

WESTERN MICHIGAN
UNIVERSITY



WMUK Radio (102.1 FM)

www.wmuk.org
(269) 387-5715

Licensed to

Western Michigan University

Leadership

Floyd Pientka, General Manager (floyd.pientka@wmich.edu)

Statistics

| | |
|---------------------------|--|
| Staff | 13 |
| Total Members | 4,185 |
| Total Listeners | 45,000 (Weekly) |
| News Services Broadcast | National Public Radio, BBC, Public Radio International, American Public Media |
| Current National Programs | Morning Edition, All Things Considered, Car Talk, A Prairie Home Companion, Weekend Edition, Performance Today, New York Philharmonic, From the Top, Studio 360, Pipedreams, Metropolitan Opera, Marketplace, Harmonia, Sing Out |
| Current Local Programs | Grassroots, Alma Latina, Rewind, The Pure Drop The Jazz Scene, Broadway Revisited, In Concert |
| Broadcast Hours | 24 hours a day, 7 days a week |
| Operating Budget | \$1.3 million |
| Broadcast Signal | 50,000 watts |
| Broadcast Area | Southwest Michigan and Northern Indiana |



WMUK Fast Facts

- WMUK belongs to several radio networks, including NPR (WMUK was a founding member), American Public Media, BBC, Public Radio International and Michigan Public Radio Network.
- WMUK is the only locally-owned radio station in Kalamazoo producing independent news and cultural programming. WMUK has served Southwest Michigan for more than 50 years, representing the higher interests of our community by reporting on local issues, documenting local culture, and broadcasting local voices and perspectives. WMUK is able to do this because its imperatives are education and public service rather than commercial profit.
- WMUK has an eclectic, alternative format that respects and engages the listener's curiosity and intelligence. WMUK provides new viewpoints, illuminates culture, and examines matters of public interest in detail.
- WMUK's commitment to present authentic voices, enduring music and uncompromising journalism, differentiates the station from others in the listening area.
- WMUK's mission is to serve its listeners and extend the outreach of Western Michigan University by providing programs speaking to the community's interest in a high quality, non-commercial broadcasting service that merits the community's support.
- WMUK serves southwest Michigan and northern Indiana and is consistently among the top five radio stations enjoyed by listeners over the age of 35 in the Kalamazoo metropolitan area.
- In May 2007, WMUK became the first station in Kalamazoo to broadcast a signal in HD (High Definition) radio. Because of this new broadcast capability, WMUK looks forward to a unique opportunity in the near future of providing a CD-quality secondary program stream.
- WMUK is located in Friedmann Hall and maintains five broadcast studios, as well as the Yoshimi Takeda Performance Studio, a 24 track digital production facility for recording chamber groups and other music.
- In 2004, WMUK completed a successful \$1.2 million capital campaign to renovate current facilities, create a state of the art Yoshimi Takeda Performance Studio, and replace its aging broadcast tower.
- In 2006, WMUK upgraded its streaming capability to provide an improved high-bandwidth signal on our website for listeners throughout the world. The enhanced quality of this signal is most notable in the music streamed by WMUK.
- In April 2007, StoryCorps, a national project to instruct and inspire people to record each others' stories in sound, visited Kalamazoo. More than 125 local residents had their stories recorded in StoryCorps MobileBooth during a month-long residency in Bronson Park.