METHODS OF DETERMINING THE NEEDS OF THE COMMUNITY

WEARS, 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 BEING THE LAST ONE FOR THE YEAR INCLUDED AREAS OF NEED ESPECIALLY ASSOCIATED WITH THE HOLIDAY SEASON. IN ADDITION TO PROVIDING COMPLETE ELECTION COVERAGE FOR THE ENTIRE AREA, WE ACTIVELY TOOK PART IN PROMOTING AND COORDINATING SUCH PROJECTS AS OUR ANNUAL FOOD DRIVE FOR FOOD PANTRIES IN CONNERSVILLE AND RUSHVILLE, AS WELL AS PROVIDING WARM WEATHER CLOTHING SUCH AS COATS FOR THOSE IN NEED. WE GATHERED INFORMATION REGARDING ENERGY ASSISTANCE FOR THOSE IN NEED AND DEALT WITH NUMEROUS ISSUES REGARDING THE ECONOMY.

PUBLIC SERVICE ANNOUNCEMENTS ARE AIRED REGULARLY AND A COPY OF THOSE AFFIDAVITS IS IN THE PUBLIC FILE WITH THIS REPORT. A LIST OF THE PSA'S IS ATTACHED TO THIS REPORT.

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

ISSUE:

FREE FOOD AVAILABLE

DESCRIPTION:

FAYETTE COUNTY HAS BEEN CHOSEN BY

GLEANERS FOOD BANK TO OFFER FREE

FOOD AT VARIOUS TIMES AND

LOCATIONS. THE FOODSTUFFS ARE AVAILABLE TO ANYONE WITH NO PROOF

OF FINANCIAL NEED NECESSARY.

SEGMENT

NEWS COVERAGE

DATE/TIME/DURATION:

10/16, ALL NEWSCASTS – THE NEXT FREE DISTRIBUTION WILL BE THIS THURSDAY AT ROBERTS PARK. WE GAVE LISTENERS FULL DETAILS ON HOW TO PICK UP THEIR FOOD. (45 SEC)

10/18, ALL NEWSCASTS – THIS STORY REMINDED LISTENERS THE FREE FOOD IS AVAILABLE TODAY FROM 4 TO 6PM. (35 SEC)

11/9, ALL NEWSCASTS – STORY WITH DETAILS ON THE NEXT FREE FOOD GIVEN OUT NEXT WEEK. (40 SEC)

11/14, ALL NEWSCASTS – TODAY IS THE DAY FOR THIS DISTRIBUTION. WE REMINDED LISTENERS WHAT THEY NEEDED TO BRING TO CARRY THE FOOD, THE TIMES, LOCATION ETC. (45 SEC)

ISSUE:

ELECTION COVERAGE

DESCRIPTION:

WITH LOTS OF INTEREST IN THE COMING ELECTION FOR PRESIDENT AS WELL AS MANY KEY STATE AND LOCAL RACES WE PROVIDED EXTENSIVE COVERAGE.

SEGMENT

NEWS AND LIVE COVERAGE

DATE/TIME/DURATION:

10/2 ALL NEWSCASTS – STORY WITH RUSH COUNTY CLERK ON KEY RACES THERE IN NOVEMBER. (35 SEC)

10/5, ALL NEWSCASTS – STORY REGARDING ALL AREA COUNTIES AND WHEN ABSENTEE VOTING BEGINS. (40 SEC)

10/9, ALL NEWSCASTS – ABSENTEE VOTING IS NOW UNDERWAY AS WELL AS THE LAST DAY TO REGISTER TO VOTE. (35 SEC)

10/10, 12PM, 3PM, 4PM, 5PM – SURVEY OF AREA COUNTY CLERKS SHOWS THAT EARLY VOTING IS HEAVY. (45 SEC)

10/11, ALL NEWSCASTS – MORE FOLLOW-UP TO THE ABOVE STORY, REWRITTEN TO INCLUDE ADDITIONAL AREA INFORMATION. (50 SEC)

10/16, ALL NEWSCASTS – FOLLOW-UP ON HOW VOTING IS GOING PLUS OTHER VOTER REMINDERS. (35 SEC)

10/19, ALL NEWSCASTS – TOMORROW A LEGISLATIVE BREAKFAST WILL BE HELD OPEN TO THE PUBLIC WISHING TO MEET THE CANDIDATES. (30 SEC)

ISSUE:

ELECTION COVERAGE CONTINUED

10/26, ALL NEWSCASTS – AS ELECTION DAY DRAWS CLOSER VOTING IS STILL HEAVY. (40 SEC)

10/30, ALL NEWSCASTS – A GOVERNOR CANDIDATE WILL VISIT CONNERSVILLE TODAY. (40 SEC)

10/31, ALL NEWSCASTS – STORY WITH AUDIO OF DEMOCRATIC CANDIDATE FOR GOVERNOR WHO VISITED CONNERSVILLE HEADQUARTERS. (45 SEC)

11/5, ALL NEWSCASTS – ELECTION DAY IS TOMORROW AND WE OFFERED SOME REMINDERS TO VOTERS. (40 SEC)

11/6, ALL NEWSCASTS – STORIES UPDATING HOW THINGS ARE GOING AROUND THE AREA TODAY WITH VOTING. (45 SEC)

11/6, 6:30PM TO 9PM – LIVE COVERAGE OF RESULTS. (2 ½ HOURS)

11/7, ALL NEWSCASTS – RE-CAP STORY ABOUT THE WINNERS. (55 SEC)

ISSUE:

THANKSGIVING FOOD DRIVE

DESCRIPTION:

WITH THE HOLIDAYS APPROACHING COMMUNITY FOOD PANTRIES BECOME STRAINED TO KEEP UP WITH THE DEMAND. WE CONDUCT AN ANNUAL FOOD DRIVE ON LOCATION TO COLLECT

NON PERISHABLE ITEMS.

SEGMENT

NEWS AND LIVE COVERAGE

DATE/TIME/DURATION:

11/12, ALL NEWSCASTS – DETAILS ABOUT THE UPCOMING FOOD DRIVE THAT WILL BE HELD THIS THURSDAY. (65 SEC)

11/15, ALL NEWSCASTS – STORY DETAILING TODAY'S EVENTS, TIMES AND LOCATIONS. (55 SEC)

11/15, THE EVENT IS BEING HELD THIS DAY FROM 11AM TO 2PM IN CONNERSVILLE AND 3 UNTIL 6 IN RUSHVILLE AT A LOCAL FOOD STORE. THIS WAS LIVE REMOTE BROADCASTS FROM THE EVENT. (6 HOURS)

11/16, ALL NEWSCASTS – WRAP-UP STORY GIVING THE GOOD NEWS OF THE HUGE SUCCESS OF THE FOOD DRIVE. ALL FOODS COLLECTED WERE TAKEN TO THE FOOD PANTRIES IN THE TOWNS WHERE THEY WERE HELD. (45 SEC)

ISSUE:

BLIZZARD OF 2012

DESCRIPTION:

AFTER GOING OVER A YEAR WITHOUT ANY SIGNIFICANT SNOWFALL, OUR LISTENING AREA MADE UP FOR IT THE DAY AFTER CHRISTMAS WITH A BLIZZARD THAT DUMPED NEARLY TEN INCHES OF

BLOWING SNOW.

SEGMENT

NEWS AND LIVE COVERAGE

DATE/TIME/DURATION:

12/26, ALL NEWSCASTS – ALL NEWS WAS DEVOTED TO UPDATED STORIES REGARDING WEATHER, ROAD CONDITIONS, DRIVING TIPS, CLOSINGS AND OTHER SAFETY INFORMATION TO KEEP OUR LISTENERS UP TO DATE. (50 TO 70 SEC)

10/26, CLOSINGS AND CANCELLATIONS – ALL DAY LONG WE PROVIDED UPDATES FROM OUR LISTENERS REGARDING CLOSINGS AND CANCELLATIONS. THESE REPORTS WERE AIRED THREE TIMES PER HOUR. (3 TO 5 MINUTES)

10/27, ALL NEWSCASTS – CONTINUED UPDATES WITH CITY AND COUNTY OFFICIALS FROM FAYETTE AND RUSH COUNTIES REGARDING ROAD CONDITIONS. (45 TO 55 SEC) WE ALSO CONTINUED TO AIR CLOSINGS AS NECESSARY.

ISSUE:

COATS FOR KIDS AND ADULTS

DESCRIPTION:

EACH COLD WEATHER SEASON WE ARE ACTIVELY INVOLVED IN ANY EFFORTS TO SEEK CLEAN USED OR NEW DONATED COATS HATS AND GLOVES FOR THOSE IN

NEED.

SEGMENT

NEWS COVERAGE

DATE/TIME/DURATION:

10/4, ALL NEWSCASTS – THE AREA COATS FOR KIDS EFFORT IS UNDERWAY. THIS STORY DETAILED PLANS IN RUSH COUNTY. (45 SEC)

10/24, NOON, 3PM, 4PM, 5PM – STORY GIVING DETAILS OF THE DISTRIBUTION PLANS FOR THE COMMUNITY COATS PROJECT IN CONNERSVILLE, TO BE GIVEN OUT THIS WEEK. (55 SEC)

10/25, ALL NEWSCASTS – THE COMMUNITY COATS PROJECT DISTRIBUTION IS TODAY. THIS STORY GAVE ALL THE DETAILS IN HOPES OF GETTING A HUGE TURNOUT OF THOSE IN NEED. (45 SEC)

11/2, ALL NEWSCASTS – DETAILS OF THE RUSHVILLE COATS FOR KIDS DISTRIBUTION. (45 SEC)

ISSUE:

WINTER ENERGY ASSISTANCE

DESCRIPTION:

FUNDING IS AVAILABLE THRU VARIOUS

AGENCIES TO HELP THOSE IN NEED MEET

EXPENSES DURING THE HEATING

SEASON.

SEGMENT

NEWSCASTS

DATE/TIME/DURATION:

10/12, ALL NEWSCASTS – THIS STORY GAVE FULL DETAILS FROM COMMUNITY ACTION OF EASTERN INDIANA AND HOW THOSE WHO LIVE IN FAYETTE, UNION AND WAYNE COUNTIES CAN OBTAIN HELP PAYING THEIR HEATING BILLS. (60 SEC)

11/2, ALL NEWSCASTS – STORY SIMILAR TO ABOVE HOWEVER THIS DETAILED HELP FOR RUSH COUNTY RESIDENTS PROVIDED THRU RUSH COUNTY ICAP. (65 SEC)

ISSUE:

ECONOMY - EMPLOYMENT NUMBERS

DESCRIPTION:

REPORTS FROM THE STATE SHOW SOME

SLIGHT IMPROVEMENTS IN THE

EMPLOYMENT RATE FOR SOME AREA COUNTIES. WE KEEP OUR LISTENERS INFORMED ON THE LATEST INFORMATION AS WELL AS OTHER ECONOMIC NEWS.

SEGMENT

NEWS COVERAGE

DATE/TIME/DURATION:

10/19, ALL NEWSCASTS – FIGURES FROM THE OFFICE OF WORKFORCE DEVELOPMENT FOR SEPTEMBER SHOWS FAYETTE COUNTY RANKED THIRD IN THE STATE IN UNEMPLOYMENT. PREVIOUSLY FOR MANY MONTHS FAYETTE HAD BEEN NUMBER ONE. (40 SEC)

11/1, ALL NEWSCASTS – NEW JOBS WILL BE COMING TO THE AREA WITH THIS STORY ANNOUNCING A PLANT EXPANSION IN GREENSBURG. (45 SEC)

11/21, ALL NEWSCASTS – JOB FIGURES FROM THE STATE FOR OCTOBER SHOWING FAYETTE MOVING BACK UP TO SECOND. (35 SEC)

12/17, ALL NEWSCASTS – STORY ANNOUNCING THAT CARBON MOTORS IS PLANNING A MAJOR ANNOUNCEMENT THIS WEEK. (40 SEC)

12/18, ALL NEWSCASTS – CARBON ANNOUNCES PLANS TO BUILD A A MULTIPLE MISSION VEHICLE CALLED THE T X 7. (70 SEC)

ISSUE:

ECONOMY CONTINUED

12/19, ALL NEWSCASTS – FOLLOW-UP ON THE ANNOUNCEMENT STORY INCLUDING AUDIO FROM COMPANY OFFICIALS. THEY WERE SHOWING CONCERN ABOUT THEIR FUTURE IN CONNERSVILLE AND WERE NON-COMMITTAL AS TO JUST WHERE THEY PLANNED TO BUILD THE NEW VEHICLE IF FUNDING IS OBTAINED. (75 SEC)

ISSUE:

MISCELLANEOUS ISSUE COVERAGE

DESCRIPTION:

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

ON 10-06-12 FROM 11AM TILL 1PM WIFE AM&FM BROADCAST LIVE FROM CONNERSVILLE HIGH SCHOOL FOR THE DRIVE 4 YOUR SCHOOL CAMPAIGN. THE SCHOOL WORKS WITH FORD MOTORS TO ALLOW PEOPLE TO TAKE A TEST DRIVE AND FOR EVERY TEST DRIVE MONEY IS DONATED TO THE SPORTS PROGRAM OF THE DRIVERS CHOICE. OUR BREAKS INVITED LISTENERS DOWN TO TAKE A DRIVE AND EXPLAINED HOW THE PROGRAM WORKS TO RAISE MONEY FOR THE SPARTAN SPORTS PROGRAMS.....20 DOLLARS IS DONATED BY FORD TO THE SCHOOL FOR EVERY TEST DRIVE TAKEN DURING THE 8 HOUR EVENT......

ON 10-13-2012 WIFE AM & FM BROADCAST LIVE FROM THE ANNUAL ALTRUSA CHILI CHALLENGE AT EXPO HALL IN CONNERSVILLE. THIS ANNUAL EVENT IS A FUND RAISER THAT ALLOWS ALTRUSA TO CONTINUE GIVING COLLEGE SCHOLARSHIPS TO AREA HIGH SCHOOL STUDENTS. WE INVITED LISTNERS TO ATTEND THE EVENT WHERE THEY CAN VOTE FOR THE BEST CHILI, HAVE LUNCH AND MAKE BIDS ON SILENT AUCTION ITEMS. THIS YEAR WE DONATED AN ITEM TO THE AUCTION AND GOT THE HIGHEST BID MADE FOR THE EVENT....LETTER IS IN PUBLIC FILE FROM ALTRUSA ON THAT ITEM AND THE MONEY MADE FROM IT....THE BROADCAST WAS THREE HOURS IN LENGTH

ON 10-18 WIFE FM BROADCAST AN INTERVIEW WITH ELIZABETH HEINSWORTH OF BIG BROTHERS BIG SISTERS OF RUSH COUNTY. THE INTERVIEW WAS ABOUT THE NEW MENTORING PROGRAMS BEING OFFERED TO THE CHILDREN SERVED BY THE AGENCY. ELIZABETH TALKED ABOUT WHAT MENTORING IS AND WHO THEY WERE LOOKING FOR AND HOW ONE COULD BECOME A MENTOR. SHE ALSO TALKED ABOUT HOW THEY HAVE MORE CHILDREN THAN BIG BROTHERS AND SISTERS AND INVITED THE COMMUNITY TO BECOME INVOLVED THE INTERVIEW RAN 10 MINUTES...

ON 10-20-2012 WIFE AM&FM PARTICIPATED IN THE BROADCASTER JOB FAIR SPONSORED BY THE INDIANA BROADCASTERS ASSOCIATION. OUR BOOTH CONTAINED INFORMATION PACKETS ON WHITEWATER BROADCASTING STATIONS AND A REPRESENTITIVE OF THE COMPANY WAS ON HAND TO ANSWER QUESTIONS AND ACCEPT RESUMES FOR FUTURE OPENINGS....THE EVENT WAS HELD IN INDIANAPOLIS AND WAS THREE HOURS IN LENGTH.

ON 10-20-2012 WIFE FM BROADCAST LIVE FROM THE GRAND OPENING OF THE BICENTENNIAL OFFICE DOWNTOWN CONNERSVILLE....THE CITY BICENTENNIAL IS IN THE SUMMER OF 2013 AND THIS WAS THE OFFICIAL KICKOFF LEADING UP TO THE ACTUAL CELEBRATION. DURING THE EVENT INTERVIEWS
WERE DONE WITH BICENTENNIAL OFFICIALS AND AREA OFFICIALS
ABOUT THE PLANS FOR THE ACTUAL CELEBRATION....THE BROADCAST WAS TWO HOURS IN LENGTH...

ON 11-16-12 WIFE AM AND FM BROADCAST FROM SAVE A LOT MARKETS IN CONNERSVILLE AND RUSHVILLE FOR THANKSGIVING GIVING. THIS WAS A FOOD DRIVE FOR THE SALVATION ARMY IN CONNERSVILLE AND THE FOOD PANTRY IN RUSHVILLE...WE BROADCAST FROM CONNERSVILLE FROM 11AM TILL 2PM AND RUSHVILLE FROM 3PM TILL 6PM.....WE INVITED LISTENERS TO DROP OFF DONATIONS OF NON PERISHABLE FOOD ITEMS SO LOCAL RESIDENTS WOULD HAVE FOOD AVAILABLE TO HELP THROUGH TOUGH TIMES...THE TURNOUT FOR BOTH LOCATIONS WAS GOOD AND WE DROPPED OFF ALL DONATED FOOD TO THE PROPER FOOD BANK FOR THE CITY WE WERE IN AFTER EACH BROADCAST. WE SUPPORTED THIS EVENT IWTH ON AIR **ANNOUNCEMENTS** FOR THREE WEEKS PRIOR

ON 11-26-2012 CUB SCOUT PACK 44 FROM LAUREL TOURED THE WIFE CONNERSVILLE STUDIOS. THE SCOUTS WERE SHOWN THE STUDIOS AND EQUIPMENT AND TOLD HOW BROADCASTING WORKS. THE SCOUTS EARN A BADGE FOR THESE VISITS. AFTER THE TOUR THERE WAS A QUESTION AND ANSWER PERIOD. THE NEWS EXAMINER COVERED THE TOUR AND REPORTED IT IN THE NEXT DAY'S EDITION....THERE WERE 4 SCOUTS AND 5 ADULTS PRESENT....THE TOUR LASTED 45 MINUTES.

PUBLIC SERVICE ANNOUNCEMENTS October 1, 2012 THRU December 31, 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

WHITEWATER VALLEY RAILROAD

RUSHVILLE ANIMAL SHELTER

CONNERSVILLE PARKS DEPARTMENT HALLOWEEN PARTY

BLUE RIVER VALLEY AG CLASSES

FAITH COMMUNITY CHURCH TENT REVIVAL

GRAY RIDE FOR BILLY AND PATTY GRAY

WALK A MILE IN HER SHOES – FOR CROSSROADS SHELTER

PUBLIC SERVICE ANNOUNCEMENTS

October 1, 2012 THRU December 31, 2012

BREAST CANCER SEMINAR

PRETTY IN PINK PAJAMA PARTY

THE GRAY RIDE - FOR BILLY & PATTY GRAY

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

BREAST HEALTH & DISEASE – REID HOSPITAL

MENOPAUSE SEMINAR – REID HOPSITAL

BABY MALIKY'S CHICKEN DINNER BENEFIT

BARIATRIC WEIGHT LOSS SEMINAR AT FRH

RAY'S CROSSING TRUNK OR TREAT

BICENTENNIAL CELEBRATION – VOLUNTEERS

WILD HORSE AND BURRO ADOPTION

TOSS FOR TOYS

RANDOLPH COUNTY YMCA 2012 5K RUN/WALK TO AID THE GAS HELP FUND

CONNERSVILLE ROBOTICS CLUB

SECOND BAPTIST CHURCH/RUSHVILLE- HAM AND BEANS

TATMAN CHILDREN'S CHRISTMAS DINNER AT AMVETS

PUBLIC SERVICE ANNOUNCEMENTS

October 1, 2012 THRU December 31, 2012

SPRINGERSVILLE CHRISTIAN CHURCH SOUP SUPPER

THE UPPER ROOM/SINGLES NIGHT

THE UPPER ROOM/COMMUNITY OUTREACH

CHICKEN DINNER/LAUREL FIRE DEPARTMENT

CONNERSVILLE ATHLETIC DEPARTMENT WREATH SALE

PURDUE EXTENSION OFFICE

ARLINGTON COMMUNITY THANKSGIVING CELEBRATION

CONNERSVILLE PARKS AND RECREATION INDOOR SOCCER

SAMARITAN'S PURSE/EAST COAST HURRICANE

AMVETS POST 11 VETERANS DAY DINNER

1,000 FLAGS FOR VETERANS DAY IN CONNERSVILLE

CONNERSVILLE MOBILE PANTRY

COMMUNITY THANKSGIVING SERVICE/FAY CO MINISTERIAL ASSOCIATION

COMMUNITY THANKSGIVING MEAL/RUSHVILLE MAIN STREET CHRISTIAN CHURCH

SANTA IN THE PARK/CONNERSVILLE

LYNN AND FRIENDS CHRISTMAS CONCERT

ANNUAL COOKIE WALK IN LIBERTY

PRAYER MEETINGS AT RUSH COUNTYCOURTHOUSE

HUNGER HOTLINE