

Submitted by: Arthur L. Johnson, Vice President for Community
Relations

WDET-FM PUBLIC RADIO
Annual Report
October 1, 1986 - September 30, 1987

DEVELOPMENT AND PUBLIC AFFAIRS COMMITTEE Agenda March 9, 1988

WDET-FM Annual Report

INTRODUCTION

In fiscal 1987 WDET-FM began to reap greater benefits from a streamlined, cohesive program format and increasingly more professional fund-raising approaches.

No major programming changes occurred in 1987; station management continued to "fine tune" a format dedicated to "the best of everything". Solid news and information programming and a variety music format were the vehicles used to fulfill the station's mission of education and cultural enlightenment.

Much of the year was spent in preparation for relocation to new facilities provided by Wayne State. The first phase of the long-awaited move took place just days prior to the end of FY 1987.

YEAR-END FINANCIAL STATUS

According to the preliminary audited financial statements for fiscal 1987, WDET raised a total of \$1,231,272 exclusive of in-kind donations. This was a 70% increase in revenue from the previous fiscal year. The total revenue figure was inflated by a \$220,000 grant from Wayne State for equipment in the new facility and a \$30,000 reimbursement from the University's insurance fund relating to WDET's 1985 fire.

However, after adjusting for the one time grants, WDET still showed a 28% revenue increase over the previous year.

The increases were contained within the categories of gifts from individuals and grants from the Corporation for Public Broadcasting (which are based on gifts from individuals).

A 25% increase in expenditures for the radio station included equipment purchases for the new facility. Also contributing to the increase was a 300% hike in the cost of National Public Radio programming and a similar increase in the cost of American Public Radio programming.

WDET spent only 15% more in 1987 for staff salaries and benefits than in 1986 despite the addition of 2.5 FTE's. There were decreases in the cost of utilities, telephones, publications and equipment.

Donated personal and professional services along with in-kind support from Wayne State, the Detroit Board of Education and other entities had a value of \$365,539.

This put the total cost of operating two 24 hour radio services (WDET and DRIS) in 1987 at just over \$1.2 million.

CORPORATE DEVELOPMENT

WDET realized just over \$230,000 in cash, matching gifts and in-kind contributions from the corporate sector. Corporate support increased 8% over 1986.

PROGRAMMING AND AUDIENCE

The success of WDET's eclectic format was sustained in 1987.

In a two year period WDET's share of the radio listening public increased from "not measurable" by ARBITRON (a national ratings service for radio) to 1.3%. This was a very good showing considering that WDET is in competition with 44 other radio stations in the metropolitan Detroit market.

The average number of listeners to WDET at any given moment increased from 3,400 to 9,300 between 1985 and 1987; a 173% increase.

The total number of different listeners who tuned in WDET in a week increased from 117,200 in 1985 to 140,000 in 1987. The peak of nearly 200,000 different listeners per week one year ago has diminished because of the waning interest in **A Prairie Home Companion** after the loss of popular host Garrison Keillor.

More important than the overall broadening of the listening audience was the increased loyalty in listening. ARBITRON survey data revealed WDET listeners in general stayed tuned 8.5 hours per week, up from 5.5 hours one year ago. Among the highly desirable 25-49 year old audience, WDET's listeners stayed tuned an average of 11 hours per week.

WDET maintained the largest radio audience of any public station in Michigan. The station ranked 16th largest in public radio audience in the nation out of 330 noncommercial stations.

DETROIT RADIO INFORMATION SERVICE (DRIS)

WDET's closed-circuit radio reading service for the blind and print-handicapped maintained approximately 1,000 receivers in the southeastern Michigan community.

The DRIS signal continued to be carried on five suburban cable television franchises. This arrangement allowed the reading service access to an additional 50,000 homes. A proposal to the Barden Cablevision Company of Detroit to pick up DRIS was submitted, but still pending with the company in 1987.

SPECIAL EVENTS AND PROGRAMMING SPECIALS

Iran-Contra Hearings

Live, complete coverage of the Congressional hearings
All summer, 1987

Bork Supreme Court Nomination

Live, 30 min. summary of each days hearings
Sept. 15-29, 1987

Montreux/Detroit Jazz Festival

Live coverage of the Hart Plaza and Pyramid Stage Concerts
Sept. 4-7, 1987 6 p.m. to midnight, daily

WDET 8th Annual Bluegrass Festival

All day outdoor music festival at Meadow Brook, featuring the
best in American music.
May 31, 1987

"Women and the AIDS Crisis"

Live call-in program in conjunction with the BBC and American
Public Radio
Sept. 13, 1987 90 mins.

"Exiled in America"

Four part series focusing on artists forced to leave their native
countries due to racism, political persecution, etc.
Aug. 6-27, 1987 30 min. each

"Remembering Trane"

Exploration of the works of one of the 20th century's most
influential artists--Jazz musician John Coltrane.
Sept. 23, 1987 1 hour

"The Time Machine"

WDET radio drama presentation of H.G. Wells' **Time Machine**
Oct. 22, 1987 30 mins.

"Funny As a Way of Being Serious"

Three part series on Afro-American humor
Oct. 16, 23, 30, 1986 30 mins.

"Quest for Peace"

Documentary on the Oct. 1986 "mini summit" in Iceland between
Soviet leader Gorbachev and President Reagan
Nov. 18, 1986 30 mins.

SPECIAL EVENTS AND PROGRAMMING SPECIALS (cont.)

"The Invisible Man"

WDET radio drama adaptation of H.G. Wells, **The Invisible Man**
Nov. 30, 1986 30 mins.

"Reykjavik: The Other Story"

Peace activists review the Soviet-American mini summit.
Dec. 11, 1987 30 mins.

Live Jazz on New Year's Eve

A 7-hour live broadcast tracking New Year's from Newark, NJ to
Los Angeles.
Dec. 31, 1986

"Destination: Freedom"

Four part drama depicting the heroes and heroines of the quest
for Black freedom and equality.
Feb. 5, 12, 19, 26, 1987 30 mins.

"The Flint Sit-Down Strike: 50 Years Later"

WDET retrospective on the historic General Motors strike
Feb. 13, 1987 30 mins.

"The Big Four"

WDET radio drama adaptation of Agatha Christie's story of murder
and intrigue.
March 5, 1987 30 mins.

"Sampler: Michigan Pioneer Women"

Four part series dramatizing the contribution of Michigan women
to the State's formation.
March 6, 13, 20, 27, 1987 30 mins.

"Boomtown: The History of the Hanford Nuclear Reservation"

Four part series on the birth of the bomb
April 2, 9, 16, 23, 1987

Holocaust & Genocide....A Remembrance

Two part series featuring speakers at Wayne State--Stefan Kanfer
and Richard Hovannisian. Sponsored by the Office of Community
Relations.
April 17, 24, 1987 30 mins.

Michigan Music Week

WDET's recognition of Michigan's music and musicians in honor of
the Sesquicentennial.
May 18-24, 1987 Daily

SPECIAL EVENTS AND PROGRAMMING SPECIALS (cont.)

Cologne/San Francisco Sound Bridge
Broadcast of the first live interactive trans-Atlantic
production.
May 31, 1987

"Atlantis: The Beginning"
WDET original radio drama
Sept. 17, 20, 1987 30 mins.

"Middle East: New Directions"
Series on developments in the middle east.
Sept. 24, Oct. 1, 1987 30 mins.

NEW REGULAR PROGRAMMING

Performance Today
Daily arts magazine from National Public Radio
Weekdays 5-6 a.m.

First Person Radio
Native American magazine
Sundays 6:30-7:00 a.m.

Focus Detroit
Weekly public affairs magazine hosted by WDET's Nkenge Zola
Fridays 6:30-7:00 p.m.

Crossroads
News magazine on minority issues, and mainstream issues viewed
from a minority perspective.
Mondays 6:30-7:00 p.m.

NPR Playhouse
Weekly radio drama
Sundays 4-5 p.m.

WAYNE STATE EVENTS

In addition to the weekly announcements of Wayne State events on
WDET-FM (260 announcements per year), the station produced
special broadcasts and/or provided special promotion of the
following University events:

Martin Luther King, Jr. Birthday Celebration
Holocaust and Genocide Remembrance Program
1st Annual Detroit Festival of the Arts
Campus Noel Night Activities
Broadcast of Wayne State Forum
WSU Corporate Leadership Awards

NATIONAL EXPOSURE

A total of twenty news stories originating with the WDET News Department went national through the Public Radio satellite network. Continued exposure of Detroit and southeastern Michigan, with an emphasis on positive stories, should influence the nation's perception of this area.

WDET COMMUNITY ADVISORY BOARD

The 19-member board met with strategic planning facilitator Dennis T. Currier (Ernst & Whinney) in March to outline WDET's strategic planning process. After the initial meeting, the development of a five-year plan was tabled, pending the station's relocation.

STUDENT TRAINING

Due to a strengthened financial position, WDET was able to place six students on payroll in various jobs. WDET continues to train and/or employ 20-30 students per year.

WDET accepted three students from La Sed's "Pasillos Al Futuro" (Corridor Into the Future) program. Subsidized by a grant from Detroit Edison Company, three Hispanic students received training as news department interns and satellite technicians.

Meetings began in July 1987 with Ruth Seymour, Director of the Journalism Institute for Minorities. WDET General Manager Caryn G. Mathes and News Director James E. Labadie began discussions with Ms. Seymour which will lead to a permanent intern program at WDET for Institute participants.

Report prepared by:



Caryn G. Mathes, General Manager
February 16, 1988