; Michigan Coalition against Homelessness; and Doug, a formerly homeless individual.

CMU Public Radio News Series on Homelessness

Throughout the week of February 8, 2016, stories profiling programs addressing the needs of homeless persons in Michigan aired during CMU Public Radio's “Morning Edition” (5 - 9 a.m. weekdays) and “All Things Considered” (5 - 7 p.m. weeknights). Stories included an interview with Doug, a formerly homeless Mt. Pleasant resident who talks about his time sleeping in dugouts and the mailman who led him to public housing; a story on Northern Michigan's only transitional housing shelter to assist homeless veterans; projects in Isabella and Gladwin counties that found ways to respond to homeless individuals and families; and, a profile of Cheryl who battled cancer, suffered a heart attack and ended up homeless trying to care for her ten-year-old son. Produced by Amy Robinson, CMU Public Radio news director. The series is archived at wcmu.org/news/homeless.



Local Woman Says God Told Her to Knit Scarves for The Homeless

Gloria Lynne Campbell describes herself as someone who is always looking out for others. “I’m just a worker for the Lord.” Gloria saw WCMU’s presentation of “Storied Streets.” During the panel discussion afterward, Gloria said she realized Mt. Pleasant could be the perfect home for her hand-knit scarves. The story of how she came to donate 100 scarves, each individually wrapped with a letter, starts back in 2007. For the whole story, visit wcmu.org/scarves

Participant comment

Fabulous documentary. I brought my JRN 205 Shaping the Media class. Many commented on how much they learned and how much they liked it. Thank you... - Teresa Hernández, Faculty, CMU Journalism Department



2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



Philanthropy enhanced pledge drive: CMU Public Radio established two partnerships in 2014 prior to a December pledge drive called “Warm Hearts, Warm Homes.” Those partnerships were maintained in 2015. Consumers Energy continued as our corporate partner and our charitable partner, Michigan Community Action, also returned. The matching funds were given to our charitable partner, which distributed the funds for heating assistance back to the area of the listener that originated the donation. The campaign provides financial assistance to folks in need in WCMU’s coverage area; educates our audience about special programs in place to assist with weatherization and emergency services; and shares the stories of individuals in our listening area who have used heating assistance in the past.

Community Partner Quotes about “Warm Hearts, Warm Homes”

“We really want to engage our communities, and we really want to do it in a meaningful way and try to help those customers that really need help. We serve customers throughout the state, and a lot of those customers are our neighbors, friends and families.”

Carolyn Bloodworth
Secretary/Treasurer
Consumers Energy Foundation



“I can’t tell you the relief that people feel when they know the heat will stay on. We’re really grateful for the partnership to keep the energy flowing to families during the harshest time of the year.”

Kate White
Executive Director
Michigan Community Action

