

## 2<sup>nd</sup> Quarterly Issues and Programming Report April-June 2015

### **Issue: Local Tourism -Varies**

Community Calendar

WGKC, WJEK, WSJK, WQQB

4/01/2015-6/30/2015

Events posted on all station websites give listeners a guide to everything going on in Central Illinois. Fundraisers all well represented, many getting air time during the morning shows with coordinators visiting with our on air talent.

### **Issue: Local Tourism -Varies**

Champaign Convention & Visitors Friday "Out & About" Segment for radio stations

WGKC, WJEK, WSJK, WQQB

2/15/2015-12/27/2015

Every Friday pre-record interview between station personality and Champaign CVB Employee. Informs listeners what is happening this weekend locally in our community. Many events evolved around contributing to local charities like the 5K run/walks, Bands performing for benefits, area festivals and summer camps are just a few events in the spotlight.

### **Issue: Health (Amer. Diabetes Assoc. Awareness) 2015 Kiss A Pig Gala**

Hilton Garden Inn in Champaign hosts Gala fundraiser

WGKC, WJEK, WSJK, WQQB

4/1/2015-4/10/2015

Stations ran PSA's to promote tickets to \$65 tickets to annual Gala. Money goes to the American Diabetes Association which benefits diabetes research, education and to support programs for children with diabetes.

### **Issue: Supporting the Fine Arts promoting high school local theater: Centennial's "Bye Bye Birdie" and Urbana High's "HONK!"**

Champaign Centennial and Urbana's High School's Spring musicals

WGKC, WJEK, WSJK, WQQB

4/14/2015-5/4/2015

Stations ran 20 spots the month before the play in order to promote tickets for the local high school's production.

### **Issue: Mental Health as our community supports youth with mental challenges like Autism with the C-U Autism Walk on 4/19/15 at Ch Co Fair Grounds in Champaign**

Coordinators spoke on the air about 1 in 80 kids being diagnosed with Autism and how the CU Autism Network allows parents to tap into resources to assist in their care. We ran PSA's to promote the event and did website coverage and social media networking.

WQQB, WGKC, WSJK, WJEK

4/19-4/19/15

**Issue/Event: Fitness in our community with C U Bike to Work Day May 14, 2015**

Biking Clubs pulled together to offer drinks/healthy snacks, t-shirts and prizes at a dozen stations around East Central IL to promote fitness in our community as folks rode their bikes into work (over 1000) on May 14, 2015 and Bike to School Day on May 6<sup>th</sup> 2015. Statistics were brought out about healthier countries that ride to work frequently.

WQQB, WGKC, WSJK, WJEK

4/6/15 to 5/13/15

**Issue/Issue: prenatal care and healthy babies with March of Dimes at the Urbana Park Districts Lake House on May 2nd**

PSA's and Promo's ran and the website and social media had lots of posting of pictures.

WQQB only

4/21/15 to 5/2/15

March of Dimes representatives talked about moms being aware of nutrition and getting proper prenatal care checks from the doctors can help, also sharing stories from moms on their premature baby getting help.

**Issue/Event: Festival in Urbana called "Summer at the Pines" July 11, 2015**

WQQB, WGKC, WSJK, WJEK

7/3-7/10/15

Stations ran PSA's, posted on our websites, social media and conducted live interviews. Restaurants with specials, activities and inflatables for the kids, music and family fun from 9am-12pm on Saturday July 11<sup>th</sup> at Philo Rd and Windsor in Urbana.

**Issue: Poor, Underprivileged, Neglected and Abused Infants and Toddlers get help Crisis Nursery fundraiser at the iHotel on June 5<sup>th</sup> with our station promoting.**

WQQB, WGKC, WSJK, WJEK

5/5/15 to 6/5/15

Stations encouraged listeners to purchase tickets and donate prizes to the silent and live auction by running PSA's, and interviewing director Stephanie Record, plus posting the event on our websites and even social media. Sharing statistics about families touched by the Crisis Nurseries services in Urbana, IL.

**Issue/Event: Kids with challenges get help from community during the fundraiser, "Festival of Quilts" at the Cunningham Children's Home in Urbana**

Alternative School and Home for those 18 and under with legal/school troubles

WQQB, WSJK, WJEK, WGKC

4/10/15-4/11/15

Biggest Annual Fundraiser for this school for students who are enrolled and living on the Cunningham campus to cope with issues, deal with lifes frustrations and get support.

**Issue: Health with American Cancer Society research funded with Relay for Life**

**at the Centennial High School Track June 13<sup>th</sup> with donations at events along the way**

WQQB, WGKC, WSJK, WJEK

4/24/15 to 6/12/15

PSA's, website, social media and interviews with spokes-families who receive services and event coordinators about the Prince and Princess Pageant, Karaoke for a Cure, Mini Relay at Unity High on 5/8/15, Concert for a Cure, Pantene Ponytail Drive, Cruise for a Cure and the camping/laps around the track event itself, where our announcers worked the microphone and kept participants informed of survivor stories and sponsors.

**Issue/Event: Supporting Performance Arts with the Blues, Brews and BBQ Festival**

WQQB, WGKC, WSJK, WJEK

5/29/15-6/27/15

Interviewing coordinators about the festival, vendors participating and local downtown Champaign economy getting a boost with a couple dozen blues bands performing, lots of food, area for childrens play and our radio stations bringing a talent show to the stage. PSA's, website and social media all helped promote the event on all our radiostations.

**Issue: Support Performance Arts in Tolono Fun Day festival parade & fireworks**

WQQB, WGKC, WSJK, WJEK

6/18/15-6/27/15

Emceeing, promoting the event with interviews with coordinators and running PSA's to ensure the 6 performing groups were seen and the non-profit organization received donations for the fireworks and parade put on the last Saturday in June every year.

**Issue: Supporting Performance Arts in Urbana Parks with "Neighborhood Nights"**

WQQB, WGKC, WSJK, WJEK

5/23/15-6/30/15

Emceeing, promoting Wednesday Night free concerts from area bands in different recreational properties from the Urbana Park Dist each week w/ free lemonade/popcorn

**Issue/Event: Volunteerism with Habitat for Humanity BUILD event kick off**

WQQB, WGKC, WSJK, WJEK

5/1/15-5/2/15

Promoting the event and interviewing coordinators as well as running PSA's on all stations to ensure listeners know about this service of building homes for those who can't afford it

**Issue: Sportsmanship seminars for 3rd-8<sup>th</sup> graders: Sports Daycamps from FCA**

WQQB, WGKC, WSJK, WJEK

7/6/15-7/19/15

Free daycamps for the 1<sup>st</sup> 600 campers to sign up in 8 sports categories [IllinilandFCA.org](http://IllinilandFCA.org)

**Issue: Hunger: Salt & Light provides food and essentials for the area's poor families Daily Bread Soup Kitchen another agency doing a fundraiser (serves 200 per day)**

**CU@Home agency helps the homeless and had a Grocery Cart Walk in Hessel park**

WQQB, WGKC, WSJK, WJEK

6/1/15-6/30/15

A can-less food drive placed coffee cans at supporting businesses to collect change from donors to get food for 800 people each month and got the word out about the services