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To: MAPB Impact Awards

From: Bob Thomson
Station Manager WNMU-TV
Marquette Mi

Re: MAPB Donor Award

To Whom it may concern,

I'm nominating the Ray and Peg Hirvonen Foundation to receive the MAPB Donor award for the 2024 Pubic Media Impact Awards.

The Ray and Peg Hirvonen foundation was created together by the Hirvonen's to help out many great local organizations that support the arts and education in the Upper Peninsula of Michigan including the Superior String Alliance, the Community Foundation of Marquette County, Hiawatha Traditional Music Festival Marquette Maritime Museum and WNMU-TV.

The foundation made its first contribution to WNMU-TV in 1993. They new the importance of Pubic Television in a rural area and the goal of the foundation matched exactly what Public Television is all about.

After some general contributions The Hirvonen's expressed an interest in supporting WNMU-TV local programs. In 2008 WNMU-TV matched them up with "High School Bowl" our quiz program that has had over 50 Upper Peninsula High Schools participating for Northern Michigan University scholarships and the annual title of High School Bowl Champions. High School Bowl is our top-rated local program and is our most expensive to produce. Contributions from the Hirvonen Foundation helped us off set labor and production costs to keep High School Bowl on WNMU-TV for over 45 years.

In 2020 the Hirvonen Foundation with help from President Linda Hirvonen wanted to change their support to our Local Public Affairs program "Media Meet". The Mission of the Ray and Peg Hirvonen Foundation aligns nicely with that of WNMU-TV's Media Meet to sustain the quality of life in Michigan's Upper Peninsula. Since 1975 Media Meet has served as a soapbox for diverse viewpoints, for the underserved, for those with an interest in advancing the wellbeing of the 300,000 people who call the U.P. home. Thanks to the annual funding from the Hirvonen Family, Media Meet will mark it's 50th year in 2025 and WNMU-TV viewers will continue to benefit from a television program with a purpose.

Over the years the Ray and Peg Hirvonen Foundation has given over \$135,000 to WNMU-TV including a \$10,000 gift the last 2 years in support of Media Meet.

It is my pleasure to nominate The Ray and Peg Hirvonen Foundation to receive the MAPB donor award for the 2024 Public Media Impact Awards.

Thank you for your consideration.

A handwritten signature in black ink that reads "Bob Thomson". The signature is written in a cursive style with a long, sweeping underline.

Bob Thomson
Broadcast/Production Manager
WNMU-TV