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Public Affairs
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WDET-FM: A STATUS REPORT

Fiscal 1983-84

Development & Public Affairs Committee AGENDA September 19, 1984

WDET-FM: A STATUS REPORT

I. PROGRAMMING

All programming considerations at WDET-FM are measured against our original mission statement, "to broaden educational opportunities, enrich the cultural life, develop better understanding and advance the welfare of the whole community."

In consultation with broadcast professionals throughout the city, state and nation, WDET-FM has put together a program service more diverse and serving a broader range of community needs than any other radio station in the city.

WDET-FM provides a variety of programming throughout its broadcast week related to news, public affairs and community concerns. We provide airtime to professional volunteers who produce programs of particular interest to the Hispanic, Black, Arab, Jewish and Armenian communities which also serve to enlighten the general listening audience.

Through our network affiliation with National Public Radio we provide nationally-produced programs that speak to the Native American community, children, the elderly, the handicapped, science and environmental concerns.

Local commentary is provided by volunteers in the community in the areas of civil rights, human rights, feminist issues, labor and legal issues.

WDET-FM also has a policy of promoting local cultural concerns and artists. In the 102 hours per week of locally-produced Jazz, Blues and Gospel programming, WDET's on-air hosts explain and educate their audiences about the rich cultural/musical traditions and often have local and national artists perform live. The same policy applies to the 21 hours per week of programming devoted to Folk, Rock and Reggae (African/Caribbean influenced) music--WDET has two programs under this heading which feature poetry and other live readings by the authors.

Seven hours per week on WDET-FM are devoted to a combination of children's programming, radio drama and Classical music.

II. STAFF ORGANIZATION

WDET-FM is operating with a very lean, professional staff. The top two managers have 26 years combined broadcast experience. The addition to the staff of a Business & Development Director and an Accountant in mid-fiscal year proved instrumental in stabilizing WDET's financial status.

An organizational chart is attached.

III. LISTENERSHIP

The latest Arbitron survey shows average weekly listenership for WDET-FM is 122,200 people. The audience sample was taken in April-June 1984 and reflects an increase of 26,300 listeners over the previous quarter. One year ago, the weekly total of different people listening to WDET was 80,300. The current figures reflect a 53% increase in audience from one year ago, and the largest listenership yet attained by WDET-FM. The previous high was 113,400 listeners recorded in Spring, 1982, before the major change in the station's program format.

IV. GENERAL FUNDRAISING

With increased listenership has come increased listener financial support. By September 30th, WDET-FM is conservatively projecting total receipts of \$521,969. This amount includes more than \$300,000 in listener donations and underwriting of particular programs.

A goal for fiscal 1984-85 is to improve the giving patterns of WDET listeners. Nationally, 10% of the listening audience to Public Radio donates money; in Detroit only 7% of our listeners have a record of giving.

We believe a heightened awareness campaign portraying the nearly self-sufficient financial status of WDET will improve the giving pattern. We have already devised a sophisticated renewal process to maintain donors.

V. CORPORATE CAMPAIGN

The station's first-ever major corporate and business appeal was launched on July 6, 1984 with Mr. Gerald Greenwald, Vice-Chairman of the Chrysler Corporation as campaign chairman. A goal of \$100,000 was set; 175 corporations and businesses were contacted. At the present rate of response, we believe the \$100,000 goal will be realized by the end of the calendar year.

Perhaps equally important to achieving the financial goal is the increased number of businesses and corporations giving support to the station for the first time. As a result of the campaign, it is anticipated that both corporate financial support and the number of firms contributing to the station will more than triple.

It is expected that donations to WDET-FM from individuals will also increase significantly by the end of the fiscal year. Particularly significant is a sharp rise in the number of donors contributing \$100 or more. These are classified as Major Donors and WDET currently has more than 400 such donors on file. These individuals are valuable not only because of the amounts given, but the consistency of giving.

A grid is attached showing specific categories of fundraising goals set by the WDET Development staff and progress to date toward meeting those goals.

VI. WAYNE STATE PROMOTION

As has been the policy in the past, WDET attempts to use the faculty resources of Wayne State University in its programming. Faculty members are frequently contacted in relation to news stories and features, and for additional information concerning cultural events.

"Wayne State Forum" produced by the Public Relations Department of Wayne State University airs during WDET's morning news magazine.

Vignettes saluting the achievements of WSU faculty air three times daily.

WDET has also produced spots for Merrill-Palmer Institute, the Outreach Awareness program, WSU Boblo Day and various campus concerts and events.

VII. STUDENT INVOLVEMENT

WDET-FM currently employs six Wayne State University students, either as student assistants paid out of our budget or as college work study students paid for through financial aid. Students are employed in all areas of the station.

Another 10 students work over the course of a year in the news department as part of their class credit (internships) or on a volunteer basis.

We also employed one high school student this summer through the Michigan Youth Corps program.

WDET provides excellent broadcast training and many of our students have subsequently found jobs in commercial radio as a result of their experience.

VIII. WDET ADVISORY BOARD

The WDET-FM Advisory Board was formed in late spring. (See attached list and subcommittee affiliation.) The full board had its first meeting in President Adamany's home and three subcommittees have been formed in the areas of Management, Programming and Finance. All three subcommittees have met and are engaged in several projects to help the station.

Advisory Board members were drawn from the community at large and from WSU faculty having expertise in professional broadcasting. The Board is expected to offer general guidance to the management of WDET and to aid in community projects.

IX. SATELLITE DISTRIBUTION

Several programs produced locally by WDET-FM are of broad enough interest to be considered for national satellite distribution. The first program to be offered is "Off She Goes" produced by WDET volunteer Alistair Brown.

The program features music from Canada and the British Isles; 13 stations throughout the nation want to air the program. We have secured underwriting to cover satellite distribution fees and channel costs.

In the future, WDET will have to obtain some method of satellite hook-up to speed the distribution of programs. We currently mail tapes to the satellite uplink at WKAR in East Lansing.

X. DETROIT RADIO INFORMATION SERVICE (D.R.I.S.)

D.R.I.S. continues to function as a vital information source for nearly 1,000 blind and physically handicapped people in metropolitan Detroit. In the past year, efforts have been made to improve relations with this community through personal visits to organizations of low vision and blind people, a listener survey, a picnic and additional programming.

New listeners are identified through renewed contacts with agencies serving the blind and elderly and through newspaper articles and newsletter announcements. Unfortunately, WDET-FM is unable to serve the estimated population of 100,000 visually handicapped in the metro area because we have exhausted our supply of specially-tuned receivers by which listeners receive the signal. Resources to purchase the \$80 apiece receivers are unavailable at this time.

A second very important group associated with D.R.I.S. consists of 150 volunteers who have committed several hours each week or month to broadcast the reading of newspapers and magazines.

A new studio, financed in part through generous grants from the Council of Metro Detroit Lions Clubs and Kiwanis Club #1, is nearing completion. This studio will provide the volunteers with a much-needed place to call their own--an appropriate and pleasant environment in which to work and a means to improve the production quality of broadcasts.

XI. FACILITIES

WDET-FM broadcast facilities are sub-standard from both a physical plant and broadcast equipment standing. An outside broadcast engineering consultant has been engaged and his recommendations are being correlated with those of WSU Facilities, Planning and Management staff. The result will be a design and refurbishment plan for the station that we hope can be implemented which will eliminate unhealthy and dangerous conditions as well as upgrade the technical quality of the station's broadcast sound.

XII. MEDIA RESPONSE

Efforts to make the local media more aware of WDET-FM have been successful. Every article published to date, this calendar year has been positive.

WDET received excellent media coverage of its benefit Bluegrass Festival event and the station continues to be featured prominently in the "Entertainment" and "Radio" schedules in local newspapers.

Weekly highlights of WDET programming are distributed citywide, along with news releases on WDET specials.

Image, identity and awareness in the community are vital to WDET if we are to continue building our listener funding base.

WDET-FM PUBLIC RADIO
Year-End Financial Projection
Fiscal 1983-84

	<u>REVENUE</u>	<u>EXPENDITURE</u>	<u>BALANCE</u>
587-xxxx [Unrestricted]	\$402,673	\$375,887	\$26,786
387-xxxx 187-xxxx [Restricted]	<u>\$119,296</u>	<u>\$121,847</u>	<u>-\$2,551</u>
TOTAL:	\$521,969	\$497,734	\$24,235

The revenue projections above are conservative and show receipts which WDET-FM expects by September 30, 1984. The revenue projection is based on current monthly income averages and does not include money we expect to be generated by recently-begun projects, such as the corporate development campaign.

The expenditure projections, on the other hand, reflect absolutely everything we expect to pay out prior to September 30th.

WDET-FM is committed to maintaining an information service for the blind and print-handicapped (D.R.I.S./Account 387-0204) and intends to absorb an anticipated deficit in the D.R.I.S. account.

D.R.I.S. is working toward financial self-sufficiency and separate fundraising and development projects are being undertaken by the D.R.I.S. Coordinator.

*distributed at Development and
Public Affairs Committee meeting 9/19/84*

WDET ADVISORY BOARD

Mr. Al Allen

Mr. Jack Caldwell

Dr. Melvin Chapman

Mr. Malcolm Dade

Dr. Winifred Fraser

Dr. J. Daniel Logan

Dr. Jerome Meisel

Mr. Roger Nys

Dr. Edward Pappas

Dean John Roberts

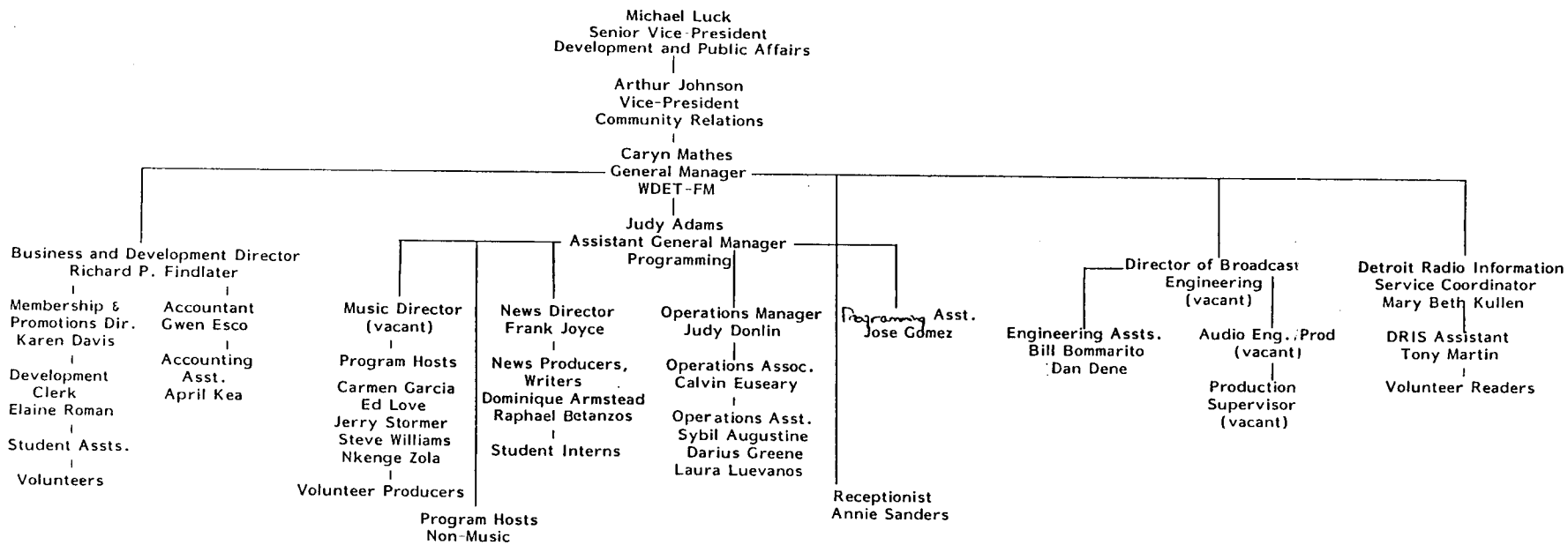
Mr. William Schindler

Dr. Myles Stern

Mr. Arthur Voisin

Mr. Dave White

Ms. Elizabeth Youngblood



Date: August 20, 1984

WDET-FM

Development Campaign - 1983-1984

SOURCE	'82-'83 ACTUAL	#	'83-'84 GOAL	RECEIVED YTD	#	% OF GOAL	COMMENTS
<u>UNRESTRICTED</u>							
Major Corporate	29,148		50,000	\$ 46,849		94%	
General Business ¹	990		3,000	5,189		172%	
On-Air Fundraisers	203,310		205,000	166,839		81%	
Phonathon	2,302						
Major Individual ²	22,590		30,000	42,253		141%	
Direct Mail			20,500				
Foundations	12,307		12,500	5,160		41%	
Government	60,993		62,500	67,007		107%	
Wayne State Univ.			50,000	50,000		100%	
Underwriting	10,100		12,500	23,995		192%	
Antenna	9,588		18,000	14,727		82%	
Benefits	10,382		25,000	11,274		45%	
Other	1,447		1,000	2,113		211%	
TOTAL UNRESTRICTED	363,157		490,000	\$435,406		89%	
<u>RESTRICTED</u>							
DRIS	11,630		15,000	9,341		62%	
Foundations							
Other							
TOTAL RESTRICTED	11,630		15,000	9,341		62%	
GRAND TOTAL	374,787		505,000	\$444,747		88%	

¹ Contributions from small, local firms.² Individual Donor of \$102 or more