

Michigan Association of Broadcasters

2021 Broadcast Excellence Awards

“Community Involvement”

WYKX-FM, Escanaba, Michigan

“The U.P.’s Country Community Calendar”

With COVID-19 causing many community activities to be cut back severely or even cancelled altogether, WYKX-FM redoubled our efforts to keep our listeners updated as to what community events were occurring and how they could participate.

Some of the activities that could not be held in person went “virtual” (or near virtual, an example of which is shown with the audio file with this “Community Involvement” entry), but many others were simply cancelled again in 2021.

Normally WYKX-FM would go out (as appropriate) and do remote broadcasts in support of many of the community events and fundraising activities in our communities. The second year of COVID eliminated those possibilities, and so “The U.P.’s Country Community Calendar”, which is live every weekday morning, along with our Community Calendar on our website, became the primary connection between our listeners and many of the community organizations who either held various (mostly virtual) activities as well as those who still needed some way to reach our audience for their various fundraising activities.

“The U.P.’s Country Community Calendar” is sponsored as an outreach of a local company, but the who and what and how all remain with the station.