

# WKAR

## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY: RADIO



*"We could not be happier to partner with such a fundamental element of our community."*

- Kristen Campbell, BA  
Ingham County Medical Care Facility

**Connecting people to powerful ideas that inspire personal growth, exploration of our world and positive change.**

LOCAL  
VALUE

2016 KEY  
SERVICES

LOCAL  
IMPACT

**WKAR Radio is a valuable part of Michigan's capital region 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 more than 60,000 weekly listeners. WKAR's range of programming includes *Current State*, *Current Sports*, live classical music broadcasts, participation in community events and with station representatives serving on a variety of boards and community committees; and community support through student learning internships.

**In 2016, WKAR provided these vital local services:**

- Two Radio Stations
  - WKAR-AM 870kHz
  - WKAR-FM/HD 90.5
- One Television Station with three channels
  - WKAR-HD
  - WKAR-Create
  - WKAR-World
- Online Streaming
- National and local news, public affairs, arts and culture, health, science, and education programming.
- *Current State*, the daily radio magazine including news and arts.
- Live classical music and music education throughout the capital region.

**WKAR's local services had deep impact in Michigan's capital region.**

WKAR reached more than 60,000 listeners through the station's partnership with local educators, businesses, governments, arts organizations, schools, and social services agencies.

Through our daily news magazine program *Current State*, as well as other local reporting, WKAR helps local non-profits and government agencies reach and engage new audiences.

*This last year WKAR was marked by the Flint water crisis and changes designed to bring our listeners more of what they have asked for, when and where they want it: more news, and more classical music.*

*Now more than ever, our community needs great storytelling and rigorous reporting to start conversations, increase understanding, enrich lives and enliven minds. Listeners also seek a destination where they can find rich and vibrant music that provides refuge and inspiration.*

## More News

**Current State with Mark Bashore** continued to explore Michigan politics, education, economy, environment, science, technology, agriculture, tourism, sports, literature, theatre, music, visual arts and much more. **Current State** began covering the Flint water story as early as January 2015, and continued with in-depth reporting and conversations through 2016.

With the **Empower Flint** mobile app, WKAR and MSU put the power of information in the hands of residents navigating the challenges of the ongoing water crisis in Flint. The app provides related news from WKAR and NPR, safety tips, lead level updates and more.

**Faces of Flint** examines day-to-day life in a city where tap water is not safe for drinking. The multiplatform series, produced in collaboration with the MSU School of Journalism, includes stories aired on 90.5 FM, AM 870, WKAR TV, and available online.

**Neighbors in Action**, a weekly feature heard on **Current State** and **Morning Edition**, highlights the community impact of non-profit service organizations in the capital region. Now in its third year, over 130 inspiring stories in the series are available online.

Listeners were treated to a new wake-up voice when Brooke Allen joined the station in June, taking over the microphone as capital region host of **Morning Edition**.

**AM 870** is the capital region's source for a global perspective, featuring news talk from **BBC World Service**, plus **To the Point** and **Takeaway**.

**Current Sports with Al Martin** offers a high-energy daily hour of interviews and conversation with sports fans, athletes and coaches. The show is also a training ground for tomorrow's sports journalists, as students from the School of Journalism at MSU work alongside WKAR professionals in daily show production and filing feature stories.

**Ondas en Español**, mid-Michigan's only Spanish-language program, celebrated 42 years on the air in 2016. Host El Chayo Cervantes has been with the series since the beginning, and continues to bring music, news and information to the Spanish-speaking community on weekend mornings and evenings.

## More Classical

WKAR is proud to continue in its valued role as mid-Michigan's sole source for classical music on the air.

90.5 FM now features 17 hours of classical music each weekday, and more than 110 hours per week, with a commitment to showcasing the talents of the many performing arts groups that enrich the capital region.

Also new in 2016, the **Flint Symphony Orchestra** was added to our line-up of concert performances showcasing the world-class talent right here in Michigan, joining Lansing, Jackson and Ann Arbor Symphony Orchestras and MSU School of Music ensembles on the air from 90.5 FM.

Another new show popular with listeners is **Michigan Matinee**. Music host and arts reporter Jamie Paisley presents an hour of classic music written for the silver screen.

Mid-Michigan's astute, diverse and curious listening audience can also turn to WKAR for a rich offering of folk and jazz weekend evenings on 90.5, and can enjoy WKAR's 24/7, mostly-music online streams of WKAR Folk, WKAR Jazz and 90.5 Classical anytime and anywhere.

## In Your Community with WKAR

**Pop-Up Stories Lansing** gives community members a chance to share personal, inspiring stories in front of an audience. Produced by Current State in partnership with Residential College in the Arts and Humanities at MSU and community agencies, Pop-Up Stories traveled to gathering places in East Lansing, Old Town, Reo Town and more. Beyond each live event, stories are heard on 90.5 FM and AM 870, and are available online at [wkar.org](http://wkar.org).

**PreView Conversations with Jody Knol** featuring the veteran WKAR classical host at Lansing Symphony Orchestra MasterWorks concerts continued for an eleventh season, and WKAR's Jamie Paisley hosted the growing **Jazz on the Grand** summer series of outdoor concerts for a second season.

**Current State**, **Current Sports** and the **90.5 Classical** teams have also been highly visible throughout the capital region, broadcasting live, hosting stages, and participating in events such as the East Lansing Art Festival, East Lansing Jazz Festival, Great Lakes Folk Festival, MSU football tailgate events, MSU Homecoming Parade, and area concerts.

## More Inspiration

WKAR is well-positioned to increase its delivery of great storytelling, rigorous reporting, and rich and vibrant music on multiple platforms. It is of no small note that WKAR accomplishes this goal mainly through the generous donations of our audience. The entire WKAR team looks forward to guiding more innovation and giving more inspiration to our public in 2017.

## Pop-Up Stories Inspires through Storytelling

- **Pop-Up Stories** allows community members to share inspiring stories.
- Partnerships include MSU's Residential College in the Arts and Humanities and community agencies.
- Pop-Up Stories traveled to local venues.
- Stories are heard on 90.5 FM and AM 870, and are available online at [wkar.org](http://wkar.org).



## WKAR Engages with our Community

- **PreView Conversations with Jody Knol** at Lansing Symphony Orchestra MasterWorks concerts continued.
- WKAR's Jamie Paisely hosted **Jazz on the Grand** summer concert series.
- Scott Pohl hosted various community events such as the **Lansing Jaycees** annual banquet.
- **Current State, Current Sports** and the **90.5 Classical** teams have broadcast live, hosted stages, and participated in events such as the East Lansing Art Festival, Great Lakes Folk Festival, MSU Homecoming Parade and area concerts.

## Local Music Weekends

In 2015 WKAR expanded weekend afternoon programming to include all locally produced and connected performers and ensembles in a lineup including:

- *What's New on WKAR*
- *Community Concerts*
- *Primarily Piano*
- *Wind and Rhythm*
- *Forte*
- *The Fugue*
- *Primarily Piano Michigan Edition*





### WKAR Responds to a Community in Crisis: Flint

#### Concept

Faced with an ongoing water crisis, the residents of Flint, Michigan were looking for help and a place to share their stories. WKAR responded.

#### Reach in the Community

**Current State** began covering the Flint water story as early as January 2015, and continued with in-depth reporting and conversations through 2016.

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Al Martin from **Current Sports** covered the arrival of Flint native, Olympic legend and first two-time boxing gold medalist Claressa "T-Rex" Shields. Exclusive interviews, insights, and moments were featured on the show.

#### Impact and Community Feedback

**Faces of Flint** examines day-to-day life in a city where tap water is not safe for drinking. The multiplatform series, produced in collaboration with the MSU School of Journalism, includes stories aired on 90.5 FM, AM 870, WKAR TV, and available online. The video short, "Faces of Flint: Hard to Swallow," by hip-hop artist Mama Sol, has been viewed more than 50,000 times on Facebook.





WKAR engaged in our community through live broadcasts, stage hosting, and leading discussions along with live music performances.

We expanded our programs and specials to showcase Michigan Capital Region talents and professions.

We increased awareness around local issues, provided timely and quality news content and discussions.

As a result, both membership and listenership are up and our audiences are more diverse.

*“WKAR embodies very similar philosophies as our firm, as demonstrated via their mission statement, ‘connect people to powerful ideas that inspire personal growth, exploration of our world and positive change.’ It is also demonstrated via their superior programming and staff; from my favorite program, “Current State” with Mark Bashore to “What’s New” with Peter Whorf. And, it is also demonstrated from the off-air staff that we encounter in the greater Lansing business community, who represents WKAR professionally at every turn.”*

Amy Stephenson  
Willingham Cote, PC

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*“As a regular WKAR listener, thanks for all these wonderful changes, innovations, and delights.”*

Mary Steffek Blaske  
Ann Arbor Symphony Orchestra

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*“WKAR understands the importance of community and appreciates what different organizations can positively bring into people’s lives.”*

Rachel Santorelli  
Lansing Symphony Orchestra

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**WKAR continues to play an essential role in Michigan’s Capital Region as a key source for quality news, music and cultural programming, giving a voice to a broad and deep variety of conversation, community, concerts, and more. WKAR commits to expanding its community relationships to better share the talents, interests, concerns and cultural backgrounds of the people in mid-Michigan.**

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