ANNUAL REPORT TO THE COMMUNITY

An update required by the Corporation for Public Broadcasting and made available to our valued stakeholders.

February 2021
Local Journalism Content

In addition to offering daily news programming from national and international public radio outlets, such as National Public Radio (NPR), American Public Media (APM), and the British Broadcasting Corporation (BBC), Michigan Radio produces and distributes its own local journalism. We employ 32 full-time staff dedicated to creating news content, including reporters, producers, editors, and hosts who work at our headquarters in Ann Arbor and at bureaus in Detroit, Flint, Lansing and Grand Rapids.

Michigan Radio’s team of award-winning journalists presents statewide news in hourly newscasts throughout the day and multiple times per hour during drive/commute times. In addition, our content staff develops in-depth reporting via feature stories, enterprise and investigative reports, long-form interviews, and podcasts. The following list is a sample of the news coverage produced by Michigan Radio in Fiscal Year 2020 (July 1, 2019 – June 30, 2020):

COVID-19
On March 10th, 2020, Governor Gretchen Whitmer held an unsettling press conference to announce the state’s first confirmed cases of COVID-19. During the first months of the pandemic, our news team worked at a furious pace to attempt to understand and report on a virus that quickly raged out of control and drove Michigan to near the top of the list of hardest hit states in the country. We posted over 1,100 reports on michiganradio.org from our newsroom and NPR, which covered the pandemic from numerous angles: the tremendous lack of testing early on; firsthand accounts from the nurses and doctors who didn’t have enough personal protective equipment; small business owners struggling with painful decisions about who to lay off; the tidal wave of COVID hitting prisons; heartbreaking stories about families who tried to advocate for their loved ones in the hospital from a distance; and much, much more.

Election 2020
Leading up to the March 2020 primary elections, Michigan Radio produced local news coverage that gave people a deeper, better understanding of the candidates and the issues. In addition to coverage of campaign speeches and rallies, we produced a special multimedia series, called The 8th, to dig deep into what Michigan voters were thinking heading into the historic 2020 election. The 8th District U.S. House race was expected to be among the most competitive in Michigan, a crucial swing state for the presidential race. Beginning in February 2020, Reporters Tyler Scott, Kate Wells, and Will Callan spent hours and hours on the ground, including spending a day inside an absentee-voter counting board, attending local candidate debates, and hanging out with volunteers at campaign headquarters. Their work culminated in a collection of reporter notebooks, sound-rich audio features, maps, graphs, and photography.

Black Lives Matter / Police Brutality
In the spring and summer of 2020, the United States saw historic nationwide protests against police brutality and
demonstrations in favor of social justice and accountability. Michigan Radio covered protests in Detroit, Ann Arbor, Kalamazoo, and Grand Rapids. Much of our coverage included Facebook Live streams so our audience could see the protests and police response in real time. We also produced two special features:

**The Lasting Consequences of Systemic Racism**: In Summer 2020, Michigan Radio’s *Stateside* created the time and space to have deep and meaningful conversations about race in a series called “The Lasting Consequences of Systemic Racism.” The series explored the consequences of systemic racism on mental health, medical treatment, schools and education, children, court systems, and much more. Find one example [here](#).

**An Unlikely March**: Many protests against police brutality and racism in Grand Rapids were violent, leaving buildings and police cruisers damaged. But on one Wednesday night in June 2020, the mood of the protestors seemed to change, and it appeared to be due to the actions of one unlikely activist. Reporter Dustin Dwyer covered the peaceful protest, and produced this documentary feature for air the next morning.

**Midland Floods**: In late May 2020, eight inches of rainfall caused two dams on the Tittabawassee River in mid-Michigan to give way. Overnight, the city of Midland was flooded. Reporter Tracy Samilton was on the ground in Midland to cover the Governor’s response and report on how emergency shelters were handling the influx of people during a pandemic. As the weeks went on, Samilton, Reporter Lester Graham, and others from the Michigan Radio newsroom produced a series of reports on the aftermath of this disaster: investigations into the failed dams; the environmental impact of the flood waters cresting Dow Chemical’s storage basins; the effects of the broken dams, including a completely empty lake; and more.

**Life on the Inside**: In Fall 2019, after months of negotiations with the Michigan Department of Corrections, a dozen Michigan Radio and *Stateside* reporters and photographers spent time inside Lakeland Correctional Center, where 45 percent of the inmates are serving life sentences. The team was given unprecedented access to prisoners, staff, and the facility. The visit culminated in a one-hour documentary and weeklong interview series on Michigan Radio’s daily news program, *Stateside*. In *Life on the Inside* you’ll hear the stories of the men serving life in prison there, and what life on the inside is like for them.

**UAW Strikes for 40 Days**: In September 2019, United Auto Workers (UAW) began what would become the longest strike against General Motors (GM) since 1970. The 40-day strike resulted in the closure of three GM plants, but workers secured a number of benefits, such as a reduction in time for new hires to reach wage parity and paid time off for temporary workers to apply for open positions. Michigan Radio’s newsroom and *Stateside* teams produced dozens of reports over the 40-day period, detailing the business aspect of the strike, related crime investigations, what it was like to be out of work at a plant in West Michigan, and more.

**Climate Change Series**: In August 2019, Michigan Radio launched a reporting series on *The Environment Report* and *Stateside* to explore the threats and consequences of climate change and tell stories about what individuals, businesses, and government can do about it. During the first week of the series, climate change coverage was featured daily on-air and online, examining Michigan’s infrastructure, how electric vehicles are faring, how climate change is already impacting human health, and more. As the year progressed, reports explored how climate change will affect Michigan into the future, including the threat of mosquito borne diseases, how farmers are changing tilling processes, and how climate change is being taught in the classroom.

**Editorial and Programmatic Initiatives**: In FY20, Michigan Radio continued to offer several station-produced editorial and programmatic initiatives, including:

**Stateside**: Michigan Radio’s hour-long, weekday newsmagazine program was hosted by Cynthia Canty (Monday-Thursday) and Lester Graham (Friday) through December 31, 2019. Beginning January 1, 2020, April Baer took over as host after Canty’s retirement. *Stateside* focuses on topics and events that matter to people all across the state.
Long-form interviews and reporting on *Stateside* have been a critical element of numerous reporting initiatives described in this report. *Stateside* also produces special series about arts and culture, mental health, education, literature, and Michigan history, among others. It airs Monday–Friday, 3–4 p.m., with an encore broadcast at 9 p.m.

**Podcasts:** In FY20, Michigan Radio launched its first podcast unit. With Executive Producer of Special Projects Jennifer Guerra leading this new effort, we produced the following two podcast projects in the unit’s first year:

- **Same Same Different:** Michigan Radio’s Bryce Huffman explores how to survive “otherness” with our humanity intact in the podcast *Same Same Different*, the first podcast to be produced since the station’s Peabody-award-winning *Believed*. In five engaging episodes released in Fall 2019, Huffman and a diverse cast of guests have in-depth conversations that untangle this difficult-to-parse subject in a meaningful and unique way.

- **Kids These Days:** Michigan Radio teamed up with students from Community High School in Ann Arbor to get an insider’s perspective on what it’s like to be a teen today. *Kids These Days* is a student-led project written by teens, for teens. The nine episodes range from media addiction, to questions about virginity and how queer teens fit in, to what it’s like to be a 15-year-old living with anxiety. Because *Kids These Days* debuted during COVID-19, it not only captures life right before the pandemic, it also sheds light on how teens are dealing with the “new normal.” This project was supported by the Michigan Health Endowment Fund and The Children’s Foundation.

**That's What They Say:** This weekly segment is hosted by University of Michigan’s Dean of the College of Literature, Science, and the Arts and English Professor Anne Curzan and Michigan Radio Host Rebecca Kruth. Together, they explore our changing language and explain why we say what we say.

**Commentary:** Featured commentary is presented regularly from Sports Commentator John U. Bacon, Detroit News’ Columnist Daniel Howes, Hall of Fame Teacher Matinga Ragatz, and editorial cartoons (online) by John Auchter.

**Emergency Information**

Michigan Radio is a participating station in the Emergency Alert System (EAS). As such, we disseminate critical information about national and state emergencies to the public via our four FM signals. Michigan Radio also provides severe weather alerts based on notifications from the National Weather Service and National Oceanic and Atmospheric Administration.

**Community Engagement**

At Michigan Radio, we aim to meaningfully engage with members of local Michigan communities in order to facilitate civilized conversations and the respectful exchange of ideas. In FY20, we implemented several initiatives that helped us engage with the public, both in the digital space and in communities:

**Digital Platforms**

Michigan Radio’s most successful digital engagement efforts are happening on Facebook and Twitter, where users interact with one another and with our journalists about news and events they care about. In FY20, we also expanded our work on Instagram and began utilizing Snapchat to reach younger audiences for the *Kids These Days* podcast.

**In-Person Events**

Michigan Radio regularly engages with members of the community at in-person events. For over ten years, Michigan Radio’s *Issues & Ale discussion series* has given Michiganders the opportunity to learn and talk about important issues in the informal setting of a brewpub or bar. In FY20, we held seven *Issues & Ale discussion events*, both in-person and remotely. Topics included the growing PFAS crisis, Michigan’s presidential primary, and reopening the economy during the COVID-19 pandemic, among others. We also kicked off a discussion series during Black History Month 2020 in conjunction with the *Same Same Different* podcast. These in-person events featured live conversations in Lansing, Detroit, and Mount Pleasant.
**KEY PARTNERSHIPS**

*Michigan Radio takes pride in being a valuable contributing member in communities across the state. One important way we do this is to engage in productive partnerships with community organizations and other news outlets.*

**MEDIA PARTNERSHIPS**

**WAMU 88.5 FM, Washington DC**
Michigan Radio is an editorial partner to WAMU’s 1A Across America, a collaborative effort to bring local coverage of critical issues to a nationwide audience leading up to the 2020 general elections. Michigan Radio and five other public media stations, from Alabama, Colorado, Texas, Kansas, and Minnesota, worked closely with 1A’s production team to source stories, conduct live broadcasts and events, produce collaborative content, and elevate local journalism.

**INTERLOCHEN PUBLIC RADIO (IPR)**
Since 2013, Michigan Radio has had a content sharing partnership with IPR, which is located in the northwestern part of the state in the Traverse City region. IPR broadcasts Michigan Radio’s daily Stateside program live on weekdays on its three news radio stations: 91.5 FM, Traverse City; 90.1 FM, Harbor Springs/Petoskey; and 89.7 FM, Manistee/Ludington.

**NORTHERN MICHIGAN UNIVERSITY / PUBLIC RADIO 90**
In March 2020, Michigan Radio began a content sharing partnership with Public Radio 90 / WNMI-FM, an NPR member station licensed to the Upper Peninsula’s Northern Michigan University. Public Radio 90 now airs Michigan Radio’s Stateside on one of its four stations, 90.1 FM Marquette, weeknights at 10 p.m., with an encore broadcast at 5 a.m. the following morning.

**MINNESOTA PUBLIC RADIO**
In March 2020, Michigan Radio began a content sharing partnership with Minnesota Public Radio’s WGGL-FM (91.1 FM), an NPR member station serving the Upper Peninsula’s Houghton region. WGGL now airs Michigan Radio’s Stateside weeknights at 8 p.m.

**MICHIGAN PUBLIC RADIO NETWORK (MPRN)**
Michigan Radio is a member of MPRN, a consortium of 10 public broadcasters that supports a shared capital news bureau in Lansing. Michigan Radio’s news director serves as MPRN’s managing editor, coordinating the sharing of news stories across all participating stations.

**ENCOREMICHIGAN.COM**
Michigan Radio’s Stateside continued its partnership with EncoreMichigan.com to produce conversations about Michigan’s professional theatre industry. Stateside producers work with EncoreMichigan’s Editor-in-Chief David Kiley to develop thoughtful commentary and highlight current and upcoming performing arts performances.

**LOCALSPINS.COM**
Michigan Radio’s Stateside continued its partnership with LocalSpins.com to produce conversations spotlighting new recordings by West Michigan bands. Stateside producers work with Local Spins’ Editor and Publisher John Sinkevics to create inspiring reviews of Michigan’s rich musical talent.

**COMMUNITY PARTNERSHIPS**

**COMMUNITY HIGH SCHOOL (CHS)**
Michigan Radio partnered with CHS in Ann Arbor to create a youth-led podcast, *Kids These Days*. Our podcast team worked with CHS journalism teacher Tracy Anderson and 20 student journalists, who report on mental health, identity, and technology in their award-winning school publication, *The Communicator*.

**MICHIGAN HISTORY CENTER**
Michigan Radio’s Stateside continued its partnership with the Michigan History Center to produce conversations about Michigan’s history. Stateside producers work with the Center’s archivist to develop stimulating conversations and cultivate a collection of related, historical photographs (available on michiganradio.org).

**COMMUNITY ORGANIZATION SPONSORSHIP**
Michigan Radio regularly partners with local community organizations in order to help increase the visibility of their services and events. In FY20, we partnered with 27 different organizations in eight different communities to promote their services and events on-air and online at no cost. Based on the station’s current on-air and online trade rates, the value of the broadcast and online media exposure was over $145,000.
One way we measure the effectiveness of our work is to monitor a variety of audience metrics. With the onset of the COVID-19 pandemic and the upcoming presidential election, we experienced an increase in news consumption on our digital formats. We served more than 1 million website users in each of March and April 2020, more than doubling the traffic we typically see in a given month. In addition, we ended FY20 with 175k monthly live stream users, 53k Facebook followers, 42k Twitter followers, and 9k Instagram followers, each of which is an increase over FY19 year-end figures. Broadcast listenership, however, experienced a slight dip, as fewer people were listening to the radio while commuting to work due to pandemic restrictions. According to Nielsen Audio Spring 2020 ratings, Michigan Radio had a monthly broadcast audience of 790,000 listeners, a 12% decrease compared to Spring 2019 ratings.

We also measure impact and effectiveness by participating in local audience research. Over 600 Michigan Radio listeners responded to the 2020 Public Radio Tech Survey conducted by Jacobs Media. Over 92% of respondents rated Michigan Radio’s coverage of the COVID-19 pandemic as excellent or good, and more than 82% of survey respondents said they would recommend Michigan Radio to a friend, family member, or coworker. Respondents were also asked to indicate why they listen to public radio. The top five reasons included: (1) being informed about the news, (2) programming is more trustworthy and objective, (3) wanting a deeper news perspective, (4) enjoy learning new things, and (5) presentation of a balance of perspectives.

In addition, we frequently find indicators of success in the form of listener comments and journalism awards as we implement key initiatives and partnerships throughout the year. Here are highlights of those FY20 successes:

**Stateside**

*Stateside* is Michigan Radio’s third most-listened-to weekday program, with a weekly, cumulative broadcast audience of over 115k people. Because of its significant following, the daily, locally-produced program provides an important space to hold conversations about local news and events, policy issues, and culture and lifestyle stories. Here are just a few listener/user comments from FY20:

- “Last night I was listening to the piece on the 2nd Amendment resolutions on Northern Michigan. Please do more pieces like this which, I believe, help to bridge the massive urban-rural divide we have in our country… Personally, I am disgusted by the gun-related obsession in this country, and while I was pulling my hair out in frustration how one can have these views, Ms. Baer kept her cool and showed no sign of disdain towards the guests. So, I think her mode of working helped me to better understand the perspective of our fellow Michiganders living in rural areas. Thank you!” —James G.

- “We listeners are exhausted. We are all are hungry and thirsty, actually, for stories highlighting the gazillions of people out there helping people, doing good things, succeeding in businesses, overcoming problems, creating things and ideas and workarounds and joy… Stateside does this, it finds the balance. I’m so grateful for the story selections, the optimistic angles they find, the sensitivity with which the stories
“I really enjoyed working on this project with Michigan Radio! I think I learned a lot of new skills not only about how to make a podcast but also about being in the workplace and having goals and deadlines...”

—CHS student journalist, ‘Kids These Days’

are presented, the revelation and highlighting not just of problems, but who is working to solve them...” —Leslie L.

“I’m trying to create a word that can describe the feeling I had hearing myself and the entire Life on the Inside. That was a beautiful piece that should be shared with the world man. That was amazing to say the least. Has given confidence, insight on myself, and highlighted the potential. Can’t even front, had to hold back the tears. My family were crying. Was bitter-sweet for them cause they were super happy to hear the hope, reality of it all, my passion, pain, and my voice which is actually being heard on a larger scale...” —Inmate from Lakeland Correctional Center


Kids These Days
Kids These Days, a limited-run podcast, garnered over 100k total downloads. Apple Podcasts placed Kids These Days in the #1 spot on Apple Podcasts’ “Kids & Family Top Shows” and highlighted the podcast in its “New & Noteworthy” section. In addition, Castbox featured the podcast in their “Kids & Family” section, and Stitcher listed it in “Episodes You Can’t Miss.”

One of the goals of Kids These Days was to help parents, teachers, counselors, coaches and others who interact with youth to gain a better understanding about what teens are going through right now. To that end, producers received emails from parents, teachers, and caregivers, saying how much they learned about their own children and what other youth are going through, like this one:

“I appreciate the insight this episode offers. I have kids of my own, not yet teens, and I like being able to see what kids around their age are feeling and thinking. I also can’t help but think back almost 30 years to friends and schoolmates of mine who could have benefited from hearing this kind of thing on the radio, at a time when it was far more rare. It’s a brave thing these kids are doing.” —Anonymous

But the ultimate goal of this podcast was always to let other teens know: you are not alone. And that message was reciprocated. The students received messages from youth across the state, many from teens they didn’t know, saying how brave they were for sharing their stories, and how much they can relate. Like this message to Mira, a student whose audio diary about living with anxiety was featured in episode three:

“Hey Mira, I just finish[ed] listening to the podcast and I just wanted to tell you I feel the same. If someone doesn’t respond to me I feel like they hate me, I’m a loser and that I’m just generally unliked by the majority of the population. And whenever I talk in class or even at meetings I always feel like I sounded [sic] stupid. I just wanted to let you know I’m in the same boat and if you ever need any[one] to talk about it my number is ____.” —Anonymous

Lastly, we asked the student journalists and their teacher to provide feedback about their experiences working on the podcast. Here are just a few excerpts from their responses:

“I really enjoyed working on this project with Michigan Radio! I think I learned a lot of new skills not only about how to make a podcast but also about being in the workplace and having goals and deadlines. It was really cool to see all of the people time and energy that goes into making something like a podcast and I loved being able to tell my story.” —CHS student

“...The podcast meant so much to students, me and our community. Jen and Rachel were the best. They listened, taught, mentored and helped students create something they will always remember.” —Tracy Anderson, CHS journalism teacher

COVID-19
Beginning in March 2020, Michiganders could turn to Michigan Radio to find daily, fact-based reporting on COVID-19 – on air, on our website, and on social media. We received many messages from people about how our COVID-19 coverage helped keep them informed. Here are just two examples:
“...many thanks to NPR and Michigan Radio for bringing us experts at a time when I/we distrust messaging from politicians on both sides!...I appreciate your thoughtful approach as Covid-19 is putting our society on High Alert. I trust the voices u bring to me.” —Dennis S.

“I wanted to send a thank you for the news you have been providing during the COVID-19 pandemic. Listening to Michigan Radio has been my go to way to start my mornings during quarantine and I appreciate the balance you share of relevant COVID-19 related news while still mixing in positive human interest updates...” —Amy R.

MEETING NEEDS OF DIVERSE AUDIENCES

In FY20, Michigan Radio underwent a strategic planning process with the guidance of Bridgeport Consulting. The key imperative of the resulting plan is to diversify and grow our audiences. We will accomplish this by evolving our programming and delivery platforms to better serve younger and more diverse populations and by diversifying our own staffing composition.

In addition to diversifying Michigan Radio’s audiences and staff composition, we are continuing to grow our internship fund through an endowment. Since 2016, the fund has enabled us to provide paid, on-the-job learning opportunities for young people from all backgrounds, including those who may not be in a position to accept an unpaid position. Michigan Radio interns have gone on to work at local and national news outlets.

Lastly, we are making concerted efforts to increase cultural, racial, age, and gender diversity and more among the news sources used in our reporting through extensive networking and research efforts. We are also thoughtful and intentional about producing local content that increases cross-group understanding and strengthens conversational ties between diverse communities. Here are some examples from FY20:

LIFE ON THE INSIDE
Michigan Radio produced a series about the Lakeland Correctional Center in Coldwater, Michigan. The reporting gave inmates the opportunity to share their perspectives, opinions, and feelings and shed light on what prison life is like. It also helped a statewide audience gain a more nuanced view of prisons and the people inside.

KIDS THESE DAYS
Michigan Radio’s nine episode podcast, Kids These Days, is one of the few bodies of media work to be written by teens, for teens. The series explored race, identity, phone addiction, anxiety, and more, targeting a young, teen audience and the parents of teens.

SAME SAME DIFFERENT
Michigan Radio’s podcast, Same Same Different, explores identity and how to survive “otherness.” The in-depth discussions about race, gender, perception, etc. helped elevate under-represented voices and attract a younger, more diverse audience.
Due to the COVID-19 pandemic, FY20 was a difficult year for many nonprofits. Michigan Radio is incredibly fortunate, however, to remain in good financial standing thanks in large part to contributions from our loyal audience members. While corporate sponsorship revenue fell by 12% due to economic impacts of the pandemic, revenue from individual gifts increased 9% compared to FY19. We will continue to design and execute plans to mitigate the negative financial effects of the pandemic to the greatest extent possible.

**Revenue**

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Individual gifts*</td>
<td>$6,113,975</td>
<td>64.3%</td>
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<tr>
<td>Corporate sponsorship</td>
<td>$1,789,927</td>
<td>18.8%</td>
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<tr>
<td>Other**</td>
<td>$972,625</td>
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<td>Corp. for Public Broadcasting</td>
<td>$550,955</td>
<td>5.8%</td>
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<tr>
<td>Net investment income</td>
<td>$81,153</td>
<td>0.9%</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$9,508,635</td>
<td>100%</td>
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</table>

*Individual gifts (membership) and corporate sponsorship remained Michigan Radio’s two largest sources of revenue in FY20 (July 1, 2019 - June 30, 2020). FY20 revenue totaled $9,508,635, a 0.7% increase over FY19 and a 1.6% increase over FY18.  
  *At the close of FY20, Michigan Radio had 35,702 contributing members.  
  **Other includes indirect administrative support from the University of Michigan, government and foundation grants, trade, rental income, and media sales/royalties.

**Expenses**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
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<tr>
<td>Programming &amp; production</td>
<td>$5,225,113</td>
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<tr>
<td>Development*</td>
<td>$2,580,656</td>
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<tr>
<td>Management &amp; general</td>
<td>$1,088,855</td>
<td>11.4%</td>
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<tr>
<td>Engineering</td>
<td>$677,702</td>
<td>7.1%</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$9,572,326</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Programming and development represented Michigan Radio’s two largest areas of expense in FY20. Expenses totaled $9,572,326, a 5.2% increase over FY19 and a 13.2% increase over FY18.  
  *Development includes membership, major gifts, grants administration, corporate support, and marketing.

**Endowment**

<table>
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<tr>
<th>Fiscal Year</th>
<th>Amount</th>
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<tbody>
<tr>
<td>FY20</td>
<td>$4,264,025</td>
</tr>
<tr>
<td>FY19</td>
<td>$3,615,762</td>
</tr>
<tr>
<td>FY18</td>
<td>$3,301,228</td>
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</tbody>
</table>

Michigan Radio maintains a combination of permanent and quasi-endowment funds. The sum of the endowed funds at the close of FY20 totaled $4,264,025, a 17.9% increase over FY19 and a 29.2% increase over FY18.
## FY20 SUPPORTERS

In FY20, Michigan Radio generated the majority of its funding from nearly 36,000 individuals, corporations, and foundations. It is because of this group of generous supporters that we are able to continue providing freely accessible, fact-based news and information to the people of Michigan 24 hours/day, 365 days/year. The following is a list of our corporate and foundation supporters.

### Supporters $15k and Up
- Alden B. Dow Home & Studio
- Allergy & Immunology Associates of MI
- Allstate Home Leisure
- Ann Arbor Transportation Authority
- Atomic Object
- Balfour Senior Living
- Bank of Ann Arbor
- Barnes Thornburg LLP
- Blanchard & Walker PLLC
- Bob's Red Mill
- Business Leaders for Michigan
- Calvin College
- Cardamom Fresh Indian Restaurant
- Charles Stewart Mott Foundation
- Children’s Foundation
- College for Creative Studies
- Consumers Energy Foundation
- Corporation for Public Broadcasting
- Enbridge Energy
- Experience Grand Rapids
- Flint Institute of Arts
- Forward Design Build
- Google, Inc.
- Grand Circus
- Grand Rapids Community Foundation
- Greenleaf Trust
- Harness Dickey
- Harvest Home Solar
- Healthcare DME
- Henry Ford Health System
- Hillsdale College
- Hospice of Michigan
- Hyland
- International Brotherhood of Electrical Workers National Electrical Contractors Association (IBEW NECA 252)
- Journeys International
- Kerrytown Market & Shops
- Liberty Title
- MESSA Michigan Education Special Services Association
- Michigan Council for Arts & Cultural Affairs
- Michigan eLibrary
- Michigan Health Endowment Fund
- Michigan Opera Theatre
- Michigan Technological University
- Midland Center for The Arts
- National Heritage Academies
- Plante Moran
- Retirement Income Solutions
- Talent & Economic Development of MI
- Tech Elevator
- The Hope Foundation
- TIAA Bank
- Traverse City Tourism
- U-M Alumni Association
- U-M Dearborn Graduate
- U-M Ross Executive Education
- Varnum Law
- Vibrant Life Senior Living
- Wayne State University
- Wharton Center for Performing Arts
- Charles Reinhart Realtors
- Children's Trust Fund
- Clonlara
- Community Foundation of Greater Flint
- Concours d’Elegance
- Consumers Energy
- Cranbrook Art Museum
- Creative Windows
- Crim Fitness Foundation
- Dawn Farm
- Douglas Keller Construction
- Dow Gardens
- DTE Energy
- East Lansing Film Festival
- Emerson School
- Farmington Farmers Market
- First United Methodist Church of Grand Rapids
- Fisher House Michigan
- Flint Jewish Federation
- Flint Symphony Orchestra
- Foundation Fighting Blindness
- Frederik Meijer Gardens & Sculpture Park
- Gerald R. Ford International Airport
- Good for Michigan
- Grand Rapids Ballet Company
- Grand Rapids Public Museum
- Greenhills School
- Hello West Michigan
- Hurley Medical Center
- Huron Waterloo Pathways Initiative
- Impression 5 Science Center
- Inn at Bay Harbor
- Innovation Arts & Entertainment
- Integrated Health Association
- ITC Holdings Corp Enviornment Report
- John Ball Zoo
- Kalamazoo College
- Kalamazoo Valley Community College
- Knight’s Family of Businesses
- Koch Company Public Sector

### Supporters Under $15k
- 501 Lansing
- AEG Presents
- Alzheimers Association
- American University
- Amyloidosis Foundation
- Ann Arbor Academy
- Ann Arbor Film Festival
- Ann Arbor Spark
- Ann Arbor Symphony Orchestra
- Arbor Hospice
- Arts & Eats
- Asbury United Methodist Church
- Banfield Couling PLLC
- Brass Band of Battle Creek
- Carnegie Investment Council
- Charles Reinhart Realtors
- Children’s Trust Fund
- Clonlara
- Community Foundation of Greater Flint
- Concours d’Elegance
- Consumers Energy
- Cranbrook Art Museum
- Creative Windows
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- John Ball Zoo
- Kalamazoo College
- Kalamazoo Valley Community College
- Knight’s Family of Businesses
- Koch Company Public Sector
On the cover: Brian Jennings, an impromptu leader, stands at the front of a crowd of protesters who marched through Grand Rapids in June 2020 (Dustin Dwyer).