

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: Community

7-11-14 7-8p

106KHQ Morning Show co-host, Heather Leigh was host of the power boat “Stereo Wars” at the 11th Annual Boyne Thunder Poker Run event to benefit families of challenged children. On-air interview with organizer Bob Mathers- highlighted the history of the Boyne Thunder event and the funds that are donated to Camp Quality. Also, provided 20 on air announcements, and community calendar listing at 106KHQ.com during the week of 7/6/14.

Total = 1 hour

8-7-14 8:20-8:30a

Interviewed Howl at the Moon organizer, an upcoming event to benefit the Little Traverse Bay Humane Society. Discussed why this particular event is so important for funding the on-going efforts to rescue abused or abandoned pets... and find them new homes. Provided 10 on air announcements, and community calendar listing at 106KHQ.com during the week of 8/4/14 as well.

Total = 10 minutes

8-6-14 8:20-8:30a

106KHQ was the radio sponsor for the United Way “Stuff the Bus” campaign event on 8/9/14 at the Petoskey Wal Mart, and Charlevoix K Mart. We interviewed the event organizers for both locations on the 106KHQ Morning Show on 8-6-14... and hosted LIVE on-air broadcasts... speaking to organizers/donators on site. Provided 100 on air promos from 8/4 to 8/16/14 and a link on 106khq.com for information on how to donate. All supplies donated were distributed to students in need in Emmet and Charlevoix Counties.

Total = 8.2 hours

9-10-14 8:20-8:30a

Discussion with director of Rememberence Run on Oct 4th to benefit the Munson Women's Cancer Fund that raises money for women with breast cancer that lack the financial resources to pay for care. Also aired 60 announcements along with a link to the registration page at 106khq.com September 4- Oct. 2.

Total = 10 minutes

Issue: Children's Educational Activity**7-14, 8-18, 9-22 2014 8:20-8:30a**

Discussion with the Great Lakes Children's Museum director who notes the organization's many programs geared to create educational fun/activity for kids and their families. Highlighted details for upcoming events during each interview... ie 13th GLC Birthday Celebration and the importance of their fundraisers to support activities for Kids all year long. Also aired (10) announcements and posting on station website for events the week prior.

TOTAL = 30 minutes

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, July-Sep, 2014

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, July-Sep 2014

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

7-8, 8-12, 9-9 2014 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

Issue: Importance of the Arts

7-10, 8-7, 9-4 2014 8:20-8:30a

Monthly discussion with director of Old Town Playhouse in Traverse City regarding upcoming shows...and detailing the importance of a vibrant local theater to encourage our youth who are interested in making theater a career and creating opportunities to actually develop those skills/passions. OTP Young Company provides that platform. Provide 10 on air announcements for events and casting calls and community calendar listing at 106KHQ.com each month.

Total = 30 minutes

Community Announcements

Michigan Land Institute Harvest At the Commons

3 week campaign to promote local based dinner to benefit the Michigan Land Institute. 40 announcements with a link to page to buy tickets was provided. September 6-29.

Run For The Shelter to benefit the Goodwill Inn

Provided 20 announcements to publicize fundraising run for the Goodwill Inn. Information included at 106khq.com with link to registration page. June 10-28.

Little Traverse CROP Walk

Provided 20 announcements to publicize walk that raises money for local food banks. Included on 106khq.com with link to registration page. June 10-28.

Waterfront Wine Festival to benefit Keep Michigan Beautiful

Provided 20 announcements to publicize event for 4 Keep Michigan Beautiful. The event was included on 106khq.com with link to event page. June 8-28.

Women Can Do Lunch for Women's Resource Center

Provided 20 announcements to publicize event for Women's Resource Center. The event was included on 106khq.com with link to event page. July 6-20.

Lights Out Across the Bay Challenge

Event was an awareness campaign for energy efficiency culminating with a one night challenge between the towns of Petoskey and Harbor Springs for who could be the darkest. 30 announcements. Sponsored by Emmet County and the Dark Sky Park at the Headlands. July 8-29.

Festival on the Bay

50 announcements for event that is created by the Petoskey Chamber of Commerce to draw attention to the area. Also included event at 106khq.com with link to the event site and 4 Facebook postings. July 22-Aug. 17.

Golf For Manna Event

Provided 30 announcements promoting registering for event that raises funds for the Manna Food Project. July 2014

Look Out For The Cook Out to benefit North Central Michigan College

Provided 30 announcements to publicize fundraising event for the college scholarship fund. August 2014.

Charlevoix Humane Society Dining For Paws Dinner

30 announcements promoting fundraising event for Charlevoix Humane Shelter and a link at 106khq.com. August 2014.

Bear River Crawl

Provided 10 on air announcements, and community calendar listing at 106KHQ.com during the week of 7/7/14 for the 10K run & 5K walk in Petoskey. Proceeds from the event went to benefit the Northern Michigan Cancer Crusaders organization.

Traverse City Film Festival

Provided 50 on air announcements, did tickets giveaways, and provided a calendar listing at 106KHQ.com during the week of 7/14/14 for the film festival which ran 7/21 through 7/27/14 in Traverse City.

Cheboygan County Fair

Provided 20 on air announcements, and community calendar listing at 106KHQ.com during the week of 7/28/14 for the fair which ran 8/4 through 8/10/14 in Cheboygan. 106KHQ also broadcast live from the fair on "kids day" which was 8/6/14 from 4pm-6pm.

Charlevoix Venetian Festival

Provided 10 on air announcements, and community calendar listing at 106KHQ.com during the week of 7/14/14 for the festival which ran from 7/15 to 7/20/14.

Otsego County Fair

Provided 10 on air announcements, and community calendar listing at 106KHQ.com during the week of 8/10/14 for the fair which ran 8/12/14 through 8/17/14. 106KHQ also broadcast live for "kids day" on 8/13/14 from 3-5pm.

Emmet-Charlevoix County Fair

Provided 20 on air announcements, and community calendar listing at 106KHQ.com, as well as 2 posts on the KHQ Facebook page during the week of 8/18/14 for the fair which ran from 8/19 through 8/24/14 in Petoskey.

Northwestern Michigan Fair

Provided 10 on air announcements, and community calendar listing at 106KHQ.com during the week of 8/3/14 for the fair which ran 8/4 through 8/9/14 in Grand Traverse County.

Stroll the Streets in Boyne City

Provided 50 on air announcements, and community calendar listing at 106KHQ.com from 6/6 through 8/29/14 for the event, which happened every Friday night in Boyne City.