No two business days are alike for Kim Carpenter, and she wouldn’t have it any other way.

As regional communications manager for General Motors in the Greater Lansing area, Carpenter’s responsibilities include media relations and community outreach. “I enjoy the diversity of my job,” she says. “It’s a great team we have here in Lansing.”

The team includes workers at two assembly plants and two metal fabricating facilities. Lansing Delta Township is the newest plant, scheduled to open later this year. There, workers will assemble three different products: the Saturn Outlook, GM Acadia, and Buick Enclave. “We’ll employ about 3,000 people when we’re in full production,” Carpenter says.

At the Lansing Grand River plant, some 1,700 employees are involved in building Cadillacs, including the CTS, STS, and SRX.

Supplying fabricated metal for the two assembly plants are about 200 workers at Lansing Regional Stamping. The Lansing Metal Center, which employs more than 500 workers, will cease production later this year. It currently produces a variety of sheet metal components for assembly plants across the country.

GM’s presence in Greater Lansing also extends to its Service Parts Operation. There, some 425 workers ensure that vehicle replacement parts are shipped to automobile dealers throughout the nation.

The history of GM in Lansing can be traced back to 1897, when Ransom E. Olds produced his first Oldsmobile through the Olds Motor Vehicle Company.

While GM has undergone tremendous transformations over the ensuing years, the corporation—along with its partner, the United Auto Workers (UAW)—has always been steadfast in its commitment to community needs and endeavors.

“We want to work with organizations that support the core values of our corporation,” says Carpenter. “Those include diversity, the environment, and, of course, education. We know this kind of support not only benefits people on the outside, but us as an employer.”

WKAR, Carpenter adds, fills that bill. “The audience that WKAR reaches is a constituency that’s important to us as a company, but also important in our community. We look at programming that’s a good fit for us, links to our business, but also supports the values that we think are important to the kinds of community outreach we do. It’s a nice match for us.”

GM’s community outreach endeavors are achieved in myriad ways, after much thought and consideration, Carpenter says.

“Obviously, we know financial support is important to organizations that serve our community, but we also commit a lot of time and energy to encouraging involvement on the part of all our team members, whether it’s our UAW partners or leadership folk,” she says. “There’s a lot of talent and skills there that can benefit nonprofit community service organizations.”

In Lansing, a GM community relations committee—composed of plant managers from each of the sites as well as communications and government relations representatives—make recommendations on financial requests from nonprofit community organizations.
2006 Auction Tops Last Year’s Event

Almost $235,000 was raised at this year’s WKAR-TV Auction with the help of dedicated and first-time bidders doing their part to help public television and walk away with great deals.

Those eager Auction participants chose from among more than 2,500 items donated by upwards of 800 individuals, businesses, and organizations.

For the past six years, the WKAR-TV Auction has drawn even more attention with its “Premiere Collection.” This year, mid-Michigan artists and craftspeople custom-decorated either a four-legged stool or an early elementary-sized school chair with oak seat and back. Some even fashioned companion pieces.

The Auction staff thanks everyone involved in making this event a success, including volunteers, donors, underwriters, and, of course, viewers.

It’s not too early to find out how to become involved next year when the WKAR-TV Auction celebrates its 30th anniversary. Simply contact the Auction Office at 517-432-3751. Those who make donations of large retail value—or in certain service or merchandise categories—will receive additional promotional support for their early commitments.
**Kent Wieland Named WKAR Program Director**

**Kent Wieland** has joined WKAR-TV as its new program director, succeeding Mary Jane Wilson, who retired after 32 years of service with the station.

Wieland previously served as manager of TV programming and content development for WDCQ, the public television station licensed to Delta College in University Center, Mich. There, he helped lead the station’s conversion to digital television. He was also responsible for programming the station’s five analog and digital channels.

That experience will be critical as he assists WKAR in expanding its own digital transition and multicasting capabilities.

**MSU Podcasting Initiative in Second Phase**

Enabling students to download course content files onto video iPods or MP3 players is at the heart of an ongoing experiment by MSU’s Broadcasting Services.

The campus-wide Podcasting Experiment’s Phase One—a multimonth experiment involving students and representatives of the university’s Broadcasting Services and Interactive Video Services (IVS)—was recently completed.

At the helm of the experiment is project leader **Dave Collins**, an IVS multimedia producer, who also serves as chairman of the podcasting subcommittee that will oversee Phase Two of the Podcasting Initiative.

“Broadcasting Services has been in the educational TV business for more than 50 years, and this is just another step in the process for us,” he says. “We help to deliver course content, and work with faculty to do that in an efficient and practical manner.”

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With podcasting, viewers have more options and choices of when and where to view content. This is a milestone for educational technology, a point we have been headed to for some time,” he says. “Information can be transmitted in different ways. Broadcasting is just one. What I like is the challenge of making programming work most effectively and efficiently.”

Wieland is responsible for all programming activities at WKAR, including the scheduling of WKAR-TV, WKAR-HD, and Comcast cable channels ‘KAR2, 3, and 4. He’ll also work closely with the engineering and television operations departments in continuing the station’s digital conversion.

Wieland also says he’ll enjoy working with MSU students: “Students are wonderful. They remind you what you like about this business, and why you got into it in the first place.”

With podcasting—or the distribution of audio or video files over the Internet for use on mobile devices and personal computers—students could review course content such as syllabuses, schedules, text documents, Acrobat files, and supplemental materials, without being tied to a computer.

In Phase One of the project, the podcasting team explored five aspects of distributing course content via podcast:

- Using different file formats
- Reducing the size of video files, since they are typically much larger than audio files
- Reviewing presentation formats (how PowerPoint, equipment demonstrations, graphs and charts translate on a small screen, for example)
- Investigating subscription feeds delivered through the Internet
- Reviewing new podcasting software as it is released

“Our main goal for the experiment was to make sure the test content was available to all students enrolled in the classes, not just those with iPods, by simply downloading files on the computer and playing them back using free software that’s available,” says Collins.

The results of Phase One were compiled in a report to be shared campus-wide with all faculty. In Phase Two, which is underway, a special podcasting subcommittee will look at all aspects of launching podcasting on campus, including beta testing, production, distribution, and support services.

**WKAR Wins Accolade**

The Michigan Association of Broadcasters recently named WKAR-TV “Public Television Station of the Year.” The station, part of MSU Broadcasting Services, includes WKAR-TV, WKAR-DT, WKAR 90.5 FM and AM 870, cable stations ‘KAR2, ‘KAR3, and ‘KAR4, Radio Talking Book, and online services WKAR.org and WMSU.org.
Our corporate staff can help you with questions relating to all areas of business involvement with WKAR. This list may help you decide which one of us to call:

**Development Staff**
- (517) 432-9527

**Radio & TV underwriting**
- Valerie Lee
  - (517) 432-3120, Ext. 363
- Barbara Beers or Debbie Dunham
  - Auction donations
  - (517) 432-3751

**Corporate Staff**

**Corporate Club**
- Lansing Ice and Fuel Company
- MSU Federal Credit Union
- Dart Bank
- Bryan Goldberg, Atty. At Law
- Shiawassee Anesthesia Services

**Credits**

- **Editorial:** Stony Point Communications, Inc.
- **Design:** Haas-Wittmann Design
- **Printing:** Logan Brothers Printing