

WLBC 2013 2nd Quarter Issues/Programs List

ISSUE	PROGRAM/SEGMENT	DATE	TIME	LENGTH	DESCRIPTION OF ISSUE
Non-Profit	Public Service campaign	Apr 1-4	Various	Various	WLBC was a media sponsor of the Living Proof driving simulator that promotes safe driving. Promotion of the event included a free two-hour broadcast.
Education	Community Focus	7-Apr	6:30am	15 minutes	Southside Principal Rebecca Thompson spoke about school news.
Progress	Community Focus	14-Apr	6:30am	15 minutes	Muncie Mayor Dennis Tyler spoke about the City.
Environment	Community Focus	21-Apr	6:30am	15 minutes	BSU football coach Pete Lembo talked about the team's partnership with Muncie Delaware Clean & Beautiful.
Non-Profit	Public Service campaign	Apr 22-May 9	Various	Various	WLBC was a media sponsor of the Hillcroft Services golf outing fundraiser. Promotion of the event included a free two-hour broadcast.
Education	Community Focus	28-Apr	6:30am	15 minutes	Central Principal Tom Jarvis spoke about school news.
Suicide	Community Focus	5-May	6:30am	15 minutes	Community activist Chaz Smith spoke about Suicide warning signs and prevention.
Progress	WLBC Wake-Up Crew	7-May	8:07am	10 minutes	Muncie Mayor Dennis Tyler spoke about city happenings, business, and job announcements.
Business	Community Focus	12-May	6:30am	15 minutes	Chamber President Jay Julian spoke about local business.

Non-Profit	WLBC Wake-Up Crew	15-May	7:07am	Five minutes	Reps from Big Brothers/Big Sisters spoke about their "Dance For Kids' Sake" fundraiser.
Health and Wellness	WLBC Live Broadcast	18-May	8-10am	Two hours	WLBC was a media sponsor for the YMCA Kid's Marathon.
Community	Community Focus	19-May	6:30am	15 minutes	Yorktown town manager Pete Olsen spoke about upcoming events.
Non-Profit	Public Service campaign	May 20-Jun 6	Various	Various	WLBC was a media sponsor of the Muncie Mission golf outing fundraiser. Promotion of the event included a free two-hour broadcast.
Safety	Community Focus	26-May	6:30am	15 minutes	A rep from the Indiana State Police spoke about travel safety on Indy 500 day.
Education	Community Focus	2-Jun	6:30am	15 minutes	Southside Principal Rebecca Thompson spoke about school news.
Business	Community Focus	9-Jun	6:30am	15 minutes	Bill Thomas from the Better Business Bureau spoke about scams.
Non-Profit	Public Service campaign	Jun 10-14	Various	Various	WLBC was a media sponsor of the American Cancer Society's "Relay For Life." Promotion of the event included a free five-hour broadcast.
Progress	WLBC Wake-Up Crew	11-Jun	8:07am	10 minutes	Muncie Mayor Dennis Tyler spoke about city happenings, business, and job announcements.

Non-Profit	WLBC Live Broadcast	13-Jun	11am-1pm	Two hours	WLBC was a media sponsor for the Amazing Joe's "Tools For School" supply drive.
Business	Community Focus	16-Jun	6:30am	15 minutes	Chamber President Jay Julian spoke about local business.
Progress	Community Focus	23-Jun	6:30am	15 minutes	Muncie Mayor Dennis Tyler spoke about the City.
Safety	Community Focus	30-Jun	6:30am	15 minutes	The Indiana State Police public information officer spoke about their behind-the-scenes efforts.