

WLEW AM -WLEW-FM – WHST-FM

Community Needs Assessment Public Affairs Programming

For: January 1, 2023

To: March 31, 2023

The following is a list of Issues and Problems in the WLEW AM, WLEW FM, WHST FM Listening area, of Bad Axe, Pigeon and Huron County, in the State of Michigan, to be addressed through Local News casts, Local News Reports, Local Public Service Announcements, Community Calendar and Public Affairs programming.

1. Agricultural issues: With inflation and high petroleum prices as well as the cost of farm chemicals, and other inputs skyrocketing for Farmers in our area as well as increased production due to the Ukraine-Russia war...Making the correct decisions on these increasing input costs are critical to feeding the world while maintaining a profit margin.
2. Health Issues: In our area we thought the pandemic was winding down this past summer. But as of the writing of this Community Needs Assessment, we are noticing another surge in cases and deaths to our local residents evidenced in our area obituary reports we broadcast. Still, the majority of the public seems disinterested in maintaining the recommended protocols to keep everyone safe. We have to be vigilant in offering updates on the number of people having covid and the deaths associated with covid from our local health departments in an attempt to keep our listeners vigilant on keeping the spread of this deadly virus to a minimum.
3. Economic Issues: With local businesses still trying to gear up post pandemic along with supply chain problems and a tight labor pool, it is difficult for employers and businesses to survive in the current market conditions. Also, the effects of the pandemic moved many of our area residents to purchase products on line rather than in our local stores. We are trying to reverse that trend in our local community. Also, our local sit down restaurants still have not recovered post pandemic. This is an area of concern for our community.
4. Recreational Opportunities: While we are still trying to get back to a more normal community, many of the area festivals in the towns and communities we serve have been dropped the past couple of years. We need to continue to work hard to help these communities and businesses recover to pre-pandemic levels with extra promotion to incentivize people to attend these festivals and events to draw people to come.
5. Safety issues: Fentanyl continues to be a problem for law enforcement in our community. The drug is so potent and is turning up in other drugs that the users are unaware of. Overdoses in our community are still at an all-time high and climbing. We need to all work together as a community to address this issue.
6. Snow and Ice Cancellations and Schedule Changes. WLEW-AM, WLEW-FM, and now WHST-FM are an integral part of the community. We staff our facilities 24 hours a day/7 days a

week and provide up to minute information about our community. With wintertime upon us, we are focusing on cancellations- broadcasting up to the minute cancellations and schedule changes throughout our communities related to weather events. We have had a computerized cancellation program at our facility for at least 15 years. It is in need of updating. We have a temporary program running and have been working with a programmer for a new cancellation program that is slated to be operational by sometime in January 2023. We hope it is more efficient for our staff and better at getting the cancellations and schedule changes out to the public across the airwaves and on our website.