Annual Community Report

July 1, 2018 - June 30, 2019
Looking Forward

Delta College was a media pioneer in 1964 when it started WDCQ-TV to provide educational programming to the mid-Michigan region, years before the formation of the national (PBS) public broadcasting system. Today, it remains one of a select few community colleges nationwide to operate a full public TV station and (NPR) national public radio service which was launched in 1989.

Today, Delta College Public Television and Delta College Public Radio are the leading public TV and radio stations in the Great Lakes Bay Region, preferred by more viewers and listeners in our region than any other public broadcasting station.

We know that consumers want programs to be available on-demand . . . we know that traditional media consumers are accessing their favorite public broadcasting programs in new and innovative ways . . . and we know that if we want to stay the leading public broadcast station in our area, we cannot expect to reach all of our viewers and listeners by only broadcasting programs over-the-airwaves.

Over the next year, we will be announcing several new and exciting developments that will enhance our broadcasting operations and strengthen our ability to meet our community service mission.

Our public broadcasting radio and television stations will be rebranded under the name Delta College Public Media. Rebranding our broadcast stations as Delta College Public Media will better align our organization as a service of Delta College . . . it will also establish us as an organization that can deliver programs and services in new and innovative ways.

A new Public Media Center will be developed within the Frank N. Andersen broadcast center at Delta College.

The Public Media Center will serve as the academic and broadcasting hub for educating students in electronic media, broadcasting and journalism. Upon its completion in 2021, this new area will provide a platform for state-of-the-art learning and creation of digital media productions for academic courses, student interns and station producers.

A new Delta College Public Radio streaming service is now available and provides our listeners with an expanded 24x7 news, talk, and music program schedule that is accessible through the Internet, Smart Speaker, or by downloading our Delta College Public Media App.

In partnership with PBS, Delta College Public Television will soon be available on all major streaming services and on the PBS App . . . in 2020, YouTube-TV will be the first streaming service to incorporate our television station into their streaming service.

Thank you for your ongoing support and financial contributions . . . it is your commitment that allows us to be an award winning Public Media service.

Thomas Bennett  
Broadcasting General Manager

Pamela Clark  
Executive Director of Institutional Advancement

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## 2019 Funding Sources

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<tr>
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<th>TV 2019</th>
<th>Radio 2019</th>
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** CPB funding is received by Central Michigan University and used to offset a portion of WUCX-FM’s programming costs.
Great Public Radio Programming on WUCX-FM (Q-90.1)

Q-90.1 FM features in-depth reporting from NPR. Local reports and features keep you in touch with what’s happening in our community. With our music programs, you’ll hear jazz, blues, a variety of Latin styles and local Michigan artists you won’t hear on any other station.

Funding for Delta College’s Public Broadcasting Operations

Building the funding needed to purchase great programs from PBS and NPR, produce local programs, and to operate our public broadcasting stations, takes a variety of sources. Individuals and business within our Great Lakes Bay Region have been generous over the decades, and continue to do so.

Enjoy Four Channels of WDCQ (Q-TV)

Q-TV is your source for PBS favorites and insightful local programs:

Four multicast channels offered by WDCQ-TV:

- **19.1** - Q-TV’s main flagship station is the source for your favorite local, regional and national programming from Delta College and PBS.
- **19.2** - Q-TV MHz Worldview shares the best of public media in news, documentaries, and fact-based informational programming.
- **19.3** - Q-TV Create offers how-to, travel and leisure programming.
- **19.4** - Q-TV Kids offers the best children’s programming from PBS and around the world.

(See chart below for channel listings)
Community Outreach

Serving young children and their parents, caregivers and teachers has always been a hallmark of public TV, especially here at WDCQ-TV. As technology advances, public TV has remained on the cutting edge. And, with increased research in child development, PBS Kids has been a leader in meeting children’s needs.

Beyond the research, however, it’s sometimes just great to offer children in our viewing area the opportunity to “meet” some of the friends and characters they see on TV.

Under the Radar Michigan Dinner at The Maple Grille in Hemlock
(August 13, 2018)
Q-TV partnered with The Maple Grille restaurant in Hemlock to have a membership dinner where they could meet the Emmy winning hosts of Under the Radar Michigan, Tom Daldin and Jim Edelman. Over 70 station members attended the dinner and they enjoyed listening to Tom and Jim speak about their many adventures discovering the hidden treasures Michigan has to offer.

Under the Radar Michigan Bus Tour to Traverse City
(October 8, 2018)
Q-TV partnered with the hosts of Under the Radar Michigan, Tom Daldin and Jim Edelman, to take 60 Q-TV station members on a bus trip to Traverse City. Everyone enjoyed a scenic bus ride while learning about how Under the Radar Michigan originated. Tom and Jim accompanied our members on tours of The Village at Grand Traverse Commons and the Grand Traverse Distillery. Member also enjoyed having their meals with the hosts and shopping in downtown Traverse City.

Vietnam Voices Screener at the State Theatre
(November 11, 2018)
Q-TV partnered with the State Theater in Bay City to offer a special screening of its locally produced war documentary, Vietnam Voices: Mid-Michigan Remembers the Vietnam War. This event was free and open to the public, and over 100 community members attended. Attendees were encouraged to bring in a canned food item for families in need, who are served by the Safe Harbor Kitchen in Bay City.

Curious George at the Mid-Michigan Children’s Museum
(December 30, 2018)
Q-TV partnered with the Mid-Michigan’s Children’s Museum for their New Year’s day-time event. Families enjoyed games, face painting and a countdown every hour on the hour with Curious George.
Victoria Season 3 screener - Delta College (January 11, 2019)
Q-TV partnered with Delta College to host a free preview of Victoria in the Delta College Lecture Theater, along with a tea and scone reception. More than 100 community members attended.

Wilderness Journal Wild Game Dinner in Birch Run (January 21, 2019)
Q-TV partnered with Oscar and Joey’s Roadhouse in Birch Run to have a membership Wild game dinner where they could meet the Emmy winning host of Wilderness Journal, Kyle Randall. Over 50 station members attended the dinner and they enjoyed listening to Kyle’s outdoor hunting experiences. Members were able to choose from elk, venison, walleye and wild boar. They also enjoyed an in-room cooking demonstration by Chef Dave preparing his signature sautéed alligator.

Daniel Tiger and Peg + Cat at the Delta College Saginaw Center Open House (June 22, 2019)
Q-TV partnered with Delta College for the open house of their new downtown center in Saginaw. This free event was an opportunity for the whole family to celebrate, explore and learn. Celebration activities included bounce houses, games, PBS characters Peg + Cat and Daniel Tiger, refreshments, prizes and giveaways. Children enjoyed a Dr. Slime science show, participated in hands-on activities in the STEM Explorer mobile science lab and discovered more about our universe with a Delta Planetarium demonstration. Adults learned about the Downtown Saginaw Center’s certificate and associate degree programs, scheduled career exploration sessions and talked with admission representatives.

Chasing the Moon screener at Delta College Planetarium (June 27, 2019)
Q-TV partnered with the Delta College Planetarium and Learning Center to celebrate the 50th anniversary of one giant leap for mankind; the first Moon landing. Q-TV and the Delta College Planetarium hosted a screening event to give community members a sneak peek of the upcoming documentary series Chasing the Moon. Over 50 community members enjoyed a fascinating mix of scientific innovation, political calculation, media spectacle, and personal drama.
Q-TV Local Programming

Q-TV’s locally-produced programs focus on African American, Hispanic and senior audiences, showcasing the critical challenges and successes within our region. Q-TV local hosts aggressively engage their guests, seeking solutions and opportunities to better the community.

The Follow-Up with Mike Redford
“The Follow Up” is a weekly program from Q-TV centered on substantive discussion of current policy, economic, social, political, environmental, legal, and technological issues. Veteran reporter Mike Redford and his guests provide relevant background information on the week’s topics while viewer comments and questions enhance the discussion.

Somos Hispanos
This news magazine, hosted by Nina Espinoza, focuses on the Mid-Michigan Hispanic community. “Somos Hispanos” highlights the history, heritage, arts, culture, activities and struggles of the Hispanic community, the everyday issues they face and people in the community making a positive difference.

Soul Issue: The African American Perspective
“Soul Issue: The African American Perspective” is aimed at illuminating issues affecting members of the African American community in the Great Lakes Bay Region. Hosted by Darold Newton, the program discusses topical issues, community leaders, interesting individuals, and highlights historical milestones, thus promoting positive African American role models, positive lifestyles and healthy relationships.

Second Act: Life at 50+
Q-TV completed its eleventh season of “Second Act: Life at 50+” in 2019. This series examines a variety of “life stage” issues affecting those 50 years of age and over. Hosted by Ron Beacom, Second Act examines the broad spectrum of issues ranging from careers, recreation, civic engagement, health and financial concerns. The show has received awards and positive audience response as it features events and activities directly related to seniors in our community.

“Q-TV offers so many different informative and entertaining programs that we wouldn’t see on other stations.”
– Dolly, Pigeon, MI
Dateline Delta

“Dateline Delta” casts a spotlight on the activities of students and staff of Delta College. The College touches thousands of lives each year, and Q-TV embraces the opportunity to communicate the educational efforts of Delta College through this unique program. The monthly news magazine highlights the educational opportunities, campus events and service to the community.

2019 Delta Commencement

The Public Broadcasting department, with a full crew of students from the Electronic Media curriculum, work to broadcast and record the 2019 commencement ceremony. The feed allows the College to offer overflow seating on campus and the later broadcast allows those who couldn’t attend, the opportunity to celebrate and see their graduate.

Community Outreach

Martin Luther King, Jr. Scholarship

Q-TV produced the annual (2019) Martin Luther King, Jr. Scholarship Recipients video. This video features 15 students from area high schools who are this year’s winners of the Martin Luther King, Jr. scholarships awarded by the Bay, Saginaw and Midland Community Foundations.

As part of receiving their scholarships, the students take part in the recording of a Martin Luther King, Jr. speech that is shown at the Regional Martin Luther King, Jr. Dinner held at Saginaw Valley State University in January. This year’s speech was taken from a May 1960 article that appeared in “The Progressive” magazine entitled, “The Burning Truth in the South: the Importance of Youth in the Broader Civil Rights Struggle”.

In addition to being shown at the dinner, it is also broadcast on QTV’s “SOUL ISSUE: The African American Perspective” and on the SOUL ISSUE website.
Mid-Michigan Remembers

Mid-Michigan has a rich and vibrant history, Q-TV and our local historical societies are developing an on-going chapter documentary series that will highlight the stories that Mid-Michigan Remembers.

Take a trip back in time to experience forgotten stories from our region’s past with Q-TV’s documentary series, *Mid-Michigan Remembers*. Explore the people, places, and events that make up our shared history, including pioneering city leaders, bygone industries, storied buildings, and extraordinary entrepreneurs.

Episode 2
*(coming March 2020)*

Episode two features Wenona Beach Amusement Park, Saginaw Gears 1976-1977 championship season, and the war plane “Spirit of Universal/Jackie”.

Episode 3
*(coming December 2020)*

Episode three will feature community leader and entrepreneur Herbert H. Dow, the Goodrich Brother photographers, early telephone service in Michigan and the Easter day plane crash of 1958 at Tri-City Airport.

Q-TV is an extremely valuable asset to our community. The local content that we see on Q-TV is simply not available in other venues. My family depends on Q-TV to provide quality TV even more now than we have in the past.

– Doug, Linwood, MI
**Flint: The 20th Century**  
*(premiered May 2019)*

“Flint: The 20th Century,” will follow the city of Flint, Michigan as it progressed from the early years of the lumber and carriage industry to the beginning of the automobile industry and the establishment of General Motors, Buick, and Chevrolet. This second documentary will highlight the historical names, brands, events, and innovations that shaped the burgeoning auto industry, culture, and politics that created and ultimately defined the city of Flint Michigan.

**Frankenmuth Documentary**  
*(coming May 2020)*

Q-TV’s is currently working on its newest documentary about the history of Frankenmuth, Michigan; the number one tourist destination in Michigan. The program will focus on the settlement of Frankenmuth and where the first immigrants emigrated from, the creation of the tourist industry, businesses, and farming. It will look at the construction of Frankenmuth Holz Brucke (covered bridge) and Frankenmuth’s transformation into a tourist destination.

**Agriculture 2.0 – Changes, Challenges & Trends**  
*(coming May 2020)*

Agriculture in Mid-Michigan is a huge economic driver of global proportions. In this Q-TV documentary - Agriculture 2.0 - Changes, Challenges and Trends, you will see how agriculture is evolving to meet the changing needs of the consumer and how farmers are developing new revenue streams to increase profitability. We profile people who work on the front line of the agriculture industry every day, and the impact it’s having in the Great Lakes Bay Region.

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“Q-TV is a shining star in our region. It serves folks that are unable to venture out beyond their homes. My children were raised on PBS Kids and Q-TV continues to be the most viewed station in our home.”  
- Alicia, Frankenlust Township, MI
Q-TV is committed to helping kids build the skills they need to succeed in school and in life. PBS KIDS, the number one educational media brand for kids, offers children ages 2-8 the opportunity to explore new ideas and new worlds through television, digital media and community-based programs. PBS KIDS extends student learning beyond the classroom with STEM concepts through programs and games tailored towards children's learning progress.

**PBS Kids Programs, Games and Apps**

**Molly of Denali**: Children watch Molly and her friends solve problems and accomplish tasks using a variety of informational texts, including books, online resources, field guides, historical archives, and indigenous knowledge from elders, maps, charts, posters, photos, and more. In the Molly of Denali Learning App, children help run the Denali Trading Post and create beading projects. Molly and her friends also take you on dog sledding missions and fishing adventures.

**Nature Cat**: Children follow Nature Cat and his friends; Hal the Dog, Daisy the Bunny and Squeeks the Mouse as they explore nature on their daily adventures. The Nature Cat Great Outdoors App extends the science curriculum by inspiring children to explore nature – in the backyard, at a local park or even looking out the window. Every day, Nature Cat has a set of new daily adventures that lets kids use tools to record and share their observations in fun, creative ways!

**Wild Kratts**: Children learn about animals and their habitats like the bald eagle, hawksbill sea turtle, kangaroo and many more! The Wild Kratts Rescue Run App has the Kratt brothers run, fly and swim through 24 action-packed levels, rescue animals to unlock information about each one in the Creaturepedia, and face-off against villains to keep the animals safe from harm. You learn about animals and their habitats while using problem solving skills to choose different creature power suits, each with their own unique creature power!
Creating Local Impact

Q-TV researched, produced and aired stories about the people, history and culture of our viewing area.

Our local documentaries bring to life the history, development and accomplishments of our community, reconnecting us to our past.

Both Q-TV and Q-90.1 act as the glue that binds the mission and vision of our region’s libraries, museums and performing arts centers together through our local productions, interviews, documentaries and performance programming.

Both our PBS and NPR station are trusted sources of local, state, national and world news coverage. Cultural programming, featuring local artists and events.

Four channels of 24 hours/seven days a week broadcasting services.

We produce and transmit more locally produced programming for and about the diverse citizens living in our broadcast community than any other public station in the state.

Q-TV and Q-90.1 reaches over 1.4 million people a year. We were the first TV station in the state of Michigan to offer digital programming.

As Delta College’s Public Broadcasting moves into its second 50 years of quality broadcasting, we stay committed to locally produced community service programs that address the issues and opportunities facing our region.

Q-TV and Q-90.1 are committed to producing local programs as part of our educational mission to help provide understanding and perspective about our community.

We offer a rich, diverse service as a window for viewers and listeners to connect to the world around them.

Making a Positive Difference

The Great Lakes Bay Region is composed of area Chambers of Commerce, businesses and industry leaders who have partnered with Delta College, Q-TV and Q-90.1. Delta College Public Broadcasting is a regional cornerstone, serving as a communicator to provide unrivaled access for discussion of regional issues for our economically challenged state.

Serving a region composed of multiple industries including manufacturing, technology, health, farming, shipping, construction, travel, transportation and education, Q-TV’s four-channel digital service is well positioned to play a key role in the economic revival of our region.

Q-TV has used its broadcast resources, leveraged by community dollars, to educate, inform and entertain its audience. Our community believing in Q-TV is what makes a positive difference.

“Q-TV is serving the needs of our community. It is my daily source of entertainment, knowledge, perspectives, music, fine drama, history and documentaries – there is no other place to go for great programming.”

- Jan, Freeland, MI
Q-TV Programs of Interest to the Community

Q-TV provides its viewers with programming that addresses their present and future concerns about health, environment, education, local and state government, arts, culture and quality of life. Q-TV has a rich history and tradition of being attentive to our viewer’s needs.

Crossing Water – Flint, Michigan 2017 (July 5, 2018)
A short documentary about a small, independent service organization assisting Flint, Michigan residents to combat the city’s water crisis which began in 2014 when the municipal water supply was poisoned with lead.

Guardians of the Great Lakes “The Michigan Shore” will take the viewer on a fascinating and scenic tour of the lofty lighthouses protecting the lives of Great Lakes sailors since 1825 and the enduring stories of the keepers of the light.

The Ottaway – A River Reborn (September 2, 2018)
A historical, cultural, and environmental documentary about the Boardman River in Grand Traverse County that explores the impacts of the removal of three dams from the river.

Flint: The 19th Century (September 10, 2018)
The story of Flint, Michigan, is one of rugged individuals, an entrepreneurial spirit, and perseverance. Flint would become a major player in the lumbering era, railroad industry, and a leading center of horse carriage manufacturing, thus earning the nickname “Vehicle City.”

“Q-TV is invaluable to the community. The programming is truly different and it offers different voices so people and children can be exposed to different viewpoints in an intelligent manner.”

– Ann, Farwell, MI
Beneath the Surface: The Line 5 Pipeline in the Great Lakes
(September 18, 2018)
Detroit Public Television’s Great Lakes Bureau examines the controversy surrounding the Line 5 pipeline built by Enbridge Inc., a pipeline that was constructed and placed on the lakebed between Michigan’s Lower and Upper Peninsula more than a half century ago. It operates under the water near the Mackinac Bridge in a spot that’s considered one of the most scenic areas of the Great Lakes and is known for its strong currents between Lake Michigan and Lake Huron.

Those On The Front Lines of Alzheimer’s & Dementia
(October 22, 2018)
Award-Winning Producer/Director Keith Famie presents his latest 2-hour film “Those on the Front Lines of Alzheimer’s & Dementia”. The film is produced by Famie’s Visionalist Entertainment Productions. Famie, who lost his father to Alzheimer’s in 2003, always vowed he would one day take on the daunting task of creating a film with the intention of helping society better understand and deal with the very complicated emotional journey anyone goes on with dementia, caregivers included.

2018 Michigan Senatorial Debate
(October 15, 2018)
Senator Debbie Stabenow (D) faced her challenger, John James (R), in a one hour discussion of the issues of importance to the state. During the debate, the candidates answered questions from a panel of local journalists.

Michigan Inauguration 2019
(January 1, 2019)
Live program covering the swearing in and Inauguration of Governor-elect Gretchen Whitmer as Michigan’s 49th governor. The ceremony, including the oath of office, took place outside of the Capitol building in Lansing. The theme for the inaugural celebration was “Building Bridges Together,” underscoring the Governor-elect’s commitment to working with a diverse group of stakeholders on the issues most important to Michigan citizens.

Mackinac - Our Famous Island
(March 11, 2019)
Mackinac - Our Famous Island takes viewers along the shores and trails to experience the natural beauty of the island, visits historic landmarks that reconnects them to its earliest history and highlights the people who still work to preserve this “gem of the Great Lakes.”
Weekly Local Programs
Broadcast on WUCX-FM (Q-90.1)

Beyond Broadway
(Fridays at 2pm)
Join Delta Broadcasting program manager Joe Yezak and theatre veteran Emily Anderson as they take you on a musical excursion of some of the best musical numbers from the past fifty years. Plus, we’ll have exclusive interviews with members of our own local theatre community as well as a few who have gone on to see their name in lights.

The Audition Room with Rod Bieber
(Wednesdays at 2pm)
The Audition Room features mostly brand new releases in a variety of musical styles. The program offer a menu of classical, jazz, world, folk, ethnic, the occasional “moldy-oldie” as well as random off-the-wall selections.

Backstage Explorer with Rod Bieber
(Thursdays at 2pm)
BackStage Explorer is an interview and music program that highlights local and regional arts and humanities groups. The program feature performing arts as well as a variety of cultural groups in the region.

Mid-Michigan Sound Operative
(Saturdays at Noon)
A weekly radio program produced and hosted by Q-90.1’s Jeff Scott, featuring music and artists from Michigan’s Great Lakes Bay Region.

La Caliente 90.1 with Mike Mendoza
(Saturdays at 1pm)
Local host Mike Mendoza, a.k.a. "El Gueroman," hosts La Caliente. The two hour program consists mostly of Tejano music from new artists and old favorites.

El Sol Latino with Amy Guzman
(Saturdays at 3pm)
Local host Amy Guzman showcases an hour of Latin pop and dance music.

The programs provided by Delta Broadcasting help to expand my horizons, my mind and my play-list! The stories, music, news, opinions and documentaries have an enlightening way of reminding us to look at our world in a different way.

– Wanda, Essexville, MI
Q-90.1 FM Local Program Segments, Airing during Morning Edition

**Backyard Astronomer (Mondays)**
Mike Murray from the Delta College Planetarium takes a look at what’s up in the night sky. Things are happening all the time in the backyard universe, and many of them don’t require a telescope to see and enjoy.

**A Moment in Time (Tuesdays)**
Faculty from the Delta College History Department share key moments in time that help us understand who we have been and who we are today.

**Lifelines with John Augustine (Wednesdays)**
Lifelines, hosted by retired Delta College associate professor of English John Augustine, is a book-review program of biographies and autobiographies of noteworthy people, some you’ve heard of and others less known but equally remarkable.

**Volunteer Voice (Wednesdays)**
The Volunteer Voice features information on individual volunteer opportunities with non-profit organizations in the Great Lakes Bay Region. This program is a cooperative production of Q-90.1 FM and the United Way offices of Bay, Saginaw, and Midland counties.

**Our Universe (Thursdays)**
Do you have questions about space, time and the nature of the universe? Astronomy and physics can help answer your questions while diving into some amazing topics. Hosted by Aurelian Balan, Delta College Associate Professor of Physics.

**Movie House (Fridays)**
Movie House is a weekly feature about new films, old favorites, the movie industry, and the movie-going experience. In each episode, Delta College English instructor Mark Brown gives insight into the art, craft, and business of the movies.

**Environment Report with Mr. Great Lakes (Fridays)**
Local host Jeff Kart informs the listening community on the environmental issues that affect Michigan and especially the Great Lakes Bay Region.

Connection with Academics and Delta Students

**Electronic Media**
Delta College offers an Electronic Media program, leading to an Associate of Arts degree. The curriculum provides students with hands-on learning opportunities with current technology in the fields of broadcasting and multimedia production. Utilizing equipment within both WDCQ-FM and WDCQ-TV, as well as lab space, students develop the ability to produce audio, video and multimedia productions, from visualization, to planning, pre-production and production to the final product.

Student Reports (weekly)
Throughout the year, Delta College students report on stories that effect our listening community. Students research, write and interview community members on important issues.
WDCQ (Q-TV) is a non-commercial public television station, owned and operated by Delta College. The station's city of license is Bad Axe, Michigan and it broadcasts from a tower located in Gilford Township.

WUCX-FM (Q-90.1) is operated as a public service by Central Michigan University and Delta College. The station's city of license is Bay City, Michigan and it broadcasts from a tower located in Quanicassee, Michigan.

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