

WION ISSUES AND REPORTS, 3rd QUARTER 2018

(July 1st-September 30, 2018)

WION Regularly airs the following:

- 1. National and International News, top of each hour, 24/7 at 144 minutes per day.**
- 2. State of Michigan News, 16 minutes per day in 8-'casts at 6,7, 8 AM, Noon, 3, 4, and 5 PM.**
- 3. Shiloh Community Church Sundays at 8 AM, duration 1 hour each program. (this is a non-denominational church)**
- 4. 1-visit with the Ionia DDA, Duration 1.5 hours each first Thursday of the month, during morning show.**
- 5. 1-visit with the Ionia Area Chamber of Commerce each first Tuesday of the month during morning show.**
- 6. WION donates (100 percent, not a"match") advertising to the local non-profit "Recycle Ionia" to help them increase recycling in our area. Approximate time and value: 32 spots/month, 16 minutes or more total, value: \$239.**

July 4th, 2018: Excessive heat in Ionia area, 95 degrees-plus. WION broadcast regular reminders of how to keep pets safe, to check on elderly, and to conserve electricity so the "grid" is not overtaxed. Duration: Varied. Some content in weather forecasts some specially recorded announcements.

July 12th: we talk with Liz Baker from the Lowell Area Chamber of Commerce, she'll be filling us in on this week's exciting Riverwalk Festival in Lowell. Duration: 10 minutes of morning show via telephone.

(Friday) July 13th: WION celebrates this oddly observed day with a "novelty song morning" to offset the perceived constant bad news from the world as served up by the major networks. This also helped us celebrate the excellent and recently-tuned AM stereo sound from WION, AND the opening of the Ionia Freefair. Public need? Maybe not. Public liked? For sure, based on calls suggesting songs. Duration: 3 hours of morning show.

JULY 20TH: WION is the monetary sponsor of the Key Note Speaker at Ladies Day, held at the Ionia Freefair. WION gave \$500 which covered the fee to bring the character known as "Evelyn Smallbladder" to speak. WION has committed to do this again in the year 2019. No duration, but example of community need and involvement outside the walls of the station.

July 23rd: WOOD-TV 8 does a news piece on WION's decision to carry only the required FEDERAL candidates in this election year. They discussed it with a media expert at Grand

Valley who believes that it is a bold move, and says it's one that bigger chains of stations cannot do, because they're too heavily leveraged. This becomes our most talked-about public relations item of the year discussed on the air, and online. Duration: Unknown, but compliments and notes of support start showing up, with only a couple people on facebook telling us that it's a "stunt" or that we're doing something wrongg, which we are not. Interesting how it affected listeners.

July 24th: WION talks with Annette and Dave McCord from the Ionia County Historical Society about their upcoming presentation, "Lizzie Borden!". We "axed" listeners to attend this interesting presentation by bringing the ICHS information to the morning show. Duration: about 10 minutes. (Sorry for the bad pun on the English Language)

Friday July 27th: Despite not carrying political ads by choice, WION's morning show welcomed Janae Cooper, our Ionia County Clerkt, explaining the upcoming ballot to listeners, and the new equipment that is now used at polling locations. She also spoke about how handicapped voting is easier now with "tablet-like" devices at the precincts, and how a primary election differs from the general election. Duration: 1.5 hours of regular morning show co-hosting amidst other regular morning show features.

August 8th: Linda Curtis of Ionia DDA cohosts morning show for about an hour and a half. Discussed the new DDA newsletter and summer events in ionia downtown.

August 17th: In an effort to improve our service and sound, the WION AM transmitter was put through a full tuneup by Greg Buchwald, AM stereo expert from Motorola. During "Test" hours overnight after midnight, tones were applied, adjustments made, and any clipping of the sound eliminated, making our AM stereo the BEST sounding AM in the nation with NO doubt whatsoever. Testing and adjustment was Midnight to around 2:45 AM.

August 21st: Tune-In Radio stream corrected it's information with help from listener and online streaming manager Scott Grezkowski to correct startup time of WION streams on Google Play and to make the TV apps on Roku which were broken during Tune-in's update work again. Not an on-air thing, but an important thing.

August 25th: WION announces on the air our intent to once again find sponsors to help us broadcast the Link Crew homecoming tailgate party. This is an annual event that raises money from our advertisers for these "leadership students" and usually the advisors use the money to send students to leadership camp. We're proud to be able to do this again, and the sponsorship/fundraising began today.

August 26th: Severe storms put power out to our west, WION remained live in-studio til after midnight on the 26th to 27th watching a rather strong line of storms move through the area. Power outages occurred shortly after midnight near our station, and live and recorded announcements provided information which we got directly from Consumers' Energy, our electric supplier.

August 27th: WION morning show addressed the newly added electric outage areas with live phone call from Consumer's Energy. The call was recorded and repeated throughout the morning hours of 6-9 AM and the outage map posted to our social media pages. Duration: Unknown, but regular mentions.

August 30th: Bobbie Edlin of the Ionia Area Chamber of Commerce joined the morning show for the "round table" program with Phil cloud. Special visit because of so many events coming up in the autumn, and a special announcement FIRST ON WION about a future "Farm to Breakfast" table event that will be taking place in 2019 courtesy of the Chamber and donors along the Fred Meijer Trail including the new bridge over M-66 in Ionia. Duration: 1.5 hours co-hosting.

September 1, 2018: (Saturday) Announcement on WION of our 14th anniversary of saving this radio station license from extinction, and the announcement that our toll free 800 number has a "hidden" mailbox only for listeners to use for recording "congratulatory" messages to WION. This hopefully gives us plenty of local and long-distance listener material to use as "liners" between songs and on air elements. We've done this at Christmas with great results. Promos air every other hour for a month.

September 4th: WION is contacted by ionia Public Schools that they will be dismissing early due to excessive heat and humidity. Announcements were made regularly on the air for about 2 hours so parents and guardians could plan for the early dismissal, which included a specialized schedule and lunch so students could eat before going home.

September 10th: Vivian Nan Grady, owner/proprietor of the Isabelle Phoenix Gallery (art) in Ionia co-hosts morning show for about an hour, speaking on the new exhibit, "Another's Perspective." This is a community showcase of various kinds of art submitted to her by community members. This is Ionia's ONLY art Gallery and is helping to bring out of town people to Ionia. Vivian covered definition of "art", ages of those entered, the student art-wall, and more.

September 11th: Special request at 8:30 for “appropriate patriotic” songs in observance of 9-11. Kate Smith’s God Bless America and Neil Diamond’s “America” were selected and played for the listener in Illionis.

Friday September 14th: WION welcomed Tim Blackmer of Ionia Public Schools and the Ionia Rotary to talk about the weekend’s Rotary fundraiser known as, “The Tour De Ionia.” WION is a monetary and advertising donor (both types.) Duration of interview was about an hour.

Friday September 14th: WiON carried the community “Purple” (Football) Game live from Ionia High school. This is the first time in over a decade the station has done this due to the demands that a sports broadcast and the needed amount of sponsorships put on us, but we got 16 sponsors and two volunteer announcers, and the results were spectacular. The Purple game is important to the community as it is the end of “Community Awareness Week” raising money to help local cancer victims and their families cover needs that are not met by insurances or other sources. Duration: nearly 3 hours for pregame, game, and postgame activities.

September 19th: FIRST on air announcement this year of our “Treasures for Troops” drive, which is in November. As soon as it was posted to social media and announced on the air, one listening and sponsoring business changed their storefront window to show involvement, and, one \$500 postage donation was made to the Blue Star Mothers who are our partners in this.

The Young Automotive Group in Ionia is the ONY sponsor, providing us with a truck to move donations, and the dollars to properly advertise this effort.

Saranac community Schools responded on-air with a call guaranteeing us more “letters and cards from home” this year as well. A GREAT feeling to have with over a month before the official drive.

September 27th: Garry Osborn’s afternoon show along with Jim Carlyle donates a remote broadcast from Ionia County Central Dispatch/9-1-1 headquarters. This is an open house for the community in two segments and a great yearly event in which many public safety organizations get together to show off what they do to kids, adults, classes, and neighbors.

Total time of broadcast: 2 hours of the afternoon show.

Submitted by:

Jim “Carlyle”

WION Chief Operator and Owner/Manager

October 9th, 2018