



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“We feel WKAR viewers, like our target demographic, are a perceptive group of people who appreciate being treated with respect and taken seriously. 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 on three WKAR television stations (as well as WKAR Radio).

Serving a 19-county viewing area, WKAR is involved with those communities through a variety of activities including: Ready To Learn; convening public screenings and dialogues; participation in community events and with station representatives serving on a variety of boards and community committees. We also support student learning through internships.

In 2013, WKAR provided these vital local services:

- Two Radio Stations
 - WKAR-AM 870kHz
 - WKAR-FM/HD 90.5
- One Television Station with 3 channels
 - WKAR-HD
 - WKAR-Create
 - WKAR-World
- Online streaming of TV and Radio programming
- Ready To Learn educational workshops
- Community Cinema screenings/dialogues
- National and local programming including news, public affairs, arts, health, education
- 60+ hours of children's programming per week.

WKAR's local services had deep impact in the Mid-Michigan area.

Through the station's partnerships with local schools and agencies, Ready To Learn has reached over 85,000 children and their families who have learned to develop more positive learning skills through workshop participation.

Locally produced programs target issues of importance to the community, and our free public screenings feature panels of local experts and faculty from MSU who lead dynamic discussions with participants.

WKAR Offers Local Value on Air, Online and On the Ground

In addition to our network programming, **WKAR believes in the value of high quality, locally produced series and specials.** The legacy series of **QuizBusters** in its 25th season, **Off the Record** in its 41st season and **BackStage Pass** in its fifth season, were supplemented with several significant new additions.

The weekly **QuizBusters** series featured more than 60 Michigan high school teams competing for MSU scholarships for division winners. Also, a special **Celebrity QuizBusters** show featured 16 community leaders from mid-Michigan learning firsthand how smart our high school contestants are!

In addition to offering 52 weekly episodes, **Off the Record** continued its run as the only statewide political talk show. Recognizing the need for immediate web-based delivery, **OTR Overtime** is a web-only weekly exclusive 'after the show' segment featuring discussion from the panelists that has been rapidly increasing its audience reach.

Off The Record host Tim Skubick also produces **An Evening with the Governor**, featuring Governor Rick Snyder and his wife. WKAR also takes the lead in distributing the governor's annual **State of The State** address throughout the state of Michigan. A special **Off the Record** panel offers analysis of the speech immediately after the opposing party response.

WKAR's live music series, **BackStage Pass**, records concerts at the Hannah Community Center, Lansing JazzFest and Old Town Blues Fest. **BackStage Pass** is distributed nationally by NETA and in 2013 was seen on 73 channels in 47 markets across the country, including top markets such as New York, Los Angeles and Chicago. **BackStage Pass** couples station-produced concerts with local community festivals to provide a series that appeals to virtually all music lovers.

A new original series from WKAR this year is **Current Sports with Al Martin**. Going beyond just Xs and Os, Al takes viewers and live in-studio audiences beyond the headlines with in-depth interviews of leading sports figures from the college, professional and high school ranks.

WKAR also produced several new local specials, including the **29th Annual Silver Bells in the City Parade**, a two-hour live production featuring an electric light parade and the lighting of the state Christmas tree. Other specials include **Sweetie-licious: A Taste of the Season**, an hour-long special with awarding winning pastry chef Linda Hundt; **MSU's Home for the Holidays**, a one-hour special highlighting performers from MSU's College of Music; and **Holiday Pops with the Flint Symphony**.

In conjunction with Impression 5 Science Center, WKAR produced a 30-minute children's science show, **The Curious Crew**. The program features Michigan Teacher of the Year Rob Stephenson working with children in hands-on science explorations recorded at the center. This series will join **LRN101** in our line up of programs of interest to young adults.

WKAR also produces numerous short interstitial features weekly, including billboards hosted by station manager Susi Elkins. Many are recorded on location, providing insight into WKAR's services and recognizing area organizations and upcoming events.

WKAR serves mid-Michigan as a key partner in production and connectivity services, including uplinks for PBS NewsHour, CBS Sports, NFL Productions, ESPN, MSNBC, CNBC, CNN, ABC World News, Bloomberg Television, CCTV – America, Eurovision Americas and Rachel Maddow, among others.

Community Engagement

Station personalities served as on-stage hosts at Lansing Symphony Orchestra concerts, East Lansing Summer Solstice Jazz Festival; Lansing JazzFest; Great Lakes Folk Festival; Old Town Blues Fest, and the East Lansing Art Festival. Likewise, staff members routinely serve on numerous community boards.

WKAR Community Cinema events feature pre-screenings of documentaries followed by an examination of each film's theme. Lead by a panel of experts who engage participants in thought provoking and memorable conversation, these monthly events have become very popular, with attendance often reaching auditorium capacity.

Education

To help champion local efforts to fight bullying, WKAR kicked-off the **Bullying, It's Not Okay** video creation contest for 12- to 18-year-olds. The first selected video aired during National Bullying Prevention Month in October.

Station involvement in education includes organizing and chairing the **Capital Area Literacy Coalition**.

Our **Ready To Learn Service** holds a series of **Raising Readers Family Workshops**, designed to help parents learn how to work with their children to increase literacy skills.

We have an ongoing relationship with the **Capital Area Head Start** program to bring our Ready To Learn program to over 80,000 children and teachers since the program began.

WKAR has also joined forces with the **Michigan Humanities Council** and the **Library of Michigan** to support the **Great Michigan Read** and **Michigan Notable Books** programs.

In April 2013, WKAR participated in the first campus-wide **MSU Science Festival**, providing educational programming under the children's science tent in partnership with the MSU Extension Service.

WKAR Inspires Kids and Families to become Lifelong Learners through Curious Crew and QuizBusters

WKAR offers over 60 hours of children's educational programs per week. Two of our local programs, **QuizBusters** and **Curious Crew**, exemplify our commitment to education and the importance we place on fostering a love of learning. **QuizBusters** celebrated 25 years in 2013 and features more than 60 local quiz bowl teams competing for tuition scholarships to Michigan State University. **Curious Crew** is a new local program featuring Michigan Teacher of the Year Rob Stephenson and 10 local students demonstrating STEM concepts through everyday science experiments.



WKAR Helps Mid-Michigan Children Enter School Ready To Learn

WKAR's **Ready To Learn Service** provides educational services to the mid-Michigan community through workshops, training sessions and participation in community activities.

Through our extensive partnerships with local schools, libraries and agencies such as Capital Area Community Services Head Start, we've reached over 8,000 families with our **Ready To Learn Service** and provided most with free books.



WKAR Strengthens Community Connections through Increased Local Programming

We believe our strength lies in local programming when it comes to connecting with our community. In 2013 we added a new weekly show called **Current Sports**. Host Al Martin shines a light on the local sports scene through in-depth conversations with area athletes, coaches, players, media personalities, researchers and trainers who share their expertise and the latest in sports medicine and health. Additional specials included live coverage of the **29th Annual Silver Bells In the City Parade**, **Curious Crew**, **Sweetie-licious** and **An Evening with the Governor**.



WKAR Community Cinema Screenings and Discussions

Reach in the Community

WKAR Community Cinema ties our programming even more closely to issues and needs of concern to our community, and offers additional benefits to our viewers, listeners and members.

Community Cinema events are free, open to the public and draw an average of about 60 people per screening.

Partnerships

Community Cinema allows us to strengthen our existing partnerships with various organizations and build new ones. We often invite community leaders, MSU faculty, students and researchers to present as part of our panel and then lead the follow-up discussion. Our partners greatly appreciate the chance to discuss their work with our audiences through the lens of the films.

Impact and Community Feedback

The response of participants has been overwhelming. They have appreciated a chance to talk about global issues, hear local perspectives and often cite these monthly screenings as an example of how we bring value to the community.



What Participants are Saying about Community Cinema:

"It makes documentaries and national public television relevant to the community."

"It's a great way to bring the community in to voice our opinions and get involved in the discussions in ways that they just don't have opportunities to do. This is fantastic."

"The issues are so deep. It's important to discuss it, and hear what others have to say. The community needed to hear this. It's a serious discussion that can never reach its end."



"I like the fact that the children in my community have made it a sense of community by coming over and sharing my soul food with my granddaughter. They love doing that. They see a bit of our culture. They see grandma cooking. They taste food that they have not tasted before. It brings the community together."

Nettie Wood

Film: Soul Food Junkies

WKAR Community Cinema Audience Member

In 2013, WKAR helped children learn to read and be ready for school.

We launched new original series and specials showcasing mid-Michigan musicians, students, local businesses and timely issues.

We increased awareness around local issues, convened panels and discussions, and provided access to local leaders, world-class researchers, and MSU faculty.

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



WKAR Public Media in our community – on air, online and on the ground.

WKAR plays an essential role in mid-Michigan as a key source for quality children's educational programming, 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.