

WKHQ
4th QUARTER, 2013 – Public File/Issues

Issue: Health

11-14-13 8:20-8:30a

Discussion with Traverse City West basketball team coach regarding their 24-Hour Basketball Tournament event this weekend to raise money for the basketball program and "Cancer Travels" organization.

Total = 10 minutes

Issue: Community

12-14-13 11a-1pm

Live remote broadcast to collect donations for the "Bikes for Tikes" annual drive. On-air personality interviewed organizer for event during 2 hour remote- reminding listening audience that they can help make Christmas special for every kid in our communities. The need is real. Also, provided 100 on air promos from 11/18/2013 through 12/20/13, and station events listing at 106KHQ.com for this bike collection drive. Bikes could also be dropped off at each of the WKHQ office locations in Traverse City, Petoskey, and Cadillac – and each Bill March Auto dealership in Traverse City, and Kalkaska, as well as the VFW post in Traverse City. Bikes were distributed by Toys 4 Tots to less fortunate children throughout Northern Michigan.

Total = 2 hours

12-13-13 8:20-8:30a

Discussion with Daren Spencer from the Salvation Army of Traverse City highlighting the real need for cash, food, or toy donations this Christmas season. The number of families who count on their support would surprise most. These are working families, but just don't earn enough to cover all basic needs. Donations can be dropped off the at Salvation Army Food Pantry in Traverse City.

Total = 10 minutes

12-6-13 8:20-8:30a 12-14-13 7a-10a

Discussion with organizer of Santa Fun Run to be held in Bay Harbor on December 13th to benefit Women's Resource Center in Petoskey. Also provided 50 announcements, website listing, and social media exposure to promote the running event Dec 2-13. WKHQ also broadcast live for 3 hours from the event... interviewing key representatives from the Women's Resource Center and the Fun Run organizers.

Total = 3.2 hours

11-10-13 11-17-13 8:20-8:30a

Discussion with organizer of Truckload of Warmth clothing drive- sharing the real need for warm winter clothing for both individuals and families with low household income... or have found themselves unemployed for the season. Any donation is valuable. Also provided 100 on air promos from 11/4/2013 through 11/22/2013, and station events listing at 106KHQ.com for this 106KHQ clothing drive. WKHQ collected hats, coats, gloves, and other winter gear at studio locations in Petoskey, Traverse City, and Cadillac.

Total time = 20 minutes

Issue: Pet overpopulation and re-homing abandon pets in Northern Michigan.

Programming: WKHQ is dedicated to helping area shelters find homes for homeless pets in Northern Michigan and to connect current pet owners with low cost spay and neuter options to help control the future pet population. This is an ongoing issue.

- Morning show segment “Heather’s Hounds” in which interviews are conducted every Thursday 8:40a-8:50a with the directors of the Little Traverse Bay Humane Society, and Charlevoix Area Humane Society. The directors alternate weeks.
- 10 live promos per week to promote the “Heather’s Hounds” feature, and animal listings at 106KHQ.com
- Listing of available animals on the “Heather’s Hounds” page of 106KHQ.com from various shelters across the region.
- Facebook live video of each animal featured that week on the KHQ Facebook page.

TOTAL = 2.2 hours

Issue: Shortage of blood available in our area

Due to the lower population and high volume of visitors, blood supplies fluctuate widely. And during the winter, the shortages are even more pronounced due to cancellation of blood drives because of weather. WKHQ reminds area residents that they can help and where to go to help. This is an ongoing issue.

Programming: WKHQ addressed this issue through several different kinds of programs including highlighting blood drives, sharing important information from both the Red Cross and Michigan Blood, inclusion in news stories and public service announcements. The following are examples of such programming:

- A) WKHQ Morning Show Weekdays, Oct-Dec, 2013
Each morning, the WKHQ Morning show provided details on where listeners could give blood that day and upcoming days. They discuss on a regular basis how easy it is and how pain free it is. When schools or a business are sponsoring a blood drive, we take their call to discuss details about their drive and our donation matters. Minimum 2x week. 7:20a-7:30a
- B) Public Service Announcements Daily, Oct-Dec, 2013

Two times per day, every day, WKHQ announces that day's or an upcoming blood drive with details on how listeners can participate.

180 Public Service announcements (:30) at various times throughout the day.

C) News programming

News stories were aired during periods of bad weather talking about the urgent need for blood.

D) Community Calendar

A schedule of blood drives is always available at 106khq.com. The schedule is updated as new events are available.

TOTAL = 4.3 hours

Issue: Domestic Abuse/Family Support

10-11, 11-15, 12-13 2013 8:20-8:30a

Discussion with director of Goodwill of Northern Michigan regarding upcoming events and the power of your donations...both time and funds. The funds raised help provide shelter/necessities/support for women/children who are in abusive environments via the Goodwill Inn in Traverse City. Mission is to extend a 'hand up' to get on track for a fulfilling, productive life. Provide 10 on air announcements, and community calendar listing at 106KHQ.com each month as well.

Total = 30 minutes

Community Announcements

10/1 – 12/30

What's Up in the 231

Live Community Events Calendar that runs Fridays at 8:40am for 3 minutes
Morning show reads the events coming to Grand Traverse, Kalkaska, Antrim, Charlevoix, Wexford, Emmet and Benzie counties. This includes festivals, fundraisers, high school theater presentations, non profit Traverse City State Theater presentations and art shows.

10/31

WKHQ Trick or Treating at the Grand Traverse Mall

WKHQ hosted a safe Halloween event inside the Grand Traverse Mall to keep kids safe on Halloween. Ran 40 :30 second PSAs leading up to event for 2 weeks.

11/6 - 11/29

TC West 24 Hour Basketball PSAs

Ran 20 :30 second recorded PSAs per week to promote charity event for Traverse City West's basketball team. WKHQ hosted a live event on location of the 24 hour basketball game.

11/7

Petoskey All Night Senior Party

Broadcast 20 :10 live PSAs promoting event to raise money for the Petoskey Class of 2014 All Night Senior Party. Participating restaurants donated 10% of the proceeds for the whole day to the Senior Party Committee.

11/12

McLaren Heart Screen Guest DJ

WKHQ promoted student heart screenings during the 3rd quarter via PSAs and live interviews. Each student who completed a screening got signed up to host the WKHQ morning show. On 11/12 a freshman at Petoskey High School job shadowed the morning show for 1 hour.

11/13

Harbor Springs Business After Hours

Broadcast live :10 PSAs for local business networking event in Emmet County, also promoted their food drive for the Manna Food Project.

11/25

Goodwill of Northern Michigan Collecting Toys (20) :30 PSA's per week until 12/16/13
Goodwill of Northern Michigan is collecting new toys to help needy families in northern Michigan now through 12/16. The collections benefit the Marine Corps Reserve Toys For Tots program. Listeners encouraged to drop off toys at any northern Michigan Goodwill center.

12/3/13

Harbor Springs Ski Team Movie & Pizza Night 15 :30 PSA's

The Harbor Springs Ski team is hosting their annual movie & pizza night fundraiser on Friday 12/6/13 from 5pm to 9. Tickets are \$10 per person. Proceeds to benefit Harbor Springs ski teams.

12/5/13

Santa's Arrival at the Kalkaska Library 20 :30 PSA's

Santa will make an appearance at the Kalkaska library on Saturday December 14th. Santa will be reading Christmas stories to kids and there will also be a cookie decorating contest. The event is free to all who want to stop by!

12/12/13

Traverse City Jingle Bell Run 20 :30 PSA's

The Traverse City Jingle Bell Run is December 22nd and benefits the Acme Christian Thrift Store Party. Register on line for \$15 or at the event for \$20. Volunteers are also needed for the event.

