## WEFM PUBLIC NEEDS ANALYSIS APRIL 10, 2023

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PERIOD COVERED: JAN UARY 1 - MARCH 31, 2023

WEFM HAS CONTINUED TO AIR NEWSCASTS AND INTERVIEWS, AS WELL AS LIVE BROADCASTS, DURING THE PERIOD SHOWN ABOVE, THAT ADDRESS IMPORTANT ISSUES FACING AREA RESIDENTS. WEFM HAS IDENTIFIED THOSE ISSUES THROUGH A SERIES OF IN-PERSON AND TELEPHONE INTERVIEWS, AS WELL AS INPUT FROM WEFM LISTENERS. WEFM KEEPS IN TOUCH WITH THE COMMUNITY, THROUGH ATTENDANCE AT NUMEROUS MEETINGS AND LOCAL EVENTS. WEFM CONDUCTS MONTHLY LIVE INTERVIEWS ON THE AIR WITH NUMEROUS LOCAL LEADERS, INCLUDING MICHIGAN CITY MAYOR DUANE PARRY, AND LAPORTE MAYOR, TOM DERMODY; LAPORTE COUNTY PROSECUTOR, JOHN LAKE; MICHIGAN CITY'S SUPERINTENDENT OF SCHOOLS, DOCTOR BARBARA EASON WATKINS; AND LAPORTE COUNTY SHERIFF, RON HEEG. WEFM AIRS BOTH LIVE AND RECORDED PUBLIC SERVICE ANNOUNCMENTS DAILY, USING INFORMATION SUPPLIED BY LOCAL AND AREA GROUPS, ORGANIZATIONS AND INDIVIDUALS. WEFM AIRS MORE THAN 60 LOCAL NEWSCASTS EACH WEEK, WITH MATERIAL GATHERED BY STAFF MEMBERS, CORRESPONDENTS AND VARIOUS NEWS SERVICES.

SOME OF THE IMPORTANT ISSUES IDENTIFIED BY WEFM DURING THE PERIOD SHOWN ABOVE INCLUDE:

1. EDUCATION IS AN IMPORTANT LOCAL ISSUE. A 1/2 – 1/4 STORY WITH LAPORTE SCHOOL BOARD MWEMBER, JIM ARNOLD, (8 MIN) OUTLINED THE BOARD'S MAKE-UP AFTER THE RECENT ELECTION. A 2/3 - 2/6 STORY (8 MIN) UPDATED ENROLLMENT FOR MICHIGAN CITY AREA SCHOOLS. A 3/13 – 3/14 STORY (8 MIN) REPORTED THAT THE STATE SDENATE PASSED A BILL TO BAN SOME BOOKS FROM SCHOOLS.

 HOUSING IS AN IMPORTANT LOCAL ISSUE. A 1/2 - 1/4 STORY (11 MIN) REPORTED ON PLANS FOR A NEW HOUSING COMPLEX IN LAPORTE.
 A 2/1 - 2/2 STORY (16 MIN) PROVIDED AN UPDATE ON VARIOUS HOUSING CONSTRUCTION PROJECTS IN MICHIGAN CITY. A 3/24 – 3/28 STORY (7 MIN) OUTLINED A NEW HOUSING DEVELOPMENT IN LAPORTE.

3. CRIME AND LAW ENFORCEMENT ARE IMPORTANT LOCAL ISSUES. A 1/2 - 1/4 STORY (12 MIN) REPORTED ON RETIRING SHERIFF' JOHN BOYD'S PERSPECTIVE ON PUBLIC SAFETY. A 2/16 – 2/17 STORY (10 MIN) OULINED MICHIGAN CITY POLICE PLANS TO USE NEW TECHNOLOGY TO PINPOINT AREAS WHERE CRIMES ARE BEING COMMITTED. A 3/1 – 3/3 STORY (13 MIN) EXPLAINED HOW THE NEW TECHNOLOGY WILL BE USED.

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4. PUBLIC SAFETY IS AN IMPORTANT LOCAL ISSUE. A 1/6 - 1/10 STORY (8 MIN) REPORTED ON FIRE DEPARTMENT EMERGENCY CALLS IN DECEMBER. A 2/2 - 2/4 STORY (16 MIN) OUTLINED THE STRUGGLES OF LAPORTE COUNTY SHERIFF, RON HEEG, TO HIRE NEW DEPUTIES.
A 3/17 - 3/9 STORY (9 MIN) REPORTED THAT SCAMMERS ARE TARGETING VICTIMS BY CALIMING TO BE INDIANA STATE POLICE.

 PUBLIC TRANSPORTATION IS AN IMPORTANT LOCAL ISSUE A 1/6 - 1/9 STORY (8 MIN) OUTLINED ISSUES WITH THE SOUTH SHORE RAILROAD'S LOCAL APP. A 2/3 - 2/7 STORY (5 MIN) UPDATED INFORMATION ABOUT THE CITY'S PUBLIC TRANSPORTATION SYSTEM. A 3/8 - 3/10 STORY (14 MIN) UPDATED THE STATUS OF ALL OF THE CITY'S WALKING AND BIKING TRAILS.

6. ELECTION ACTIVITES IS AN IMPORTANT LOCAL ISSUE. A 1/4 - 1/6 STORY (10 MIN) REPORTED ON THE FIRST MEETING OF THE LAPORTE COUNTY ELECTION BOARD FOR THE NEW YEAR. A 2/6 - 2/7 STORY (17 MIN) OUTLINED WHO WILL APPEAR ON THE MAY SECOND PRIMARY ELECTION BALLOT.
A 3/22 - 3/24 STORY (8 IMN) OUTLINED THE PROCEDURE TO REGISTER FOR THE MAY SECOND PRIMARY ELECTION.

**PREPARED BY:** 

Enden M

RONALD M. MILLER MANAGER APRIL 10. 2023