

# QUARTERLY ISSUES/ PROGRAMS LIST

WNKI-FM - HORSEHEADS, NY

2013, Q3

## Community Involvement-

### **July 27 - August 23: "Back to School Supply Drive"**

WNKI promoted and participated in soliciting our listeners to donate much-needed school supplies for children in our listening area. We partnered with local businesses to provide lists of needed supplies and drop-off locations. WNKI broadcast live from Elmira Business Institution a "final push" on August 22<sup>nd</sup>.

### **September 7 & 8: "First Responders Blood Drive"**

WNKI promoted and participated in the "First Responders Blood" sponsored by the Red Cross. WNKI broadcast live from the event to help restock Red Cross blood supplies in honor of 9-11 and our local first responders.

## **Public Service Announcement aired in Q3 2013**

Texting and Driving Prevention  
Bullying Prevention  
Child Hunger Prevention "How to Spot A Stroke"  
Community Engagement for Kids  
Emergency Preparedness  
Food Safety  
Child Safety Seat operation  
Underage Teen Driving Tip Line (via Steuben Co. Sherriff's Office)  
Child Mentoring (Big Brothers Big Sisters)

## **SPCA: Weekly**

Each Monday morning in the quarter, WNKI hosted a studio interview with Chemung County SPCA, discussing animal adoption, care and support of the SPCA through charitable donations.

## **Emergency Weather Information**

Several times in Third Quarter, this station provided live emergency weather information, hazardous road conditions, school closings, and information from local authorities regarding dangerous conditions.