



FOR IMMEDIATE RELEASE

88.1 the Park Announces \$517K Capital Campaign, Plymouth Rotary to Grant \$200K

CANTON, MICHIGAN, MAY 10, 2024: Today, 88.1 the Park (WSDP) announced a \$517,000 capital campaign which will more than double the station's studio space to develop on-air content, record news/programming, and edit news podcasts. In recognition of its centennial anniversary in 2024, the Rotary Club of Plymouth, through the Plymouth Rotary Foundation, has established a grant of \$200,000 for the capital campaign. Planned capital improvements include converting a classroom into a series of editing, recording, and interview studios as well as a staff room and storage space.

"This is a transformational, once in a generation opportunity to elevate our studio space to be on par with professional broadcasting environments. This investment is an opportunity to shape the lives of students, while significantly impacting the quality and quantity of local news/event coverage," noted Bill Keith, Station Manager. "We are grateful for the opportunity to collaborate with the Plymouth-Canton Community Schools and the Rotary Club of Plymouth in their support of our capital campaign," Keith added. The station was established in 1972 and has undergone small upgrades since that time. The capital campaign—entitled Amplification Capital Campaign—will allow for significantly more student participation on the air and reporting of more local news stories.

"88.1 the Park is one of many educational programs within our district that meet the highest standards and create an environment for our students to learn, prepare, and thrive. These upgrades will solidify the station's role as a vital communications asset to the school district, aligning with the district's dynamic plan and learner profile for the future," stated Dr. Monica Merritt, Superintendent of Schools for Plymouth-Canton Community Schools. "The support of the Rotary Club of Plymouth reinforces the value of 88.1 the Park to the community and the exponential power of the leaders and members of our community when we all come together," added Merritt. 88.1 the Park includes the FM station, which airs news, sports, and music 24/7 as well as a website/social media presence featuring news blogs and podcasts with local community happenings. The station has been honored with 13 Station of the Year awards from the Michigan Broadcasters Association.

"The Rotary Club of Plymouth has a 100-year legacy of Service Above Self in our community. It is an honor to support a key pillar of the community, 88.1 the Park, in their capital campaign," reported Warren Musson, Board President of the Plymouth Rotary Foundation. "Many of our own members and community leaders are alumni of 88.1 the Park. Every day, we experience the lasting influence of the station on individuals and the community," added Musson.

Keith and a team of volunteers and alumni will work closely with the student staff to raise the necessary funds to complete the capital campaign. Annual fundraising events at 88.1 the Park currently include an auction (schedule for May 18 this year), the Thanks for Giving pledge drive (held in November), a record/CD sale, and a euchre tournament. The station has an alumni network of about 1,000 individuals, some have gone on to successful careers in news, sports, and broadcasting across the country. Others applied their 88.1 the Park skills of organization, time management, writing, and leadership to professions in law, government, advertising, marketing, retail, teaching, and more.

The capital campaign budget includes architecture fees, construction costs, HVAC considerations, sound attenuation measures, enhanced lighting, security considerations, ADA accessibility, video capabilities, and significant equipment purchases and upgrades resulting in four additional studios and a student staff room.

For more information visit www.88.1thepark.com

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