

## WMYK

THE FOLLOWING IS A LIST OF SOME OF THE SIGNIFICANT ISSUES THAT WMYK PERU/KOKOMO, INDIANA, RESPONDED TO IN ITS PROGRAMMING ALONG WITH THE MOST SIGNIFICANT PROGRAMMING TREATMENT OF THOSE HAVING ISSUES FOR THE PERIOD OF JULY 1<sup>ST</sup>, 2014 THROUGH SEPTEMBER 30<sup>TH</sup>, 2014. THIS LISTING IS BY NO MEANS EXHAUSTIVE. THE ORDER IN WHICH THEY APPEAR DOES NOT REFLECT ANY PRIORITY OR SIGNIFICANCE.

ATTACHED ARE THE THEMES FOR OUR SUNDAY MORNING QUARTERLY ISSUES PROGRAM, WHICH AIRS SUNDAY MORNINGS AT 6 a.m. EST/EDT. OUR CITY OF LICENSE IS PERU, INDIANA, WHICH IS IN MIAMI COUNTY. WE TALK WITH THE NEARBY GRISSOM AEROPLEX.

THE AEROPLEX BRINGS IN MEMBERS OF THE AIR FORCE FROM AROUND THE COUNTRY ANNUALLY. THE AEROPLEX HAS A DIRECT ECONOMIC IMPACT ON NEARBY PERU AND CONDUCTS EXERCISES THAT ALSO INFLUENCE THE COMMUNITY. THIS PROGRAM MAKES THE PUBLIC AWARE OF THOSE ACTIVITIES.

WE ALSO HAVE A LIST OF NON-PROFITS AND THE EVENTS WE PROMOTED IN THIS QUARTER.

## ON AIR INTERVIEWS/PSAs/PUBLIC INFORMATION

THE FOLLOWING ARE EVENTS THAT WE WERE ACTIVE IN PROMOTING JULY 1<sup>st</sup>, 2014 THROUGH SEPTEMBER 30<sup>TH</sup>, 2014. WE HAVE PROMOTED THESE EVENTS THROUGH PSAs, PROMOS, INTERVIEWS AND/OR LIVE READS

**UNITED WAY OF HOWARD COUNTY "LIVE UNITED" CAMPAIGN:** Hoosier AM/FM Media (which includes WMYK) is an active participant in United Way events and fundraisers throughout the year. We have ran PSAs and live reads pertaining to such events.

**SALVATION ARMY EVENTS:** The Salvation Army ran a series of PSAs on our stations (WMYK included) highlighting the events they were hosting. This series of PSAs started mid-March.

**ABATE OF INDIANA, REGION 3:** As winter gave way to spring, we started promoting events ABATE did in regards to motorcycle safety, either through PSAs or live reads.

**INDIANA BROADCASTERS ASSOCIATION PSAs:** Throughout the year, we run a series of PSAs for the Indiana Broadcasters Association, which deal with topics regarding education and recruitment for the National Guard and Coast Guard.

**BONA VISTA RECRUITMENT:** Bona Vista, a local agency that helps adults with developmental needs integrate into the work force for both Howard and Miami counties, runs an active PSA recruitment. The PSAs encourage such adults to apply with Bona Vista.

**MIAMI COUNTY RELAY FOR LIFE BROADCAST:** We did a remote broadcast from Independence Fireworks 5p-7p on Wednesday, July 2<sup>nd</sup>, 2014. It was an effort to raise cash for the Miami County Relay for Life, which is a fundraiser for the American Cancer Society.

**JERRY WILLIS BENEFIT:** The stations of Hoosier AM/FM Media hosted this fundraiser at Drake's Bar and Grill in Kokomo Wednesday night, July 16<sup>th</sup>, 2014. Jerry Willis, an account executive with our group of stations, was diagnosed with ALS. The funds raised that night went to cover his medical costs, while the PSAs that ran on our stations were used to raise awareness of this disease. The PSAs ran the week leading into the event.

**REVIVE THE CITY:** Reformation Faith Ministries hosted this event at Foster Park in Kokomo Saturday, July 12<sup>th</sup>, 2014. This event featured several local musical acts and churches. Money raised for the event helped to fund local youth groups. We ran PSAs two weeks prior leading into the event and there was an in-studio interview Thursday, July 10<sup>th</sup>, 2014.

**DUCK DERBY:** This event was held Thursday, July 17<sup>th</sup>, 2014, at Kokomo Beach. This annual rubber duck race helps raise money for Samaritan Caregivers, which provides services to help the elderly in the surrounding area. Hoosier AM/FM Media was a media sponsor. We ran a series of PSAs leading up to the event and talked with Jamey from SG in studio Friday, July 11<sup>th</sup>, 2014.

**GLO IN THE 'MO NIGHT TIME RUN for KOKOMO YMCA:** This nighttime glow-run took place Friday night, August 1<sup>st</sup>, in Foster Park in downtown Kokomo. The proceeds benefitted the Kokomo YMCA. We ran PSAs three weeks prior to the event.

**BILL MURPHY CAR SHOW FOR KOKOMO URBAN OUTREACH:** This car show was held Sunday, August 10<sup>th</sup>, 2014, at Highland Park in Kokomo. The annual event raises money for Kokomo Urban Outreach's Project EAT. Our station ran PSAs beginning two weeks prior to the event.

**RUNNING THE SHORES:** This 5K run/walk was held Saturday, August 23<sup>rd</sup>, 2014 at Champaign Shores in Howard County. This event benefitted the St. Joseph Foundation, which purchases hospital equipment needed to provide health care. They would use the money to purchase a new ambulance for St. Joseph Hospital. The PSAs ran for three weeks prior to the event.

**UNITED WAY "TASTE OF KOKOMO":** This event was held Saturday, August 16<sup>th</sup>, 2014, at Foster Park in downtown Kokomo. This annual event had over 25 area restaurants come together and raise money for the United Way of Howard County. Former American Idol contestant David Cook was the headliner. The stations of Hoosier AM/FM Media were official media sponsors of the event. PSAs began run a month prior to the event, and various live mentions were made of it.

**THE GREATEST SAVE:** This <sup>is</sup> recognized charity of Major League Baseball. It was a three day event, which spanned August 23<sup>rd</sup>-August 25<sup>th</sup>, 2014. Hall of Famers Rollie Fingers and Ferguson Jenkins were involved with the event. That Saturday was the Hall of Fame Game at Highland Park. Sunday was the banquet and program at the Kokomo Country Club. Monday was the celebrity golf tournament at Wildkat Creek Golf Course. The charity raised money to help protect children from adult predators. We ran PSAs beginning three weeks prior to the event.

**SALVATION ARMY COATS FOR KIDS:** The 2014 campaign led by The Salvation Army of Kokomo is geared toward gathering winter clothing for children in need in Howard County. The wrap up of this event is mid-October (Q4 of 2014), but the campaign itself started in early September. The stations of Hoosier AM/FM Media are actively involved and PSAs ran at the start of this campaign.

**UNITED WAY KICK-OFF CAMPAIGN:** This annual event took place Thursday, September 4<sup>th</sup>, 2014, at Half Moon Restaurant and Brewery in Kokomo. The event begins the 2015 fundraising efforts of the United Way of Howard County. The stations of Hoosier AM/FM Media were on hand, and will play an active role in the fundraising efforts.

**STUFF THE BUS:** This annual campaign took place the week of September 8<sup>th</sup>-12<sup>th</sup>, 2014. That Monday it was held at Brad Howell Ford in Greentown. The rest of the week, it was held at the Windmill Grill in Kokomo. The goal was to fill a school bus each day and provide school supplies for students at Eastern, Western, Northwestern, Taylor and Kokomo school districts. Hoosier AM/FM Media was a media sponsor, and PSA s and live reads were provided in the week leading into the event, as was during the week of the event.

**YES WE CAN:** This was food drive on Sunday, September 14<sup>th</sup>, 2014, in Kokomo. Local churches banded together to collect canned goods for the Kokomo Rescue Mission that afternoon. We ran PSAs leading into the event that week.

**ALZHEIMER'S ASSOCIATION "WALK TO END ALZHEIMERS":** The event was Saturday, September 21<sup>st</sup>, 2014, at Jackson Morrow Park in Kokomo. The annual event raised awareness and funds for the Alzheimer's Association. Our station ran PSAs three weeks prior to the event, and WMYK's Mike Turner was the emcee of that event.

**HOWARD COUNTY VIETNAM VETERANS REUNION:** The event was the weekend of Friday, September 20<sup>th</sup>-Sunday, September 22<sup>nd</sup> at the Howard County Vietnam Veterans Reunion. It is an annual gathering of soldiers who served our country during that conflict. We interviewed a member of the Veterans Board Monday, September 16<sup>th</sup>, 2014 and did a two-hour broadcast from the campgrounds that Saturday.

**HESP – HAITIAN WALK:** The Haitian Environmental Support Program, along with Haitian Christian Outreach and Project 117, hosts this 5K Run/Walk Saturday, October 11<sup>th</sup> at the UAW #292/Jackson Morrow Park in Kokomo. Funds raised help build schools in Haiti. While this event is Q4 of 2014, we ran PSAs promoting the event in late September.

**ROCKERS FOR KNOCKERS:** The event is Saturday, October 11th, 2014 at the Phi Kappa Delta House in Kokomo. It is an evening of great local entertainment geared toward raising awareness of breast cancer and awareness as well. While the event itself is Q4 of 2014, promotion of the event began in late September.

**SPECIAL OLYMPICS POLAR PLUNGE:** The annual fundraiser is Saturday, February 7<sup>th</sup>, 2015. While the event is Q1 of 2015, the event was announced in mid-September. The stations of Hoosier AM/FM Media (WMYK included) are the official media sponsor of the event. Promotion of the event begins November 1<sup>st</sup> (Q4 of 2014).

**WALK A MILE IN HER SHOES:** The annual fundraiser for the Open Arms Shelter (for women and children) is Saturday, February 7<sup>th</sup>, 2015. While the event is Q1 of 2015, the stations of Hoosier AM/FM Media are actively involved in the planning of this event, which began in August.

## QUARTERLY ISSUES PROGRAM THEMES

From July 1<sup>st</sup>, 2014, through September 30<sup>th</sup>, 2014, the Grissom Air Reserve base joined Rock 98.5 weekly for a 10 minute segment to talk about different events happening at the base.

**JULY 6<sup>th</sup>: SECURITY FORCES AUGMENT PROGRAM** The discussion focused on how Grissom Air Reserve Base helps bolster national security.

**JULY 13<sup>th</sup>: HAITIAN SUPPORT** The discussion focused on missions the air reserve base does to help those in the struggling country of Haiti.

**JULY 20<sup>th</sup>: PREVIEW** The discussion focused on upcoming Grissom events, such as its reunion and various missions.

**JULY 27<sup>th</sup>: PREVIEW LT. GOVERNOR VISIT** The discussion focused on the upcoming visit of Lt. Governor Sue Ellsperman to the Grissom Air Reserve Base.

**AUGUST 3<sup>rd</sup>: LT. GOVERNOR VISIT** The discussion focused on a recent visit Sue Ellsperman made to the air reserve base. She was there to observe the impact Grissom has on North-Central Indiana.

**AUGUST 10<sup>th</sup>: GRISSOM REUNION** The discussion focused on a recent reunion Grissom hosted for both past and present members of their air reserve base.

**AUGUST 17<sup>th</sup>: TROPICARE** The discussion focused on air reservists taking their annual trip to Hawaii to help those in need.

**AUGUST 24<sup>th</sup>: BOSS LIFT** The discussion focused on air reservists inviting their civilian bosses on a recent airlift to demonstrate what they do while on duty.

**AUGUST 31<sup>st</sup>: PREVIEW WASHINGTON D.C.** The discussion focused on the upcoming trip Grissom's public affairs department would make to Washington D.C.

**SEPTEMBER 7<sup>th</sup>: TRIP TO WASHINGTON D.C.** The discussion focused on a recent trip that Grissom's public affairs department took to Washington D.C. The focus of the trip was on Grissom's impact on the local community as well as with national security.

**SEPTEMBER 14<sup>th</sup>: MAINTENANCE EXERCISE** The discussion focused on the maintenance department and its annual exercise on what to do in the event of an emergency either locally or nationally.

**SEPTEMBER 21<sup>st</sup>: ACUZSTUDY** The discussion focused on a recent study that reflected if Grissom was being a "good neighbor" in Miami County and surrounding areas. The study looked at use of land and sound levels, among other things.

**SEPTEMBER 28<sup>th</sup>: AIR RESERVE STATUS** The discussion focused on October 1<sup>st</sup>, 2014, as that marks Grissom's 20<sup>th</sup> anniversary at "Air Reserve" status. The discussion focused on what that meant for the community.