

Diversity Statement for WMUK 102.1 FM – September 2017

WMUK 102.1 FM (“the Station”) offers a variety of programming to our on-air and on-line audience that is reflective of the diversity of our community, nation and the world. In the previous year, WMUK maintained our commitment to this diversity component through our local journalism, arts, literature and culture programming.

In particular, the Station’s News Department explored topics of race, ethnicity, religion and immigration in local features and reporting. Arts coverage of diverse communities included features, such as *Arts & More* – WMUK’s locally-produced 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, Middle Eastern, Eastern-European, LGBT and other communities that live within WMUK’s region of southwest Michigan.

Moreover, WMUK’s diversity was reflected in the wide array of Latin-American, jazz, folk and classical music offered, which together constitutes more than 160 hours of music each week on WMUK’s three program streams (two on-air, one on-line).

This includes *Alma Latina*, a Spanish-language program that features Latin-American music crossing a variety of genres (e.g. Tex-Mex, Cuban, Tejano, etc.). *Alma Latina* celebrates its 40th year on the air, having started on April 2, 1977 after the Kalamazoo Spanish-American Steering Committee requested a Spanish-language show and WMUK agreed to carry this program. The program furthers WMUK’s mission to serve diverse communities across Kalamazoo and Greater Southwest Michigan.

WMUK Staff / Governance & Diversity

Diversity is an important component of WMUK’s makeup, as well as that of its licensee – Western Michigan University (WMU). In particular, the station’s licensee has made diversity a priority, as minorities hold key administration positions – including the recent appointment of an African-American president of the University (in August 2017).

An African-American is also the director of the University Foundation (which manages station gifts). Finally, minorities are also found on the University’s Board of Trustees (which governs the station).

Within the Station itself, the General Manager and one part-time employee are minorities (African-American). Additionally, there were five news interns between 1 October 2016 and 30 September 2017 – two were female and three were African-American.

(Over, please.)

The manner in which WMUK has addressed Diversity in recent years

WMUK has made inroads in improving our diversity outreach. The station hired two African-American interns for the 2017-2018 academic year. One additional African-American intern served in a non-paid capacity (due to compensation issues beyond the station's control).

Additionally, WMUK's News Department has made a significant effort to reach the Muslim-American community in Kalamazoo and Southwest Michigan. As part of an outreach initiative for this community, the News Department to produce 3-5 feature segments relating to the experience of Muslim-Americans in Southwest Michigan, and more broadly, Islam in America. WMUK News exceeded this reporting goal, providing local features on topics such as the plight of Syrian refugees arriving in Kalamazoo, an exploration of what makes food "halal" for Muslims, how to become an imam, and looking at the role of women in Islam.

WMUK also sponsored, and participated in, two local festivals aimed at minorities. In particular, the Station partnered with Kalamazoo's Black Arts and Cultural Center for the *2017 Black Arts Festival*. The event took place on Saturday and Sunday, July 15-16, 2017. WMUK had a staffed table at the event for both days – and gathered testimonials festivalgoers for potential use on-air. Through a trade agreement, the Station also promoted the event on-air in advance of the festival.

On Saturday, September 16, 2017, WMUK participated in the *Despierta Kalamazoo Festival*. This festival featured Latin Music, food and culture in the City's downtown Bronson Park. Again, through a trade agreement, the Station also promoted the event on-air in advance of the festival.

Diversity plans for the coming year (FY 2018 | October 1, 2017 – September 30, 2018)

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

1. *Continue covering diversity in the news and arts features that WMUK provides through locally produced programs.*
2. *Maintaining the wide diversity of the sources consulted in "Arts & More" and WMUK news stories.*
3. *Continue to engage diverse voices in the content WMUK produces, such as "The Library" and "Alma Latina."*
4. *Collaborate with organizations representing diverse elements of our community through attendance at local festivals and/or participating in other diversity-themed events.*
5. *Recruit and employ minority students in WMUK's intern program:*
6. *An initiative to produce 3-5 feature segments relating to the experience of Asian-Americans in Southwest Michigan.*