



2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"WKAR listeners and supporters ARE our community, and people that we want to be connected with."

-Kristen Campbell
Marketing and Business Development Director
Medical Care Facility and Rehabilitation Services of Ingham County

WKAR: We connect people to powerful ideas that inspire personal growth, exploration of our world and positive change.



WKAR is a valuable part of the mid-Michigan area's advancement.

The station provides public broadcasting service with WKAR-AM, WKAR-FM & HD and the Radio Reading Service.

Serving a 60-mile radius from East Lansing, WKAR is involved with 50,000 weekly listeners through a variety of programming, including: Current State, live broadcasts of MSU Faculty Recitals, Current Sports, remote broadcasts at art and music festivals, and participation in community events. Station representatives also serve on a variety of boards and community committees.

In 2014, WKAR provided these vital local services:

- Two Radio Stations
 - WKAR-AM 870kHz
 - WKAR-FM/HD 90.5
 - Radio Reading Service
- One Television Station with 3 channels
 - WKAR-HD
 - WKAR-Create
 - WKAR-World
- Online streaming
- National and local news, public affairs, arts and culture, health, science and education programming
- A daily radio magazine of news and arts, **Current State**
- Live classical performances from the MSU Faculty Recital Series and area symphonies

WKAR's local emphasis has a deep impact in the mid-Michigan area.

Through the station's partnerships with local educators, businesses, governments, arts organizations, schools and agencies, WKAR has reached over 50,000 listeners who have been informed and inspired by news and culture in mid-Michigan. Through our daily news magazine program, Current State, as well as daily community public announcements, we help local nonprofits and government agencies reach important audiences that they could not afford to reach otherwise.

WKAR Offers Local Value on Air, Online

WKAR grew in 2014 with enhancements to existing shows and, new additions to the line-up. **Current State**, hosted by well-known mid-Michigan radio host Mark Bashore, grew as the flagship program for WKAR. Bashore brings decades of major market and mid-Michigan experience to the daily 9 a.m. hour of local, regional and statewide conversation. **Current State** explores Michigan politics, education, economy, environment, agriculture, tourism, literature, history, theatre, music, visual arts, culture and much more. Collectively this amounted to over 1,000 individual features last year alone. WKAR Director of Broadcasting Gary Reid, along with Chicago radio transplant Peter Whorf, WKAR radio station manager and **Current State's** executive producer, created the radio magazine program to better serve the greater Lansing region with essential information for Michigan living.

In addition to the wide range of topics covered through Bashore's thoughtful and balanced interviewing style, **Current State** also incorporates the work of five dedicated producers and several freelance contributors. The program regularly leverages WKAR's proximity to Michigan's state capitol, Michigan State University, University of Michigan, Wayne State University and other institutions to sustain relevant partnerships in content creation.

Current State also features a number of regular and occasional series. 'Neighbors in Action,' for example, is a weekly listener-nominated feature that creates conversations with local citizens seeking to advance mid-Michigan education, social justice, economic assistance and other areas of community well being.

A partnership with MSU's Knight Center for Environmental Journalism keeps listeners in touch with a range of environmental concerns every Thursday. In recent months, "Live Music Fridays" has showcased Michigan folk, jazz, rock, classical and world music. Performers from this series contributed to a compilation CD that garnered a great deal of interest, and dollars, as a pledge special.

The new series, "Voices of Experience," features Bashore in conversation with well-known Michigan newsmakers and people of note such as former Michigan attorney general Frank Kelley and college and professional football coach George Perles, among others.

Another new Current State series debuted in 2014. The 'Profiles' series of long-form interviews focuses on artists, musicians, educators and journalist throughout mid-Michigan. Lansing Symphony music director Timothy Muffitt and MSU Journalism instructor, and former Newsweek Magazine's information graphics specialist Karl Gude were among those highlighted.

In addition to weekday live airing on WKAR-FM, **Current State** is also heard at noon on WKAR AM870 and is enocred at 6 p.m. on 90.5FM. The 6 p.m. airing allows updates and elaboration should the day's events warrant it. All **Current State** shows are archived for on-demand listening at wkar.org.

Now in its second year, **Current Sports with Al Martin** on 870AM continued to grow. Martin brings his TV sports broadcasting experience, recent MSU journalism degree, and high-energy style to this daily hour of interviews and conversation with Michigan sports fans, newsmakers, athletes and coaches present and past. Martin is also regularly featured on **Current State** and is host of the newly created **Current Sports TV** on WKAR's sister TV station.

Community Engagement

Current State and **Current Sports** hosts and producers, along with Jody Knoll and Peter Whorf on the classical music side, have also been highly visible throughout the mid-Michigan community at events such as the East Lansing Art Festival, East Lansing Jazz Festival, the Lansing and Ann Arbor Symphony concerts, Great Lakes Folk Festival, MSU Homecoming Parade, just to name a few.

On the music side of the station, the groundwork for new music programming has firmly taken hold. A new program '**Music from Studio S**' took advantage of the beautifully restored 1936 Steinway grand piano to feature unique musical performances from some of the areas most skilled musicians.

The **MSU Faculty Recital Series** is a monthly series presenting a Michigan State University College of Music faculty member, chamber group or major ensemble in live performance on 90.5. Highly produced features are also a part of each program's live intermission segment, and all concerts are promoted prominently on **Current State**. The **Faculty Recital Series** premiered with world-renowned pianist, MSU professor *emeritus* and Van Cliburn prizewinning pianist Ralph Votapek's much-anticipated December 2012 concert. The series has since featured the MSU Symphony Orchestra, Wind Orchestra, Professors of Jazz and more.

WKAR also launched its **Guest Host Series** in 2014, showcasing highly regarded, mid-Michigan musicians playing their favorite recordings and engaging in personal music conversation and storytelling with WKAR's Peter Whorf. Guest hosts included Lansing Symphony music director Timothy Muffitt, MSU College of Music professor Melanie Helton and Ann Arbor Symphony music director Arie Lipsky.

WKAR also featured the locally produced music and interview program **What's New on WKAR**, the twice-weekly two-hour program of classical music featuring the latest releases from around the globe, across the U.S. and throughout Michigan.

Combined with specials such as MSU College of Music's **Home for the Holidays**, WKAR radio created more than 200 hours of highly produced new local music programming in 2014.

All in all, 2014 was a year of unprecedented growth, revitalization and commitment to exceed our listeners' expectations.

WKAR's Current State Informs and Engages Mid-Michigan Listeners

Host Mark Bashore brings WKAR listeners daily interviews with mid-Michigan leaders in education, government, business, science, technology, arts and culture, and much more. **Current State** also ventured frequently outside of the WKAR studios in 2014 for live broadcasts at art and music festivals, MSU sporting events and other significant community gatherings.



WKAR Expands MSU Faculty Recital Series

The series of live classical music broadcasts from MSU College of Music faculty and student ensembles expanded to a regular monthly feature with performances by solo artists, chamber music groups and the MSU Symphony Orchestra. Other local broadcasts included Community Concerts with the Lansing Symphony Orchestra and other area musical ensembles.



WKAR's Current Sports

MSU alumnus and veteran TV sports host Al Martin joined the WKAR team to create **Current Sports**, AM 870's daily hour of sports news and conversation. Martin is also a regular contributor to WKAR's daily news magazine, **Current State**, and in fall of 2013 launched WKAR's newest TV program, **Current Sports TV**. Martin has featured many notable athletes, coaches and sports journalists and provides daily call-in opportunities for hundreds of mid-Michigan fans. Coverage in 2014 also featured regular online-only video reports to complement and kickstart on-air discussion.





WKAR's Current State On Location

Reach in the Community

WKAR utilizes **Current State** to tie our programming even more closely to issues and needs of concern to our community, and to offer additional benefits to our listeners and members.

Current State broadcast live from a number of community events including the East Lansing Art Fair, the Summer Solstice Jazz Festival, the Great American Fish Rodeo and MSU's first home football game. On the music side, monthly live broadcasts from the MSU, Lansing and Ann Arbor Symphony Orchestras further expanded outreach to the fine arts community.

Mr. Whorf:

Thank you for creating a WKAR that would even allow for us to do what we did on Current State—That alone speaks volumes.

Matt Borghi
Musician and Current State guest, East Lansing

What community partners are saying about WKAR:

"Supporting WKAR is really a no-brainer. Their audience is comprised of highly educated, highly-skilled professionals..."

-Lansing Regional Chamber of Commerce

"WKAR public radio is instrumental to the success of the Lansing area and its citizens. WKAR offers high quality, in-depth and detailed local news as well as comprehensive national and international coverage that allow us to make informed decisions based on facts, not ratings. WKAR notifies listeners about local events, local talent, local culture and local business with an integrity and professionalism that is second to none"

- Medical Care Facility and Rehabilitation Services of Ingham County

"Thank you for the two new programs on WKAR radio which you produce and present. You seem to have an eye and ear for the newly released classical music which has importance and intensity. Primarily Piano is an excellent format for so much gorgeous music. ...The way you produce your programs is very clean and artistic. It is clear that how your program sounds is very important to you and to me. I wish only that your other broadcast colleagues would adopt such an aural aesthetic!"

Matt Muhich, Jackson, MI

Over its 90+ year history, WKAR radio has remained one of the most recognized voices of the mid-Michigan community.

"A long-time listener of WKAR. Just wanted to thank you and WKAR for the great programming that you provide. It is an excellent station that improves our community. On a side note, I recall listening to your father on WJR as I grew up in the Rochester area in the 1970s and 1980s. My parents had WJR on 24/7, and Mike Whorf was a fixture with that station. Good to see you carry on the family tradition." Christopher Iamariono



'Ann Arbor Symphony LIVE' debuted on 90.5 from Hill Auditorium in September 2014.



Twyla Birdsong was just one of many musicians heard on Current State during Live Music Fridays in 2014.

WKAR plays an essential role in mid-Michigan as a key source for quality news and music programming, giving voice to a wide range of conversation, showcasing local artists, musicians and nonprofit community organizations, and offering a variety of engaging forums for community members to share their talents, interests, concerns and cultural backgrounds.
