

April 18, 2024

Dear Selection Committee,

It is a privilege to submit this letter supporting the nomination of Ed and Wanda Eichler for the Public Media Impact Award. The Eichlers are two of the most committed and involved patrons of WKAR Public Media at Michigan State University.

As longtime hosts for 90.5 WKAR-FM, we have had the honor of getting acquainted with the Eichlers thanks to their generous contributions to the station and their support of our classical music events and programming at WKAR.

We are continually impressed by the extraordinary support Ed and Wanda Eichler provide. Their backing has been invaluable to the success of the Great Lakes Concerts series, which airs on public radio stations across the state. Their commitment to public media may best be summed up in the wording of their underwriting credit for the series, in which they invite listeners "...to join them in supporting Classical music on your local public radio station." In addition, their ongoing challenge gifts during each radio pledge drive inspire listeners to join them in supporting WKAR, amplifying the impact of every donation.

Beyond their financial contributions, the Eichlers have fostered strong relationships with each of us. As a painter and artist herself, Wanda has a special connection to the arts and has a profound understanding of their importance to the community. Their passion for classical music and dedication to the mission of 90.5 WKAR-FM have made them invaluable partners, and their engagement helps us continue to deliver exceptional content to our audience. It's a privilege to collaborate with such generous and thoughtful individuals.

The Eichlers are remarkable for their unwavering support of public media and their commitment to advancing WKAR's success. Their enthusiasm for discussing new projects and providing the financial backing needed for these initiatives sets them apart among an already distinguished group of thoughtful and charitable individuals.

Honoring Ed and Wanda Eichler with the 2024 Public Media Impact Award is a fitting recognition of their significant contributions to our community.

Thank you for your consideration.

Sincerely,



Jody Knol, WKAR music producer and host of Great Lakes Concerts



Jamie Paisley, WKAR director of radio programming and music host