

CORPORATE CREDITS

GM: Revving It Up for Public Broadcasting



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.

(continued page 2)

Program Underwriters

Boldface indicates underwriting on both WKAR TV and Radio

All Grande Events
All Saints Episcopal Church
Amy's Catering
Ann Arbor Symphony Orchestra
ASAP Printing
Auto-Owners Insurance Company
Baryames Cleaners
Blue Cross Blue Shield of Michigan
Board of Water and Light
BoarsHead Professional Theater
Brian Huggler and Martha Bayshore,
Coldwell Banker/Hubbell Real Estate
Camp Tuhsmehta
Canada Dry Bottling Company
Capital Area District Library
Capital Area Transportation Authority
Capital City Brass Band
Capital Region Community Foundation
Charter Business
Citizens Bank
City of East Lansing
Clark Hill, PLC
Clerical-Technical Union of MSU
Consumers Energy
Cooley Gardens
Creole Gallery
Crippen Volvo
Dart Energy Foundation
The Dart Foundation
Delta Dental Plan of Michigan
Delta Electrical Contractors of Lansing
Dewitt Fence Company
Dow Chemical Company
Dusty's Cellar
Dykema Gossett, PLLC
The Earl Nelson Singers
East Lansing Art Festival
Edward Surovell Realtors
Foster Swift Collins & Smith, PC
General Motors Lansing Operations
Gilmore Keyboard Festival
Haas-Wittmann Design
Hearing Health Center
Hershey's Steak & Seafood
Hobie's Café & Grill
Independent Bank
Instructional Media Center
Jackson Symphony Orchestra
Kalamazoo Symphony Orchestra
Kellogg Hotel and Conference Center
LAFCU
Lansing Symphony Orchestra
Lezotte Miller Osburn Public Relations

(continued from page 1)

GM also works with its UAW partners to help organizations such as United Way, blood drives, and the like. "We look for opportunities where it really makes sense for us to partner together, especially if it's an onsite endeavor at the plants where everyone can participate," says Carpenter.

GM employees who regularly volunteer also appreciate the company's Volunteer Plus program. Individual volunteers who donate up to 50 hours each year to a nonprofit organization may fill out an application to receive \$250 for that organization.

"It's one of those opportunities to recognize people who give of their time, which is one of the most valuable gifts anyone can give,"

says Carpenter. "It's a good program because it lets people pursue their own interests, whether that's helping a hospice or working with a scouting organization."

Under GM's community outreach program, funds are budgeted each year and parceled out after applications from nonprofits are reviewed. Additional community outreach efforts are conducted via the UAW/GM partnership.

"It's a team effort, like everything we do here," says Carpenter. "It's not one individual making decisions about where the money should go, or how time is spent, but very collaborative. That's what makes it successful."

WKAR Offers Enhanced Website

It's no secret that the most-visited websites offer a wealth of information to users and are easily navigable.

In February, WKAR launched a redesigned website offering visitors up-to-date content packaged in a new and improved way.

"This is probably our sixth different look since we first put up a website more than a decade ago," says **Bill Richards**, the site's webmaster since 1996. "It's a continual challenge to put together a design that will give visitors a chance to take in all we have to offer, but gets them to what they're looking for as quickly and easily as possible."

While much of the redesign was done based on industry standards and the perceived need of WKAR website users, Richards also consulted with PBS and NPR. Because WKAR links to PBS for television content and NPR for news content, best practices from those organizations were also employed.

"We want visitors to move as seamlessly as possible from our site to those," says Richards. "So, there are design elements that we share with our national partners."

Best practices suggested by PBS and NPR helped in making decisions about which elements work best for site-wide user navigation.

Richards also looked at the websites of other public broadcasting stations who are dual licensees of both radio and television like WKAR, as well as those of media outlets in mid-Michigan.

Among the new home page features of WKAR's website:

- A bar across the site's top with an A-Z program list for both WKAR-TV and Radio— five television channels and two radio stations in all
- The ability to do a program search across all channels, then set up an e-mail reminder for a particular broadcast
- Easier-to-locate contact and help information, archives, and ways to support WKAR
- A "What's On Now" feature for both WKAR Radio and TV
- Current news headlines
- Prominent spots for WKAR-TV Auction information, PBS Kids, PBS Go, and PBS Parents

Richards likens his work as a webmaster to those whose job it is to repaint the Mackinac Bridge. "It takes about five years to paint it, starting at one end," he says. "By the time you get to the other end, it's time to repaint it again. That's what a web redesign is like. As soon as we get done tweaking this, we'll start looking at what we'll do for the next version."

To see the changes for yourself, visit WKAR's website at wkar.org.

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.

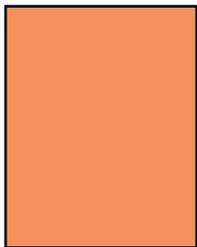
For the past six years, the WKAR-TV Auction has drawn even more attention with its "Premiere Collection." This year, mid-Michigan artists and craftspeople custom-decorated either a

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 promotion in return 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.

Helping another public broadcasting station make the transition to digital is a challenge Wieland eagerly embraces.

"Programming is not changed by the virtue of technology, but it allows us to do more," 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."

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 multi-month 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."

Intrigued last October by the advent of video iPods, Collins put together a proposal that would test content from three courses and involve student volunteers. The experiment got underway with the support of David Gift, vice provost of Libraries, Computing and Technology; DeAnne Hamilton, director and general manager of WKAR; and Phil Barrie, IVS program manager.

With \$5,000 in funding provided by MSU's Libraries, Computing and Technology, 12 video iPods were purchased and loaned to the student volunteers.

"Over the years, there's been an evolution in how educational material is delivered to the viewer," says Collins. "Much of this has been one-way communication, such as with cable or closed-circuit TV. In the past few years, content delivery expanded to the Internet.

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."

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.

Library of Michigan Foundation
Logan Brothers Printing
Jack Loynes, Ph.D.
The John Henry Company
MacKellar Screenworks
Mackereel Sky Gallery of Contemporary Craft
Mason Orchestral Society
McNerly Group
McPeak Media
Meijer
Mendenhall Associates
Michigan Antique Radio Club
Michigan Eye Care Specialists, PC
Mich. Food & Beverage Association/
Mich. Business & Professional Assn.
Michigan Millers Mutual Insurance
Michigan Nonprofit Association
Michigan Office Supply
Michigan State University
Mosaic Foundation (of R. & P. Heydon)
MSU College of Arts & Letters
MSU Department of Mechanical Engineering
MSU Federal Credit Union
MSU Museum
MSU Outreach & Engagement
MSU School of Music
MSU Surplus Store
MSU Weekend MBA Program
NuUnion Credit Union
Oade, Stroud & Kleiman
Peoples Church
Pepsi Co.
Private Client Group at National City Bank
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The Rossman Group
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Smokey Bones BBQ & Grill
Sparrow Health System
Spartan Signature Catering
Stony Point Communications
TDS Metrocom
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Two Men & A Truck
U of M University Musical Society
U of M University Productions
Wendy's
Wharton Center for Performing Arts
Williamston Theatre
Willingham & Coté
Woods N Water News

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.

WKAR-AM/FM/TV

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