

**ISSUES AND ANSWERS FOR 2<sup>ND</sup> QUARTER 2013**

**APRIL 1<sup>ST</sup> TO JUNE 30<sup>TH</sup>, 2013**

**KELO-AM**

**FILED ON JULY 10, 2013**

**BY PUBLIC AFFAIRS DIRECTOR, JON MICHAELS**

**ORIGINAL LOCALLY PRODUCED PROGRAMS OF RESPONSE**

**"FORUM" is the longest running continuous program in Sioux Falls radio history...since 1977. Forum has always been produced by Midwest Communications Sioux Falls Public Affairs Director Jon Michaels. Jon has received the "GOLDEN APPLE" award from the South Dakota Education Association and the "BRIGHT IDEA" award from the Sioux Falls Public Relations Network for "lifetime achievement". The Children's Care Hospital and School has awarded Jon and his Forum program their special "GOLDEN WINGS" award. Downtown Sioux Falls (formerly Main Street) honored Jon as "Volunteer of the Year. Jon has also served as President of the Sioux Falls Press Association and was Jaycee of the Month..twice.**

## ISSUES AND ANSWERS ASSESSMENT - 2<sup>ND</sup> QUARTER 2013

**CULTURE:** The 12<sup>th</sup> Sioux Falls Sculpture Walk is ever expanding and the 42<sup>nd</sup> Brookings Summer Arts Festival is expected to break their 70,000 person attendance record.

**CIVIC:** It's great to be part of the Sioux Falls Lions Pancake Feed to 15,000 people and help Active Generations educate the aging "baby boomer" generation.

**GOVERNMENT:** City government has been on high with issues from snow gates, swimming pools and rezoning changes being petitioned to a public vote.

**RECREATION:** Some of the best recreation areas are right next door with Wild Water West and the Big Sioux Recreation Parks.

**HISTORY:** We featured the global aspect of Sioux Falls history from the Battleship Memorial to the Renaissance Celebration.

**COMMUNITY:** Some of the best gatherings and music is free with 150,000 at Jazz Fest and 300,000 at LifeLight this summer.

CULTURE:

DATE PROGRAM TIME LENGTH BEGINNING DURATION

May 5 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Public Affairs Director Jon Michaels spoke with two artists of the 12<sup>th</sup> Annual Sculpture Walk, Metal Sculptor Craig Snyder and animal sculptor Judd Nelson, about why they travel to this event.

June 23 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Jon Michaels interviewed board members of the Sioux Falls Jazz and Blues Society about this Summer's Jazz Fest with Joan Baez and Dr. John.

## GOVERNMENT:

DATE PROGRAM TIME LENGTH BEGINNING DURATION

May 27 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Public Affairs Director Jon Michaels spoke with Sioux Falls Commissioner Kermit Staggers about how so many issues are being petitioned for a public vote. (zoning changes, swimming pools, and snow gates)

May 19 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Jon Michaels interviewed Chris Hill, Conductor of the Sioux Falls Municipal Band, about the connection of City Government and the history of one of the oldest and largest Municipal Bands in the country.

RECREATION:

DATE PROGRAM TIME LENGTH BEGINNING DURATION

April 21 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Public Affairs Director Jon Michaels spoke with Emily McNamara, Marketing and Aquatics Manager of Wild Water West about the economic impact of their wave pool and future drive-in theater.

June 2 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Jon Michaels interviewed the Ranger of the South Dakota State Parks right next door like the Big Sioux Recreation Area, one of the best kept secrets for "staycations".

## HISTORY:

DATE PROGRAM TIME LENGTH BEGINNING DURATION

April 28 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Public Affairs Director Jon Michaels spoke with Retired Navy Chief Petty Officer Robert Wayne Ruf about his revitalizing of the historical Battleship U.S.S. South Dakota Memorial.

May 12 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Jon Michaels interviewed the club members of the Sioux Falls Renaissance Festival about our history with European roots.

CIVIC:

DATE PROGRAM TIME LENGTH BEGINNING DURATION

April 7 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Public Affairs Director Jon Michaels spoke with Sunshine Cody of the  
Sioux Falls Lions Club about their service and unique fundraiser, pancakes  
for 15,000 people.

April 17 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Jon Michaels interviewed Shelly Hanish of Active Generations about  
what seniors can do together and especially the coming "Baby Boomers".



COMMUNITY:

DATE PROGRAM TIME LENGTH BEGINNING DURATION

June 9 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Public Affairs Director Jon Michaels spoke with Al Green, founder of the Christian community of Lifefight, just before he left for Ethiopia. Sioux Falls Lifefight draws 300,000 people on Labor Day.

June 16 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Jon Michaels interviewed Chelsea Roesler, Marketing Coordinator of Sioux Falls Jazz and Blues Societies Jazz Festival with headliners Sheryl Crowe and Dr. John. Over 150,000 people enjoy the largest free jazz festival in the country.

June 30 Forum 7:30 AM 30 Min. 7:30 AM 30 Min.

Event Director Maureen Ohm an Communications Director Brienne Maher of the Downtown Sioux Falls community spoke about their many events this Summer like Hot Summer Nights.