

MICHIGAN STATE
UNIVERSITY

EMPOWER EXTRAORDINARY

THE CAMPAIGN *for* MICHIGAN STATE UNIVERSITY

Supporting

WKAR

NETWORK OF OPPORTUNITY

Expanding Global Perspective to Build **a World of Good**

“The mission of WKAR is to connect people to powerful ideas that inspire personal growth, strengthen their sense of community, expand their world, and encourage respect and greater appreciation for different cultures and viewpoints.”

PRABU DAVID

DEAN, COLLEGE OF COMMUNICATION ARTS AND SCIENCES



Hosted by WKAR's Mark Bashore, *Current State* airs daily and is mid-Michigan's news destination for the informed, the caring, and the curious. The show covers topics ranging from community issues, arts and culture, music, and more.



Redefining Public Media *for the* **Twenty-First Century**

No other university in the country operates a combination of three TV channels, two radio stations, radio reading service, and a 24/7 live digital streaming platform. Now is a challenging time for public media networks, and right now, WKAR is uniquely positioned to redefine public media for the 21st century and better serve our audiences—from East Lansing to East Timor.

Michigan State University's affiliation with WKAR dates back to 1922, with the AM station's first official broadcast. WKAR-FM went on the air in 1948—the first FM station in the Lansing area—and WKAR-TV followed in 1954. The WKAR radio stations were charter members of NPR, and the television station, now a member of PBS, is the second oldest “educational television” station in the country. Today, WKAR serves our audiences in Michigan and beyond, through expanding coverage of local and state news, world issues, and the sharing of MSU ideas.

WKAR-90.5 FM
REACHES
MORE THAN 68,000
BROADCAST
LISTENERS EACH
WEEK.



With the decline of independent, professional, and local news reporting, the need for unbiased, fact-based journalism couldn't be greater. WKAR understands that civil discourse and a collective understanding of current issues to solve common problems are essential to a democracy.

WKAR is a division of the College of Communication Arts and Sciences and includes:

- WKAR-TV
- WKAR World
- WKAR Create
- WKAR 90.5 FM
- WKAR 870 AM
- WKAR.org
- Radio Reading Service
- Ready To Learn
- Interactive Video Services.

**WKAR
TELEVISION
AVERAGES A
WEEKLY
AUDIENCE
OF 354,000
VIEWERS.**



ADVANCING WKAR *through* **FUTURE INVESTMENT**

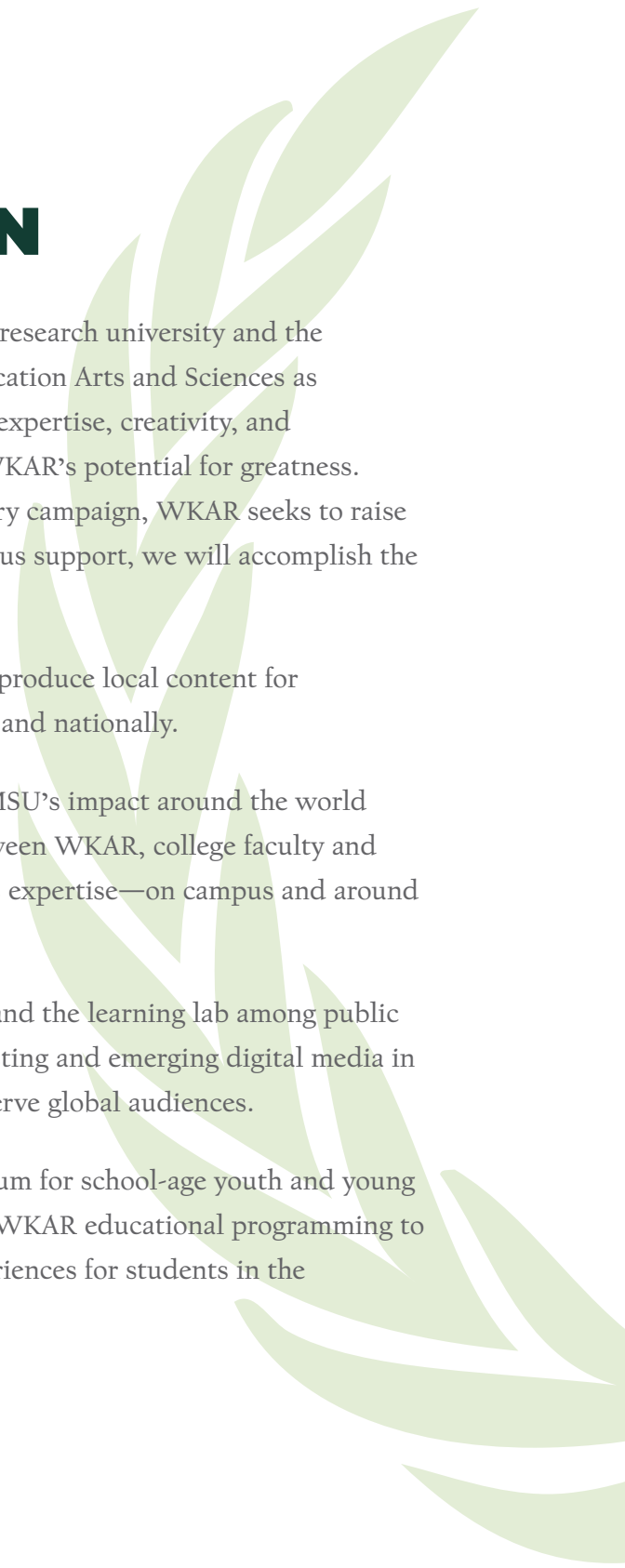
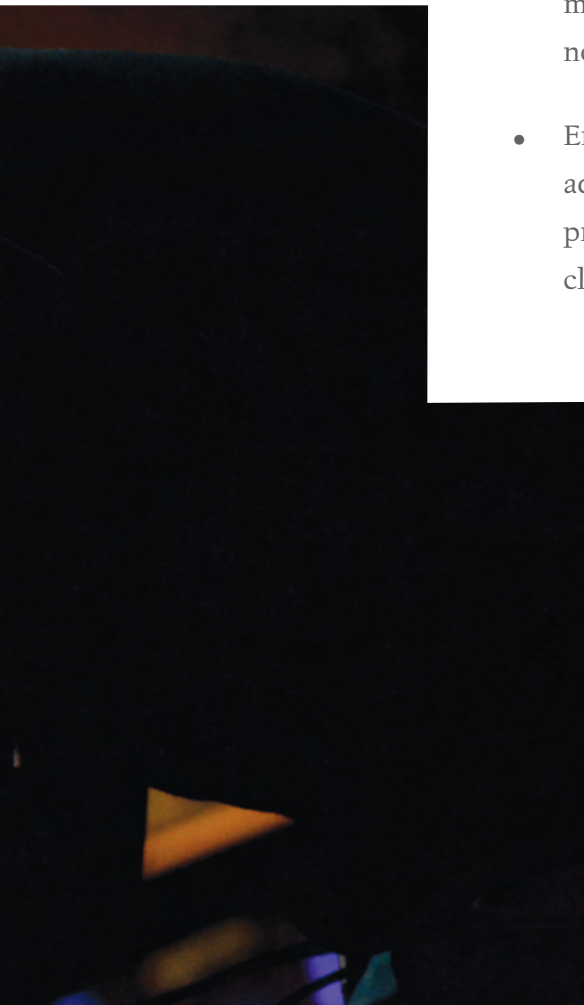
The campaign priorities of WKAR dovetail with those of the Empower Extraordinary campaign. WKAR will become A Force for Creativity, Discovery, and Learning as we experiment with more effective forms of communication. WKAR will serve as An Engine of Opportunity ranging from preschool children in Michigan, to MSU students seeking experience for a media career. By spreading the word about MSU's academic and research achievements, we will assist MSU in becoming A Global Problem Solver. Finally, through increased coverage of news and public affairs in mid Michigan and beyond, we will build A Vibrant Community.



OUR CAMPAIGN **VISION**

MSU's standing as a world-renowned research university and the reputation of the College of Communication Arts and Sciences as an innovative center for digital media expertise, creativity, and communication research strengthen WKAR's potential for greatness. As a part of the Empower Extraordinary campaign, WKAR seeks to raise an ambitious \$32 million. With generous support, we will accomplish the following:

- Increase the capacity of WKAR to produce local content for distribution statewide, regionally, and nationally.
- Create new content highlighting MSU's impact around the world through greater collaboration between WKAR, college faculty and students, and the wealth of MSU's expertise—on campus and around the world.
- Become the center for innovation and the learning lab among public media networks for deploying existing and emerging digital media in new and exciting ways to better serve global audiences.
- Enrich pre-K-college core curriculum for school-age youth and young adults by aligning and promoting WKAR educational programming to provide world-class learning experiences for students in the classroom.



“BackStage Pass,” produced at WKAR, has been viewed in 83 distinct markets in 33 states, the District of Columbia, and two Canadian provinces.

The popular show has been seen in eight of the 11 top American markets, including New York, Los Angeles, Chicago, San Francisco, DC, Boston, Houston, and Detroit.



OUR FUNDING GOAL TO ENHANCE PROGRAMMING IS **\$16 MILLION.**

ENDOWED FUNDS FOR
PROGRAM CREATION
\$3 MILLION

ENDOWED FUNDS FOR
NEWS PROGRAMMING
\$1 MILLION

EXPENDABLE FUNDS
FOR MSU CULTURAL
PROGRAMMING
\$2 MILLION

ENDOWED FUNDS FOR
PRODUCERS
\$4 MILLION

ENDOWED FUNDS FOR
PRODUCTION COSTS
\$1.5 MILLION

EXPENDABLE FUNDS TO
UNDERWRITE CONTENT
\$4.5 MILLION



A Force for

CREATIVITY, DISCOVERY, AND LEARNING

WKAR and the College of Communication Arts and Sciences are together addressing the two most important public media needs: local news and cultural programming.

MSU is a tremendous resource for fresh, original content that will serve audiences everywhere. WKAR and the college have already made great strides in this area. Over 200 MSU journalism students came together on election night 2012 to form Michigan's largest election team, covering every aspect of the presidential and local elections via TV, radio, and social media. The college also houses the Knight Center for Environmental Journalism and the Great Lakes Echo, both sources for regional news content.

In the cultural arena, WKAR is a frequent partner with the MSU College of Music, broadcasting live concerts of university faculty and performance groups. WKAR works closely with various departments in providing video-related services, including dozens of distance education classes each semester. WKAR also offers live web streaming of MSU's undergraduate commencement convocation.

WKAR could do much more with increased private funding. Our world-class programs offer many opportunities to engage audiences in local and global issues, and emerging technologies make it possible for audiences around the world to experience cultural programming.

The campaign offers supporters opportunities to have an impact on public media nationwide. Public television and radio, which have both traditionally depended on members for funding, needs a new economic model. WKAR is a good place to experiment and create new models that can be adapted for a broader array of audiences.



A Engine of **OPPORTUNITY**

WKAR is an essential part of early childhood education in Michigan. Via television, PBS programming helps to close the achievement gap. Through WKAR's Ready To Learn Service, more than 80,000 children in Michigan have been reached and many received their first book from WKAR.

Furthermore, parents and caregivers learn strategies from WKAR to enhance their child's early literacy level, as well as their media literacy.

WKAR Learning Media provides access to 30,000+ lesson plans—many with video components—to pre-K through high school teachers, and TeacherLine offers high-quality, online professional development courses spanning the curriculum.

QuizBusters is an academic game show featuring high school students from more than 60 mid-Michigan schools. Now in its 26th season, QuizBusters has awarded over \$500,000 in scholarships to MSU.

For MSU students seeking to become journalists or broadcast professionals, WKAR ranks in the top three departments at MSU for employing university students as interns. Teaching MSU students about new media and having them do hands-on work at WKAR prepares them for careers, thus greatly enhancing their portfolios with award-winning, quality broadcast content.



From toddlers through graduate students, WKAR offers educational programming, lesson plans, college internships and production credits that propel young people toward success in their classrooms and careers.

OUR FUNDING GOAL TO PROVIDE EXTRAORDINARY OPPORTUNITY FOR ALL IS **\$3.5 MILLION.**

ENDOWED STUDENT
INTERNSHIPS
\$1 MILLION

TOOLS TO CONNECT WITH
EDUCATORS
\$1 MILLION

EXPENDABLE FUNDS FOR
TECHNOLOGY UPGRADES
\$1.5 MILLION



A Global

PROBLEM SOLVER



Among the more valuable programming WKAR brings to our listeners is news coverage and cultural programming. The former consists of fact-based, non-biased, reliable reporting of daily events and topics in our community and state. With additional resources, we will expand our national and international coverage.

One of the biggest challenges facing journalism is reaching audiences of young people, who get their news from online and social media. WKAR offers a great opportunity to do research aimed at integrating professional reporting practices into online and emerging news resources.

Cultural programming is equally important. For decades, WKAR has delivered rich and varied musical experiences to our audiences, on radio as well as television. Podcasts, streaming media, and other formats will allow us to reach new and more diverse audiences, and add more genres of music to WKAR's traditional offerings of classical and jazz.

Reporting on arts and cultural news is also a critical need. As newspapers reduce their reviews and articles on books, music, and theater, WKAR will step up our coverage of artistic and intellectual topics. We want to augment national programs with high-quality productions focusing on MSU and mid-Michigan arts and culture.



OUR FUNDING GOAL
TO ADVANCE THE
COMMON GOOD IS
\$9 MILLION.

ENDOWED FUNDS
FOR TV INNOVATION
\$2 MILLION

ENDOWED FUNDS
FOR PROGRAM
ACQUISITION
\$7 MILLION

A Vibrant **COMMUNITY**

One of WKAR's important functions is building community through programming and events. WKAR-90.5 FM reaches more than 68,000 broadcast listeners per week and is the only classical music station serving the mid-Michigan market. WKAR television averages a weekly audience of 354,000 viewers.

Increasing local news and cultural programming will require an updated newsroom, studios, and electronic research tools and services. WKAR also needs endowed and expendable discretionary funds to attract stellar talent and take advantage of limited windows of opportunity that frequently occur in the world of news and current events.

OUR FUNDING GOAL
TO ENRICH AND BUILD
COMMUNITY IS
\$3.75 MILLION.

NEWSROOM
\$250,000

STUDIOS
\$1.5 MILLION

HD CAMERAS AND
EQUIPMENT
\$1.5 MILLION

SOFTWARE
\$500,000



At the End of the **Day**

Now is an especially exciting time for WKAR. Since becoming a part of the College of Communication Arts and Sciences in the summer of 2011, WKAR has turned around a seven-figure deficit, added new classes and internship opportunities for students, and added a wide array of original programming generated here in mid-Michigan.

Audiences are responding to WKAR's news and local programming, including arts, sports, politics, and more. While national TV and radio audiences are declining—or are being splintered among highly-niche stations—our viewer and listener numbers continue to grow.

With our plans to expand local programs on both radio and TV, closer integration with MSU, and distribution of content across all release formats, we will connect with greater numbers of people everywhere.

We are clearly on the radar screen as a critical media partner for new initiatives like never before. With generous support for our campaign, WKAR could easily become the national public media leader for innovative program content and delivery. Friends of WKAR now have the opportunity to open doors: to strengthen WKAR, to benefit the College of Communication Arts and Sciences and MSU, and to elevate Michigan's profile as a state known for creativity and innovation.

PRABU DAVID
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SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.

EMPOWER.MSU.EDU

#EmpowerMSU

COVER IMAGE:

WKAR's pioneers likely never imagined the AM station to grow into the network it is today, which includes live audio streaming and PBS on-demand.