

April 18, 2024

Dear Selection Committee,

I am honored to write this Public Media Impact Award nomination letter in support of Ed and Wanda Eichler – two of WKAR’s most supportive and engaged donors. As general manager with WKAR Public Media, I have had the pleasure of getting to know the Eichlers through their philanthropy to the station and their support of Michigan State University (MSU).

For almost 40 years, the Eichlers have generously supported a wide range of special projects at MSU and WKAR. Their love of music and public media has been the driving force behind philanthropic giving that creates opportunities for students to excel and for our community to be inspired. From a gift to name the Eichler Family Teaching Tower and Gallery, to a gift to provide a turf practice field for the Spartan Marching Band, to committing to commemorating the 100th anniversary of WKAR, the Eichlers are always seeking ways to improve the student experience and uplift public media.

The Eichlers have built enduring relationships with Michigan State University and WKAR leaders, faculty, staff, and students, and they engage regularly with our classical music hosts, Jody Knol, and Jamie Paisley. They are not only donors to our station—they are phenomenal advocates of our work, our team, and our contributions to the Arts community.

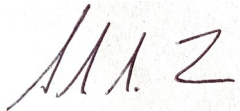
What we at WKAR appreciate most about the Eichlers is their willingness to engage in conversations about our community-focused goals and objectives and to discuss ways that their philanthropy can help drive our success. We have benefited immensely from discussions with the Eichlers related to our work to use broadband innovation to improve access for K-12 students. Ed and Wanda understand our desire to make innovation accessible to all students in Michigan, no matter where they reside. But understanding is just the first step. They are committed to continued engagement and partnership as our plans develop.

It is their dedication to the role that public media plays in society and their willingness to advocate on behalf of WKAR Public Media’s success that make the Eichlers truly stand out. They are eager to discuss innovative ideas, knowing that these ideas often require financial support to become reality.

Advocates who invest both their time and money in the public media mission truly make an impact in their communities. That is why I encourage you to help us thank the Eichler's for their unwavering commitment by bestowing them the 2024 Public Media Impact Award.

Thank you for your consideration.

Sincerely,



Shawn Turner, General Manager

WKAR Public Media