METHODS OF DETERMINING THE NEEDS OF THE COMMUNITY

ATTACHED IS DOCUMENTATION OF SOME OF THE KEY ISSUES ADRESSED THIS QUARTER BY WIFE RADIO. THESE ISSUES WERE DETERMINED BY VARIOUS MEANS, SUCH AS ATTENDING PUBLIC MEETINGS, INVITING GUESTS IN STUDIO FOR INTERVIEWS, NEWS COVERAGE, AND DIRECT CONTACT WITH OUR LISTENERS THROUGH EMAIL, LETTERS, AND PHONE CALLS. THE ORDER OF APPEARANCE DOES NOT REFLECT PRIORITY OR SIGNIFICANCE.

THIS QUARTER WE DEALT WITH SEVERAL KEY ISSUES INCLUDING AN EXTREMELY HOT AND DRY SUMMER CAUSING FIRE CONCERNS AND DROUGHT CONDITIONS, AS WELL AS DANGEROUS CONDITIONS FOR THE PEOPLE. ALSO THIS QUARTER WE CONDUCTED A TWO DAY RADIOTHON FOR ST. JUDE'S CHILDRENS HOSPITAL, AIRED NUMEROUS STORIES RELATED TO THE ECONOMY AND JOB MARKET, COVERED WITH NEWS AND LIVE REMOTE BROADCASTS THE RELAY FOR LIFE, AND KEPT THE LISTENERS INFORMED ON ELECTION ISSUES.

PUBLIC SERVICE ANNOUNCEMENTS ARE AIRED REGULARLY AND A COPY OF THOSE AFFIDAVITS IS IN THE PUBLIC FILE WITH THIS REPORT.

ASSISTING WITH THIS QUARTERS REPORT WERE DAVID RODGERS, PRESIDENT; JOHN WESTOVER, STATION MANAGER; TED CRAMER, PROGRAM DIRECTOR; MIKE PEACOCK, CHIEF OPERATOR; STAFF MEMBERS MIKE SELKE, REBECCA HYMER, MICHELLE BOTTOMLEY, JOHN DAVIS, STARR KELLER, CARRIE HADLEY AND STACEY ASBURY.

ISSUE:

ECONOMY/JOBS

DESCRIPTION:

WITH OUR LISTENING AREA CONTINUING TO LEAD THE STATE IN UNEMPLOYMENT WE PLACE SPECIAL IMPORTANCE ON AIRING STORIES DEALING WITH THE STATE OF THE ECONOMY AND POTENTIAL

EMPLOYMENT OPPORTUNITIES.

SEGMENT

NEWS COVERAGE

DATE/TIME/DURATION:

7/16, ALL NEWSCASTS – STORY ABOUT A NEW PLANT COMING TO SHELBYVILLE PLANNING TO ADD 30 NEW JOBS. (45 SEC)

7/18, ALL NEWSCASTS – UPDATE STORY ON CARBON MOTORS AND THEIR EFFORTS TO OBTAIN PRIVATE FUNDING. THEY CURRENTLY HAVE 21,000 RESERVATIONS FOR THE POLICE CAR THEY HOPE TO BUILD. (60 SEC)

7/23, ALL NEWSCASTS – DOT FOODS IN CAMBRIDGE CITY IS PLANNING A COLLEGE FAIR, ENCOURAGING HIGHER EDUCATION THUS PROVIDING THEM AND OTHER INDUSTRIES A FUTURE QUALIFIED WORKFORCE. (60 SEC)

7/23, ALL NEWSCASTS – STORY FROM WORKFORCE DEVELOPMENT ABOUT JOB NUMBERS FOR JUNE. FAYETTE AND SURROUNDING COUNTIES STILL LEAD THE STATE IN UNEMPLOYMENT. (50 SEC)

7/26, 6AM, 7AM, 8AM, 9AM – WORKONE IS HOSTING A VETERANS JOB FAIR TODAY IN NEW CASTLE. (35 SEC)

ISSUE:

ECONOMY/JOBS - CONTINUED

8/3, ALL NEWSCASTS – CARBON STORY NOTING THE FIRM IS WORKING WITH THE CITY ON A LEASE FOR THE FORMER VISTEON BUILDING ON A MONTH TO MONTH BASIS. (40 SEC)

8/7, NOON, 3PM, 4PM, 5PM 8/8, 6AM 7AM, 8A, 9AM – STORY REGARDING A JOB OPENING WITH THE FAYETTE COUNTY SCHOOL CORPORATION FOR A PRE-SCHOOL ASSISTANT. WE TOLD THE QUALIFICATIONS, PAY AND HOW TO APPLY. (35 SEC)

8/14. ALL NEWSCASTS – CARBON MOTORS STORY THAT THEY HAVE BEEN INVITED TO THE REPUBLICAN NATIONAL CONVENTION TO SHOW OFF THE E-7 POLICE CAR. (45 SEC)

8/17, ALL NEWSCASTS – THIS STORY OUTLINED DETAILS ABOUT AN OHIO COMPANY THAT HAS PURCHASED THE FORMER REALLY COOL FOODS PLANT IN CAMBRIDGE CITY THAT SHUT DOWN LAST YEAR. (50 SECONDS)

8/20, ALL NEWSCASTS – STORY ABOUT A FREE FOOD DISTRIBUTION IN CONNERSVILLE PROVIDED BY THE GLEANERS FOOD PANTRY OF INDIANAPOLIS. THERE ARE NO REQUIREMENTS, ANYONE CAN GET THE FREE FOOD FIRST COME FIRST SERVED. (65 SEC)

8/20, ALL NEWSCASTS – STORY FROM STATE WITH JOB NUMBERS FOR JULY. FAYETTE COUNTY STILL LEADS THE STATE WITH 11.3 PERCENT OUT OF WORK. (50 SEC)

8/22, ALL NEWSCASTS – REPEAT OF PREVIOUS DAY STORY WITH DETAILS OF THE FREE FOOD DISTRIBUTION. (55 SEC)

8/24, 7AM, 9AM, NOON, 3PM, 4PM, 5PM – WITH A DEPRESSED ECONOMY COMES THE NEED FOR HELP IN MAINTAINING HOMES. THIS STORY DETAILED GRANTS AVAILABLE TO RUSH COUNTY RESIDENTS FOR HOME IMPROVEMENTS. (45 SEC)

ISSUE:

ECONOMY/JOBS - CONTINUED

8/29, ALL NEWSCASTS – IT'S BUDGET TIME FOR ALL CITY AND COUNTY ENTITIES IN INDIANA, AND IN FAYETTE COUNTY THIS STORY ANNOUNCED A CUT IN THE BUDGET FOR THE FAYETTE COUNTY ECONOMIC DEVELOPMENT GROUP. (50 SEC)

9/5, ALL NEWSCASTS – STORY FROM THE BOARD OF WORKS MEETING ANNOUNCING A PLAN TO SELL THE FORMER VISTEON BUILDING TO A FIRM FOR 2 MILLION DOLLARS. THEY BUY FACILITIES LIKE THAT AND THEN FIND FIRMS TO OCCUPY IT. THEY HAVE PLACED 250 THOUSAND DOLLARS IN ESCROW AS A DOWN PAYMENT. THEY WOULD CONTINUE WORKING WITH CARBON MOTORS WHO IS LEASING PART OF THE FACILITY. (65 SEC)

9/10, ALL NEWSCASTS – THE SAV-A-LOT STORE IN CONNERSVILLE IS OPENING A NEW STORY IN RUSHVILLE AND WILL BE INTERVIEWING FOR EMPLOYEES. WE INCLUDED THE TIMES AND DATES TO BE THERE. (45 SEC)

9/11/12, ALL NEWSCASTS – INTAT IN RUSHVILLE ANNONCED A 26 MILLION DOLLAR EXPANSION AND PLANS OF MORE HIRING. (70 SEC)

9/11, ALL NEWSCASTS – MORE ON THE REALLY COOL FOODS BUILDING IN CAMBRIDGE CITY BEING PURCHASED BY SUGAR CREEK OF OHIO. TODAY THEY MADE IT OFFICIAL AND SAID THEY HOPED TO BE HIRING 400 PEOPLE WHEN THEY GET UP AND RUNNING. (45 SEC)

9/14, ALL NEWSCASTS – DETAILS OF ANOTHER JOB OPENING IN THE SCHOOL CORPORATION. (35 SEC)

9/21, ALL NEWSCASTS – JOB NUMBERS STORY FROM STATE FOR AUGUST. FAYETTE COUNTY NOW $2^{\rm ND}$ IN STATE. (4- SEC)

ISSUE:

ST. JUDE'S RADIOTHON

DESCRIPTION:

WE AIRED A TWO DAY RADIOTHON FOR ST. JUDE'S CHILDRENS HOSPITAL FROM 6AM TO 6PM BOTH DAYS REPLACING REGULAR FORMAT. FUNDS RAISED GO TO SUPPORT THE HOSPITAL THAT TREATS CHILDREN WITH DEADLY DISEASES FREE OF CHARGE.

SEGMENT

LIVE EVENT AND NEWS STORY

DATE/TIME/DURATION:

9/26, ALL NEWSCASTS – THIS STORY OUTLINED THE DETAILS OF THE UPCOMING RADIOTHON. (45-SEC)

9/27 - 9/28, 6AM TO 6PM $\,-$ THE TWO DAY EVENT WHICH RAISED MORE THAN 23 THOUSAND DOLLARS FOR ST. JUDE (24 HOURS)

ISSUE:

DROUGHT AND EXTREME HEAT

DESCRIPTION:

IT WAS AN UNUSUAL SUMMER WITH RECORD BREAKING TEMPERATURES AND NO RAIN, ESPECIALLY IN JULY AND EARLY AUGUST. THIS CALLED FOR SPECIAL

MEASURES TO BE TAKEN AND

INFORMATION THE LISTENERS NEEDED.

SEGMENT

NEWS COVERAGE

DATE/TIME/DURATION:

7/3, ALL NEWSCASTS – THIS WAS A FIREWORKS STORY. RUSHVILLE PLANNED TO HAVE THEIRS WHILE CONNERSVILLE CANCELED DUE TO THE DRY CONDITIONS. (45 SEC)

7/5. ALL NEWSCASTS – STORY WRAPPING UP THE 4TH OF JULY. THE FIREWORKS IN RUSHVILLE WENT SAFELY. IN CONNERSVILLE THE EVENT WAS POSTPONED AND MAY BE RE-SCHEDULED IF CONDITIONS IMPROVE. THE BAN ON PERSONAL FIREWORKS CONTINUES. (40 SEC)

7/6, ALL NEWSCASTS – A CHURCH HAS OPENED AS A COOLING CENTER DURING THE DAYTIME HOURS FOR THOSE NO HAVING AIR CONDITIONING. TEMPERATURES AT OR NEAR 100 DEGREES CONTINUE. (35 SEC)

7/25. ALL NEWSCASTS – A STORY ABOUT WATER SUPPLIES. THERE IS NO PROBLEM IN CONNERSVILLE WITH THE AQUIFER SYSTEM WE HAVE, HOWEVER RUSHVILLE IS ASKING PEOPLE TO CONSERVE AND NOT WASTE WATER BY WATERING LAWNS OR WASHING CARS. (50 SEC)

ISSUE:

DROUGHT AND EXTREME HEAT - CONTINUED

8/9, 7AM 9AM, NOON, 3PM, 4PM, 5PM – STORY REMINDING THAT BURN BANS ARE STILL IN AFFECT. ALSO A RESIDENT IN UNION COUNTY HAS BEEN FINED AFTER A FIRE BROKE OUT THERE. (40 SEC)

8/10, ALL NEWSCASTS – THESE WERE STORIES FROM NETWORK INDIANA DEALING WITH THE DROUGHT PROBLEMS ON THE STATE LEVEL, EFFECTS ON FARMERS, ETC. THEY WERE ROTATED DURING THE DAY. (38 TO 45 SEC)

8/21, ALL NEWSCASTS – THE BURN BAN IN FAYETTE COUNTY HAS BEEN LIFTED. ALL AREA COUNTIES ARE NOW CLEAR OF THE DANGER. (35 SEC)

ISSUE:

ELECTION

DESCRIPTION:

IN BETWEEN THE PRIMARY AND THE

UPCOMING GENERAL ELECTION WE KEEP

LISTENERS INFORMED OF ANY DEVELOPMENTS AND REMINDERS.

SEGMENT

NEWS COVERAGE

DATE/TIME/DURATION:

7/5, ALL NEWSCASTS – THIS STORY TOLD OF ANOTHER CANDIDATE FILING FOR THE OFFICE OF TREASURER IN FAYETTE COUNTY. (35 SEC)

8/13, 7AM, 9AM, NOON, 4PM – THE FILING DEADLINE IS TWO WEEKS AWAY AND MORE CANDIDATES ARE NEEDED FOR SCHOOL BOARD. THIS STORY REVIEWED WHO HAS FILED THUS FAR AND WHAT DISTRICTS NEED TO BE FILLED. (50 SEC)

9/17, ALL NEWSCASTS – THIS STORY FEATURED REMINDERS AND CHANGES OF VOTING LOCATIONS BEING PLANNED FOR THE NOVEMBER GENERAL ELECTION. FEATURED WAS INFORMATION FOR BOTH FAYETTE AND RUSH COUNTIES. (55 SEC)

ISSUE:

RELAY FOR LIFE

DESCRIPTION:

THIS ANNUAL EVENT TO HELP THE

CANCER SOCIETY WAS HEAVILY

PROMOTED BY WIFE AND WIFE-FM LAST QUARTER. THE EVENTS WERE HELD THIS

QUARTER.

SEGMENT

NEWS COVERAGE

DATE/TIME/DURATION:

7/13, ALL NEWSCASTS – THE FAYETTE COUNTY EVENT IS HELD TOMORROW AND THIS STORY OFFERED REMINDERS OF THE VARIOUS ACTIVITIES AND TIMES. (45 SEC)

7/16, ALL NEWSCASTS – THIS STORY WRAPPED UP THE EVENTS OF THE PREVIOUS WEEKEND. DONATIONS WERE DOWN THIS YEAR. (40 SEC)

7/17, ALL NEWSCASTS – THIS STORY DETAILED THE PLANS FOR THE RUSH COUNTY RELAY FOR LIFE COMING JULY 20^{TH} . (45 SEC)

7/19, ALL NEWSCASTS – REMINDERS OF THE EVENT STARTING TOMORROW AND SOME LAST MINUTE INFORMATION FOR THE PARTICIPANTS AND GENERAL PUBLIC ATTENDING. (40 SEC)

ISSUE:

MISCELLANEOUS ISSUE COVERAGE

DESCRIPTION:

MANY ISSUES ARE ADDRESSED THROUGH LIVE INTERVIEWS AND OTHER ACTIVITIES. THE ATTACHED PAGES INDICATE THOSE.

JULY 8TH.

WIFE AM BROADCAST THE LITTLE DETROIT GRAND PRIX GO KART RACE FROM DOWNTOWN CONNERSVILLE. THIS EVENT WAS A FUND RAISER FOR THE CONNERSVILLE JAYCEES. TED CRAMER, SAM HARVEY AND KEVIN COUCH DID PLAY BY PLAY FOR THE RACES ALL THROUGHOUT THE DAY...THE BROADCAST RAN FROM 11:30AM TILL 2:30PM

JULY 14TH

WIFE AM AND FM BROADCAST LIVE FROM THE FAYETTE

COUNTYRELAY FOR LIFE. WE WERE THERE FOR THE KICK OFF AND FIRST TWO HOURS OF THE EVENT. THIS

IS AN ANNUAL WALKATHON TO RAISE AWARENESS AND

MONEY FOR THE AMERICAN CANCER SOCIETY. THIS YEAR WE ALSO HOSTED AND MC'D THE LUMINARY CEREMONY WHERE THE NAMES OF THOSE WHO HAD SURVIVED OR DIED FROM CANCER ARE READ ALOUD TO THE PARTICIPANTS.....OUR PART OF THE EVENT RAN FROM 9AM TILL 11AM AND THEN FROM 9M TILL 10PM...

JULY 20TH.

WIFE FM BROADCAST FROM THE RUSH COUNTY RELAY FOR LIFE. WE WERE THERE FOR THE OPENING CEREMONIES AND FIRST TWO HOURS OF THE 24 HOUR EVENT. THIS IS A YEARLY WALK ATHON TO RAISE AWARENESS AND MONEY FOR THE AMERICAN CANCER SOCIETY. THE BROADCAST RAN FROM 6 UNTIL8PM...

JULY 21ST.

WIFE FM BROADCAST LIVE AND HOSTED THE LIVE AT THE LEVEE SERIES OF FREE CONCERTS AT THE RIVERSIDE PARK AMPHITHEATRE.,...THIS IS A YEARLY CONCERT SERIES PROVIDED FREE TO THE PUBLIC AND

SPONSORED BY AREAS BUSINESSES INCLUDING WIFE.

THE MAIN ATTRACITON WAS JOHN WAITE. OUR PART OF THE EVENT RAN FORM 5 TILL 9PM

AUGUST 3RD.

WIFE AM AND FM BROADCAST AN INTERVIEW WITH FAYETTE REGIONAL HELTH SYSTEMS ON THEIR UPCOMING HEALTH FAIR. THE EVENT OFFERED FREE HEIGHT, WEIGHT, BLOOD SUGAR AND BLOOD PRESSURE SCREENING ALONG WITH INFORMATION ON RESOURCES AVAILABLE TO THE COMMUNITY ON MEDICAL TRRETMANT AVAILABLE AND PROGRAMS

FAYETTE REGIONAL HEALTH SYSTEMS OFFERS FOR PREVENTITIVE CARE AND HEALTH AND WELLNESS PROGRAM FOR YOUTH......THE INTERVIEW RAN 10 MINUTES. THE ACTUAL EVENT TOOK PLACE AT THE MILLER CENTE RIN ROBERTS PARK IN CONNERSVILLE.

AUGUST 14TH

WIFE AM AND FM BROADCAST AN INTERVIEW ON THE RETURN OF THE HISTORIC ELMHURST FISH FRY. THIS HAD BEEN AN ANNUAL EVENT IN THE AREA FOR MANY YEARS HOSTED BY THE ELMHURST MASONS. THE INTERVIEW TALKED ABOUT THE RETURN OF THE EVENT ALONG WITH THE FACT THAT TOURS OF THE ELMHURST ESTATE WOULD BE OFFERED DURING THE EVENT....THE INTERVIEW RAN 7 MINUTES. THE EVENT IS A FUND RAISER FOR THE MASONS.

SEPTEMBER 27TH AND 28TH.

WIFE AM AND FM BROADCAST AN INTERIVEW WITH **FAYETTE REGIONAL HEALTH SYSTEMS IN** CONJUNCTION WITH OUR 2ND ANNUAL ST JUDE RAIDOTHON. THE PURPOSE OF THE INTERVIEW WAS TO EDUCATE THE PUBLIC ON THE PEDIATRIC CARE AVAILABLE AT FAYETTE REGIONAL HEALTH SYSTEMS AND TO ALSO TALK ABOUT HEALTH AND WELLNESS PROGRAMS AVAILABLE TO CHILDREN. THEY ALSO TALKED ABOUT THE IMPORTANCE OF ST JUDE CHILDRENS RESEARCH HOSPITAL...THE INTERVIEW RAN 6 MINUTES AND WAS BROADCAST 4 TIME DURING THE TWO DAY PERIOD.

SEPTEMBER 27TH AND 28TH.

WIFE AM AND FM BROADCAST OUR 2ND
ANNUAL CARING FOR KIDS RAIDOTHON FOR ST
JUDE CHILDRENS RESEARCH HOSPITAL IN MEMPHIS
TENNESSE. OVER THE COURSE OF 24 HOURS
SPREAD OUT OVER THE TWO DAY PERIOD WE
TALKED

WITH ST JUDE PATIENTS AND PARENTS AS WELL AS COUNTRY SINGER COREY WAGAR WHO WAS SET TO ENTERTAIN THE PATIENTS THERE AND ACTRESS CLAUDIA LEE WHO IS A SUPPORTER OF ST JUDE CHILDRENS RESEARCH HOSPITAL. THE EVENT RAISED

MORE THAN 23 THOUSAND DOLLARS FOR ST JUDE WHO, THE WORLDS FOREMOST CHILDRENS HOSPITAL

FOR CHILDHOOD CANCER AND OTHER LIFE THREATENING

ILLNESSES.....THEY TREAT ALL PATIENTS FREE OF CHARGE, WHICH IS WHY THIS EVENT IS HELD.

PUBLIC SERVICE ANNOUNCEMENTS July 1, 2012 THRU September 30, 2012

AMERICAN RED CROSS WANTING VOLUNTEERS

ALZHEIMERS CAREGIVER SUPPORT GROUP

INDIANA POISON CENTER

SOCIAL SECURTY

CHANGING FOOTPRINTS SHOE MISSION

CASA

AIR FORCE

HOW TO SPOT A HEART ATTACK IN OTHERS

RECOGNIZING COMMON SIGNS OF A HEART ATTACK

PARTNERS FOR A HEALTHY RUSH COUNTY

AMERICA BLESS GOD BUMPER STICKERS

CONNERSVILLE PARK POOL RENTAL FOR PARTIES

WHITEWATER VALLEY RAILROAD

RUSHVILLE ANIMAL SHELTER

LINCOLN HIGH SCHOOL '82 CLASS REUNION

COMMUNITY GOSPEL CHURCH VBS

BIG FLATROCK CHRISTIAN CHURCH VBS

RELAY IDOL FOR RELAY FOR LIFE OF FAYETTE COUNTY

PUBLIC SERVICE ANNOUNCEMENTS

July 1, 2012 THRU September 30, 2012

TEAM ACC RELAY FOR LIFE BREAKFAST

CONNERSVILLE MAIN STREET PRESENTS POKER FACE BAND

MUDFEST 2012 FOR RELAY FOR LIFE

INTERNATIONAL STUDENT EXCHANGE PROGRAMS

CONNERSVILLE QUARTERBACK CLUB GOLF SCRAMBLE

FAYETTE COUNTY RELAY FOR LIFE GOLF SCRAMBLE

RUSH COUNTY SHERIFF'S DEPT

CONNERSVILLE PARKS & REC FALL SOCCER SIGN UP

A WALK FOR ALEX TO RAISE AUTISM AWARENESS

VISTEON FORMER EMPLOYEE GET TOGETHER

BATTLE FOR THE CURE, STEVE BAKER BENEFIT

ALQUINA ALL SCHOOL REUNION

SHARING THE VISION FUNDRAISER – HOUSE OF RUTH, CROSSROADS SHELTER AND BEV JOBE HOME OF LOVE

GRAND AVE UNITED METHODIST CHURCH FISH FRY

MT ZION MISSIONARY BAPTIST CHURCH CHOIR FISH FRY

BLOOD DRIVE AT COMMERCIAL PRINTING

OUT OF THE CLAY – CHRISTIAN CONCERT IN NEW CASTLE

CONNERSVILLE MOBILE FOOD PANTRY

E.W. TATMAN UNDERPRIVILEGED CHILDREN'S CHRISTMAS FUNDRAISER

PUBLIC SERVICE ANNOUNCEMENTS

July 1, 2012 THRU September 30, 2012

ST PETER'S ANNUAL LABOR DAY FESTIVAL

CROSSPOINTE BIKER CHURCH BIKE RIDE AND RODEO

BACK TO SCHOOL NIGHT AT CMS

FIRST SOUTHERN BAPTIST CHURCH/RUSHVILLE

ELMHURST FISH FRY

BREAST CANCER SEMINAR

NELSON BUCKLER BENEFIT BY BIKERS WITH HEARTS

PRETTY IN PINK PAJAMA PARTY

THE GRAY RIDE – FOR BILLY & PATTY GRAY

WASH FOR LIFE – HOPE PREGNANCY CENTER

SCOTT BROOKS ANNUAL SOFTBALL TOURNEY

RUSH COUNTY HEALTH DEPT – FLU AND PNEUMONIA SHOTS

ROBERTS PARK'S DEPARTMENT COMMUNITY GARAGE SALE

CONNERSVILLE PARKS DEPT 5K WALK/RUN

FALL GRANTS THROUGH FAYETTE FOUNDATION

STUDENT LED CONFERENCES – CMS

BREAST HEALTH & DISEASE – REID HOSPITAL

MENOPAUSE SEMINAR – REID HOPSITAL

BABY MALIKY'S CHICKEN DINNER BENEFIT

PUBLIC SERVICE ANNOUNCEMENTS July 1, 2012 THRU September 30, 2012

CONNERSVILLE PARKS DEPARTMENT HALLOWEEN PARTY
BLUE RIVER VALLEY AG CLASSES