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WMUK Campaign Message

John M. Dunn

Western Michigan University, john.dunn@wmich.edu

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WMUK Solicitation by John M. Dunn
December 2, 2017

Our world is forever in a “state of change”...we, in our nation, state and in our community have witnessed this state of change first-hand, from the change in government leaders, to gridiron coaching changes and soon to a new president at Western Michigan University.

The dictionary offers definitions for “**change**” as a new or different expression of something familiar or the substitution of one thing for another. For most of us, change can sometimes be unsettling and uncomfortable, even when the prospect of a better outcome is calling to us to try a new approach to challenges. When we embrace change, the doorway to “**progress**” opens, unleashing a forward movement toward a desired destination. If we **all** agree on that desired destination, outstanding! If our opinions differ though, progress, too, can prove to be a rocky road.

Even with the ups and downs of change and progress there exists a “**constant**”. For **us**, that “**constant**” is WMUK! We know that through times of change and the concerns of uncertainty, we have a place to turn, to gain information that is relevant, respectful of ideas, civil in its discourse and thorough in its reporting of events and coverage of the arts. WMUK helps us better understand the world around us and helps us adapt to change with confidence. It has done so continuously during my 10 years as devoted listener here in Kalamazoo, and it will continue doing so long into the future.

This is John Dunn, President of Western Michigan University. As we face change and progress in our daily lives, we can be thankful for the “constant” that is WMUK. Please join me in expressing our thanks to WMUK for keeping us informed and inspired.

Please call with your pledge of support and never forget one more constant - It's always a great day to be a Bronco!