

WLEW AM – WLEW FM - WHST FM

Community Needs Quarterly Issues Report Public Affairs Programming

For: October 1, 2022

To: December 31, 2022

WLEW-AM, WLEW-FM, and WHST-FM have a staff dedicated to broadcasting our communities' local issues and needs on a daily basis. Our news team publishes a minimum of 10 local news stories per day 7 days a week, 52 weeks per year. These news stories are concerning local issues from our local communities throughout the Thumb Area of Michigan in which we serve. We broadcast these issues at the top of every hour on WLEW-AM and WHST-FM and the bottom of every hour on WLEW-FM.

WLEW also publishes a "What Do You Think" program Wednesdays at 10am where we invite guest speakers from our local communities to discuss specific local issues concerning our community.

Some of the programs published this last quarter included:

- Promoting Local High School Football Games – October 2022
- Local Events happening in the area Nov – Dec 2022

Obituaries: Our community in the Thumb is very close knit. Most everyone in our communities know each other and many are related to each other. We have large families and a very elderly population, many are farm families whose children stay in our community. We have an immense working relationship with our local funeral homes and broadcast obituaries 6 times per day on WLEW-AM, WHST-FM, and WLEW-FM. Since our local newspapers do not publish on a daily basis anymore, our radio stations are critical to providing our community with the information they need regarding people who have passed away in our rural community.

Local Public Service Announcements: We invite community members who have charity events and fundraisers to help us create awareness of their events coming up in our community. Many come into our office and we work together with them to help promote the community awareness event. Many times, we record their actual voices for promoting these community issues. We have published and broadcasted a new issue/event at least once every two weeks for this entire past quarter and listed below are just a few of these events:

- CDC Drug Overdose sharing a message to help spread the word 10/1/22—10/31/22
- Paralyzed Veterans of American –letting vets know what help is out there
10/1/22—10/31/22

- Feeding America – sharing a message that there is help out there. Nov – Dec 2022
- Remote Control Type 2 Diabetes Nov- Dec 2022
- Anyone can be Santa Nov-Dec 2022
- If walls could talk-Adoptions Oct – Dec 2022
- Covenant House-I didn't ask Nov-Dec 2022
- Centers for Disease Control Oct – Dec 2022
- Help Expose Veterans Nov – Dec 2022

Community Calendar: At least 10 times per day WLEW-AM, WHST-FM, and WLEW-FM broadcast community events that are happening throughout our cities and villages throughout our listening area. For over 50 years it is well known in our community that if a community event is happening in our listening area, the coordinators of the event send WLEW and WHST a listing of the event so it gets on the community calendar which is read by our announcers on air. It is common to have 50 different community calendar events in our folder at any time for live reads. Just a sample of these community calendar events are as follows:

- Homebound Delivery Service
- Assault Crisis Center Specific Donation Request
- Food Pantries
- Free Community Meals

Cancellations and Schedule Changes: Our community counts on us during severe weather events, not only to broadcast the weather, road closures and road conditions, but also cancellations and schedule changes of various schools, government facilities, hospitals, clinics, and businesses throughout our “Thumb Area” community. One such event occurred December 23rd through December 25th, 2022. WLEW-AM, WHST-FM, and WLEW-FM broadcast well over 100 cancellations and schedule changes throughout our community 4 times per hour on each radio station owned by Thumb Broadcasting, Inc. Our community counts on WLEW-AM, WLEW-FM and now WHST-FM. We did not let them down!