

3rd Quarterly Issues and Programming Report July-September 2020

Issue: Local Tourism Challenges and Health regulations with COVID-19

Champaign County Convention & Visitors Bureau: update hospitality/restaurant business (COVID-19)
WGKC, WJEK, WSJK, WQQB

7/1/20 - 9/30/20

- Updating listeners and business owners on the changing guidelines and regulations with COVID-19 as we interviewed Jayne DeLuse with VisitChampaignCounty.org, Julie Pryde with the C-U Public Health Districts plus local bar/restaurant owners like Eric Meyer with Pia's.

Issue: Performance Art and Events done "virtually" due to COVID-19

WQQB, WGKC, WSJK, WJEK

7/1/20 - 8/15/20

- Local events (like Urbana's Sweetcorn Festival in August & the 4th of July) Public Service Announcements ran on all our stations and Interviews with coordinators on the plans

Issue: Supporting schools distributing food for summer lunches & literacy with their book drive

WQQB, WGKC, WSJK, WJEK

7/1/20 - 8/22/20

- Promoting C-U Schools Foundation & local United Way with their food collection/distribution

Issue: Unemployed & Homeless community services during COVID-19 plus drive thru Job Fairs

WQQB, WGKC, WSJK, WJEK

7/31/20 - 9/30/20

- Rob Dalhaus, Exec. Director from C-U at Home and Nathan Montgomery from Salt & Light share their mission to help the homeless and those with no job: how to find shelter and food

Issue: Working to find a cure for ALS & ALZ with "Walk to Defeat ALS" & "Walk to End ALZ"

WQQB, WGKC, WSJK, WJEK

8/10/20-9/26/20 and 7/7-7/31/20

- ALS & ALZ Association Walk to Defeat ALS & Walk to End ALZ as we interview coordinators about events in your own neighborhood with donations supporting as we ran PSA's

Issue: Raising awareness about skin cancer and exposure to the sun during the summer

WQQB, WGKC, WSJK, WJEK

6/26/20-7/31/20

- Safe Sunscreen Council sent us Public Service Announcements to air on all our stations

Issue: Empowering listeners to build their own home with C-U Habitat for Humanity

WQQB, WGKC, WSJK, WJEK

7/3/20-7/11/20 and 9/14/20-9/25/20

- promoting public involvement to build a home, donate and participate with the "Faith Build" in July and the "Raise the Woof" competitive DOG house build event in September

Issue: Crisis Care for Infants to young children with Crisis Nursery fundraising Golf Outing

WQQB, WGKC, WSJK, WJEK

8/2/20-9/28/20

- Interview & PSA's about golf outing Crisis Nursery's mission of being a drop off resource for babies (8 weeks) to 8 years old to get care during emergencies

Issue: Gun safety

WQQB, WGKC, WSJK, WJEK

7/2/20-7/31/20

- Public Service Announcement regarding locking guns and keeping away from kids submitted by:

Diane Ducey, Public Affairs Director for Stevie Jay Broadcasting stations 2702 Boulder, Urbana, IL 61802



The ALS Association
Greater Chicago Chapter

Hello Stevie Jay Broadcasting Team,

I would like to extend an enthusiastic and heartfelt thank you for the support you provided to our 2020 Champaign Walk to Defeat ALS.

Your in-kind contribution was crucial to the success of the event. Your media coverage from mid-August leading up to the weekend of the event on Saturday, September 26 on WQQB-FM, ESPN 93.5, WGKC-FM, and Christian FM alerted so many supporters to this important cause during these unprecedented times.

In total, we raised \$75,687. A record-breaking success! A first-year team, the Thopiah Trekkers, raised over \$34,000 and was first alerted to the event by hearing about it on one of your stations.

While we evolved our event into the digital and at-home world this year, I know that so many participants loved seeing Diane in the opening ceremony and thank you videos. It is these connections that show how the heart of the Walk to Defeat ALS isn't the walking, it's the collection of amazing individuals dedicated to the cause.

This year, we continue to work toward our mission to discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest. In 2020, we've pivoted our programming so that we can continue to provide free and safe care services to those currently battling ALS, while we work towards a cure.

Again we thank you so much for your support and look forward to working with you in the future.

With all my gratitude,

Samantha Courter

Fundraising and Marketing Coordinator
The ALS Association Greater Chicago Chapter
samantha@alsachicago.org | 312-932-0000

The ALS Association Greater Chicago Chapter
220 West Huron Street, Suite 4003
Chicago, IL 60654
312-932-0000 | info@alsachicago.org
alsachicago.org