

## **Diversity Statement for WMUK 102.1 FM in September of 2016 (Updated 2016-09-30):**

WMUK 102.1 FM (“the Station”) continues to present a variety of programming content to our on-air and on-line audience that is reflective of the diversity of our community, nation and the world. In particular, arts and culture have maintained an important role in how WMUK addresses topics related to diversity.

One important way the Station reflects this diversity is through the airing of music from many different cultures, both past and present. This includes music from Latin-America, Celtic music, classical, jazz, folk, acoustic and Americana, which together constitutes more than 160 hours of music each week on WMUK’s three program streams (two on-air, one on-line).

Other aspects of diversity in programming are reflected in WMUK’s coverage of arts and culture through interviews and feature segments. A large concentration of this programming is heard in WMUK’s locally-produced *Arts & More* short-form (10 minute) program, which airs weekly on our main program channel.

Each week, *Arts & More* carries feature segments related to music, history, visual arts, dance, literature and theatre, and more. The program also provides insight to local traditions and celebrations of Native American, African-American, Asian-American, Hispanic, Eastern-European and other communities that live within WMUK’s region of southwest Michigan.

Additionally, WMUK has aired interviews with artists of diverse backgrounds, many of whom have had their art influenced by their background. WMUK has also addressed diversity issues through news coverage of local and state government, as well as education. Examples of these interviews can be found in the section that details how WMUK achieved its diversity goals for 2016.

WMUK’s staff has also become more diverse, both in terms of management and in other areas. Station volunteer hosts and producers also reflect our community’s diversity, in its many forms. As an example, the station features an all-Spanish language music program, airing one hour each week, hosted by two volunteers of Hispanic descent.

Finally, the station’s licensee (Western Michigan University) has made diversity a priority, with the appointment of African-Americans in key administration positions – both for the University’s Foundation (which manages station gifts) and on the University’s Board of Trustees (which governs the station).

### **The manner in which WMUK has addressed Diversity in recent years:**

WMUK has expanded diversity in recent years by taking the following steps:

1. WMUK performed a wide search for a new General Manager, and hired an African-American for the position.

2. The station hired a female Asian-American intern in the 2015-2016 academic year. It also hired a female African-American student intern for the 2016-2017 academic year.
3. WMUK acquired a female African-American work study, to assist with light clerical work and data entry.
4. In 2011 WMUK initiated and formed a Friends Advisory Committee that reflects community diversity. This body is reconstituted every two years (as it was in 2014) as members rotate off after two or four year terms, to insure that it continues to reflect our community's diversity and interests.
5. In response to the Committee's recommendations and in an effort to increase staff diversity, WMUK redoubled its efforts in the area of Wide Dissemination of information relevant to hiring of positions at WMUK. We have also increased our efforts to let minority organizations within the community know they could be placed on a list to be notified of job openings at WMUK.
6. WMUK recruited a new Latin-American volunteer to assist with Spanish-language hosting duties for the station's locally-produced Hispanic music program (*Alma Latina*).

### **Diversity Goals from the past year (FY 2016)**

The following Diversity Goals for FY 2016 were successfully addressed as follows:

1. *Expanding diversity in the music WMUK plays and covers through locally produced programs.* This included music on our third stream, "Park and Westnedge" now available on our website of music from diverse cultures around Southwest Michigan. Music on this stream included gospel, klezmer, folk, chamber, blues, rock, and jazz.
2. *Expanding the diversity of the sources consulted in "Arts & More" and WMUK news stories.* Plans include more meetings with members of our community representing diverse populations.

As noted in previous sections, WMUK has featured a number of interviews and segments with members of our community representing diverse populations and issues affecting them. Topics ranged to migrant farm labor in southwest Michigan, the current status and future of feminism, the history of African-Americans in Kalamazoo and other Michigan cities, StoryCorps' "Out Loud" LGBT oral history initiative in Kalamazoo, and many other topics focusing on minority and special needs communities in our area.

In one key example, *WestSouthwest* (the station's radio newsmagazine) featured interviews on the controversial topic of the proposed annexation of the Albion school district into the Marshall school district. Part of the coverage explored the different economic, racial and ethnic demographics of the two school districts, and the need to address those cultural differences as part of the merger.

3. *Expanding coverage of other cultures through “Arts & More” and Cara Lieurance’s interviews in her morning Classical Music program and on her evening program, Let’s Hear It.*

“Arts & More” has featured a wide-ranging number of segments ranging from Native American issues to racial equality, and an international dance residency from the Dominican Republic at Western Michigan University (the licensee).

Similarly, “Let’s Hear It” has also touched on issues related to the Native American experience, and the ways in which different cultural styles can influence music. For example, host Cara Lieurance aired an interview in November 2015 with artist Simon Shaheen, who specializes performing both traditional Arabic and western classical styles. Mr. Shaheen appeared at the Michigan Festival of Sacred Music.

Another interview by Ms. Lieurance in February 2016 featured local artist Ahmed Anzaldua, a Mexican pianist, conductor and teacher of Egyptian descent. Mr. Anzaldua had released a first-ever piano recording of renowned Mexican composer, Miguel Bernal Jiménez.

4. *Continue to engage diverse voices in the content WMUK produces, such as “The Library”, “Alma Latina” and “The Pure Drop.”*

WMUK has maintained its commitment to these programs, as vehicles for promoting cultural awareness. “The Library” features excerpts from stories covering a wide range of diverse topics, and also provides readings of works of literature to members of our community with visual impairments.

In addition to playing music representing the interests of and culture of the Hispanic Community, such as Tex-Mex, Tejano and Caribbean music, WMUK’s weekly program “Alma Latina” has featured Spanish Language local news stories on issues such as bi-lingual education. “The Pure Drop” featured live and recorded local performances from visiting artists representing Celtic culture and music from Scotland and Ireland.

5. *Continue to expand diversity in the workforce, management, Friends Advisory Committee and WMUK’s volunteer corps.*

As noted previously, WMUK’s workforce has made significant strides in expanding workforce and management diversity in the past year. In July 2016, the licensee hired an African-American general manager, to replace the previous manager who retired. See goal #8 (below) for growth in diversity representation among paid student interns and work-study students.

6. *Working with our University’s Office Diversity and Inclusion, and our local GLBT Community Resource Center, WMUK will host a residency in 2015) of StoryCorp’s “Out Loud” Initiative in our community:*

The project, held in November of 2015 was entitled “Honoring Identity” and included recorded the stories from the local LGBT community, a public presentation by StoryCorps founder Dave Isay, and related activities.

7. *Collaborate with organizations representing diverse elements of our community.*

WMUK made appearances at events and festivals celebrating diversity, by complementary promotion of these events on our air and through program advertising and sponsorship of these events. This included a Latin-American festival, Pride Day and coverage of the Black Arts Festival.

8. *Recruit and employ minority students in WMUK’s intern program.*

The station hired a paid Asian-American female intern for the 2015-2016 academic year (26 weeks total). For the 2016-2017 academic year, an African-American female was hired for another paid internship position.

Finally, the station was able to incorporate a new work-study position for the 2016-2017 academic year, which was filled by another African-American female.

### **Diversity Goals for WMUK in FY 2017**

Diversity goals for the coming months of the current fiscal year (FY2017) include:

1. *Continue covering diversity in the music WMUK plays and covers through locally produced programs.*
2. *Maintaining the wide diversity of the sources consulted in “Arts & More” and WMUK news stories.*
3. *Continuing to provide coverage of other cultures through “Arts & More” and Cara Lieurance’s interviews in her morning Classical Music program and on her evening program, Let’s Hear It.*
4. *Continue to engage diverse voices in the content WMUK produces, such as “The Library”, “Alma Latina” and “The Pure Drop.”*
5. *Collaborate with organizations representing diverse elements of our community.*
6. *Recruit and employ minority students in WMUK’s intern program:*
7. *An initiative to produce 3-5 feature segments relating to the experience of Muslim-Americans in Southwest Michigan, and more broadly, Islam in America.*