

PUBLIC FILE-
ISSUES REPORT 3RD QUARTER 2012

Please note:

WION's regular programming includes the following (if not singled-out for individual "extra attention to issue x")

1.5 hours every Wednesday with United Way volunteer Penny Beeman. This visit also includes a look at the community VOLUNTEER calendar, the promotion of "volunteer connections" which we link-to on our website, along with the awareness of CERT, (Community emergency Response team) and the Red Cross.

Every First Monday of the month: 1 hour visit with Tina Connor-Wellman, Director of the Ionia Area Chamber of Commerce.

Every first Thursday of the month: 1 hour visit with Ionia DDA director Linda Curtis. (Downtown Development Authority)

Also on WION's regular programming schedule is:

WION airs 24-6 minute newscasts from CBS each day.

WION airs a minimum of 12 minutes per day in PSA material, recorded

WION airs 4-5 hours a month of Shiloh Community Church broadcasts.

July 2, 2012 Regular visit with Ionia Area Chamber Director Tina Connor-Wellman. Duration: 1 hour. Last call for participants in the "Meijer Merchant" building at the freefair, call-out for volunteers to help run the chamber booth, and general area information.

July 5, 2012: Regular visit with Ionia DDA director Linda Curtis. Duration: 1 hour. Discussions included upcoming Freefair concert (first in many a year on the grounds) Vendor information, website updates for freefair, Ladies day and Antique Village info.

July 4, 2012--Regular visit with Penny Beeman, Community Events cohost. Heavy promotion of upcoming "Relay for Life" including a pop can drive being held by the team known as "Volunteers for a cure". One listener, Pat Arnold heard this and donated quite a few cans after making appointment with Penny for pickup.

JULY 4,5 2012- WION area was in the midst of a heat-emergency with 3-digit temperatures. WION promoted the locations of cooling shelters in Ionia, and the fact that a list also existed on the "community" page at Ionia Host dot com. Total duration: Unknown. Constant promotion.

July 6th 2012—Heatwave updates included in all forecasts and live programming, WION learned and promoted the cooling “evening” location at Community Mental Health in Ionia. Heat wave official warnings extended through Saturday the 7th. Total duration: Broadcast day, total minutes unknown.

JULY 19TH, 2012: Regular visit with Penny Beeman. Major topic: Medical Reserve Corps Open House at the Ionia County Health Department. Target audience: Recruiting new MRC volunteers. Points: Open to anyone, Training is free, Need more volunteers in community, Explaining MRC events, use in traffic safety, and Emergency preparedness for families. and businesses. Duration 1.5 hours.

July 13, 14, 2012: WION provides full PA system with microphones for the Relay for Life, event this year moved back to Ionia Public Schools at the new football field.

July 13th 2012: WION'S ON-AIR “competition between morning and afternoon shows raises a total of nearly \$400 for American Cancer Society through donations to the team, “volunteers for a Cure.” Pledges and checks were taken live and off-air. Biggest day for this was the Friday before the event, in which the Mayor of Ionia and others literally jammed our phone lines, and we extended our morning show to take all the calls. The afternoon show won this year in the competition. Duration: Not clocked. Was an ongoing promotion ending in a fury of calls.

July 2012: WION heavily promotes “Antique Village” and “Ladies Day” at the Ionia freefair. Total 30-second plays of locally produced PSA for these free family events: Antique Village-74 times, Woman’s day program: 41 plays. Total time: 37 minutes in the month, and 20 minutes in the month respectively on-air.

August 15, 2012: Usual visit with Penny Beeman, and Ionia Host dot com. Topics included the morning fog (very bad this morning) along with back to school safety awareness. Duration: 1.5 hours of co-hosting morning show.

August 16th, 2012: WION hosts the West Michigan Chapter of the Society of Broadcast Engineers who wished to hold their meeting here, since WION is one of the few remaining stations with transmitter onsite and it was their “transmitter” meeting. A cookout was held, and this “gathering” was the topic on the air during this week of how businesses locally can offer to hold events for their peers and help bring NEW people to Ionia which is hurting financially! Total duration of these discussions in the morning and afternoon show week of the 13-17th probably around a half hour. About 15 minutes was devoted on-air to welcoming this group.

August 22nd: Our morning show wake up call veered off topic, after a guess was, "The Constitution." We spoke about the constitution and the need to teach it more in schools, and for adults to study it. The question which veered us off topic stated: "The constitution of the United States and the WION tower site have something in common. What is it?" The answer was: "Pokeberries." They were commonly used for making ink back in the days of the original writing of the US constitution and TOO common at our towers. Duration of the "educational" part of our trivia: around 15 minutes on the morning show.

September 5th, 2012-Regular visit with Penny Beeman, Volunteer connections. Special program on "preparedness" due to September being "preparedness month", giving tips on preparedness for emergencies, and how organizations like CERT need volunteers, and their role post-emergency, CERT volunteers were highlighted at numerous events. This visit duration: usual 1.5 hours.

September 12, 2012: WION hosts the Ionia Area Chamber of Commerce' "business after hours." Businesses in Ionia County were invited to tour the studios and transmitter site, and of the nearly 30 businesses who sent representatives, 15 were interviewed "live" on the radio and allowed to promote their local businesses free. We've been told this is the largest 'after hours' ever held in Ionia. Total on-air time in the 3 hour event was around one hour. Jim carlyle hosted this on-air event.

September 15, 2012: Broadcast from Ionia County's "Bertha Brock Park" on M-21. WION sold broadcast "invites" and donated \$81 for each one to the park, this year around \$1500 raised! Our broadcast duration was a full 6 hours with 3 to 4 breaks per hour. WION talent donated their time for this once a year event.

September 21st-Friday: Special visit from Laurie T. From Sparrow-Ionia Hospital regarding the weekend "Emergency Services Fair" held to highlight how the hospital works. We spoke on the phone with an E.R. physician live on the show, and spoke of the importance of families and youngsters not fearing E.R. when needed. The event is free to all to attend, and contributes to the overall awareness of our community having its own hospital, and how unique that is for a town our size. Duration of the visit: 2 hours during regular programming.

SEPTEMBER 25TH: Maureen Meade from Ionia Public Schools visited. Highlighting "purple game" (football) to raise money for relay for life. Purple Football jersey sponsorships were discussed, along with all other aspects including a food war, marching band wearing purple, etc. This is a yearly event, and most of the 1 hour visit was devoted to asking for attendance and support.

September 28, 2012:

WION morning show discusses "best way to give directions" on our round-table show. Light discussion turns into listener-crazy phones! It was how to give directions: "streets vs. landmarks" and got much talk from our listeners who reminisced about how Ionia has changed. One caller said, "Ionia has more prisons than Stop signs!" Another chimed in that the prisons are the landmarks for Ionia, then another and another added the list of "local landmarks" for giving directions. Total discussion: 3 hours. Total airtime during that 3 hours? probably 30 minutes to an hour.

Filed October 6th, 2012

A handwritten signature in black ink, appearing to read "J C Angus". The signature is written in a cursive, flowing style.

**James C. Angus,
"Jim Carlyle"
Chief Operator, WION AM and FM 92-7**