

## 3rd Quarter Report 2013

July, Aug, September 2013

WKHF-FM, WHTU-FM, WZZI-FM & WZZU-FM aired varying PSA's for nonprofit organizations and network PSA's promoting Hunger Prevention, Bullying Prevention, Child Car Seat Safety, Fire Prevention and High Blood Pressure and Stroke Prevention, Habitat for Humanity, the Red Cross, the Lynchburg Retail Merchants Association, Lynch's Landing and many others.

WKHF-FM, WHTU-FM, WZZI-FM & WZZU-FM aired Chamber Mondays segment every Monday morning at 8:30 AM with the Lynchburg Regional Chamber of Commerce. Interviews during this morning show segment discussed topics of interest for the Business community and Legislative affairs.

WKHF-FM, WHTU-FM, WZZI-FM & WZZU-FM aired Way Wednesdays every Wednesday morning at 8:30 AM with the United Way of Central VA. Live interviews discussed topics of interest related to the work of UWCVA and their 39 partner organizations. We discuss their impact on the community, upcoming events, ways to volunteer and success stories.

WKHF-FM, WHTU-FM, WZZI-FM & WZZU-FM promoted and provided psa's, live morning show interviews and remote broadcasts for "2013 Thirsty Thursdays" to benefit the Challenged Sports Exchange which provides extracurricular activities for disabled individuals. Concerts were held April 18, 25, May 2, 9, 16, 23 & 30. June 6.

WKHF-FM, WHTU-FM, WZZI-FM & WZZU-FM promoted and provided psa's, live interviews on the morning shows and a live remote broadcast for the Bedford Area Chamber of Commerce's "Kegs and Corks" Event on July 20, 2013.

WKHF-FM, WHTU-FM, WZZI-FM & WZZU-FM promoted and provided psa's and live morning show interviews for the Amherst Art Society's "Annual Art Show & Sale" which took place on September 7<sup>th</sup>.

WKHF-FM, WHTU-FM, WZZI-FM & WZZU-FM promoted and provided psa's and live morning show interviews for First Fridays in Lynchburg. On the first Friday of each month, local arts organizations and galleries hold openings and performances.

WKHF-FM, WHTU-FM, WZZI-FM & WZZU-FM was the presenting media sponsor and provided psa's and a live remote broadcast to the Get!Downtown Festival. The festival features downtown cultural organizations, merchants, restaurants and retailers. The festival was Sept. 13, 2013

WKHF-FM, WHTU-FM, WZZI-FM & WZZU-FM promoted and provided psa's and a live remote broadcast to Music for a Miracle to benefit the Children's Miracle Network. The event was held on September 14<sup>th</sup>, 2013

WKHF-FM, WHTU-FM, WZZI-FM & WZZU-FM promoted and provided psa's to the Friends of the Amherst County Public Library for the "37th Annual Book & Bake Sale which took place on Sept. 15, 2013