

Quarterly Issues
4th Quarter 2017
WTTL-FM

OCTOBER 2017

October of 2017 continued the campaign of the March of Dimes, March for Babies event. March of Dimes representative was a guest in the WTTL-FM Studio accompanied by the 2017 Ambassador Family to discuss the event and issues related to premature birth as well as the mission of the March of Dimes. WTTL-FM represented as media sponsors for the event. An in kind donation was made in promotions of the. The event was held on October 28th at Baptist Health Wellness Park with Stephanie Vandygriff present at Emcee of the event.

October 2017 was also the month the Original Jerry'O WTTL Toy Drive Celebrity Dinner was held in. The event was sponsored by Murray State University, The University of Kentucky Cooperative extension office and Blue Boy Lawn and Landscaping. The event was promoted on WTTL-FM and was held on October 27th at the Madisonville Technology Center. Stephanie Vandygriff was present and spoke on behalf of the Original Jerry'O WTTL Toy Drive. Over \$16,000 was raised and deposited into the Toy Drive Fund.

Light of Chance was a guest on WTTL-FM and WWKY-FM and discussed the program that is free to local children and teaches the arts.

The Hopkins County Humane Society was a guest on October 6th, 13th, 20th and 27th on WTTL-FM to discuss needs of the humane society as well as specific animals and adoption information.

November 2017

November of 2017 psa's ran on WTTL-FM promoting sign ups for the Original Jerry'O WTTL Toy Drive. Sign ups were scheduled for November 13th to the 17th and were held at the radio station at 265 South Main Street. During that week volunteers from Murray State Ambassadors, University of Kentucky Cooperative Extension office, local businesses and other civic clubs came to sign up Hopkins County residents in need of Christmas Assistance.

In November Boy Scout Troop 750 visited the radio station and took a tour. They learned about the value of radio, how radio stations operate and what careers exist in radio. Present was Cindy Watts and Stephanie Vandygriff.

The Hopkins County Madisonville Public Library spoke on air about the Young Adult book club, the Childrens book club and FanCon events being held at the library. PSA's also ran on WTTL-FM promoting all three events.

The Hopkins County Humane Society visited on November 3rd, 10th, 17th and 24th to discuss issues and needs at the Hopkins County Humane Society.

WTTL-FM promoted the veterans day parade in Hopkins County, the station van was also present in the parade.

December 2017

The Original Jerry'O WTTL Toy Drive was held on Dec 9th 2017. Leading up to the event psa's were run on WTTL-FM requesting donations that would go directly toward the purchase of new toys for children in Hopkins County.

On the day of the event present were Wanda Crowe, Stephanie Vandygriff, Jenny Menser and Cindy Watts. Two news toys, stocking stuffers and a new coat were provided to approximately 400 children from Hopkins County.

Children from the Hopkins County Family YMCA came to the station on December 19th and took a tour of the radio station. They learned about radio and careers in radio. Present was Stephanie Vandygriff and Jenny Menser.

Wanda Crowe participated in the career fair at Hopkins County Central High School. Papers were handed out to the students listing job title, duties and estimated salary for jobs in radio.

The radio station participated in the 2017 Madisonville Noon Kiwanis Club Christmas Parade.

Madisonville-Hopkins County Public Library visited WTTL-FM to discuss Christmas events and programs.

The Hopkins county Humane Society visited on December 1st, 8th, 15 and 22nd to discuss issues and needs at the Hopkins County Humane Society.