

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 JANUARY 1st, 2015, THROUGH MARCH 31st, 2015. 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 JANUARY 1st, 2015, THROUGH MARCH 31st, 2015. 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 was the official media sponsor of the "Live United" 2015 campaign, with then-general manager Ernie Caldemone as the chairman. The fundraising wrapped up in mid-January, raising well over the goal of \$1 million. The stations of Hoosier AM/FM Media were recognized for their efforts to promote this campaign at a statewide United Way Indiana dinner in Indianapolis in March.

SALVATION ARMY EVENTS: The Salvation Army ran a series of PSAs on our stations (WMYK included) highlighting the events they were hosting throughout the year

ABATE OF INDIANA, REGION 3: Throughout the year, we ran PSAs 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.

KOKOMO RESCUE MISSION PSAs: Over the course of the Q1, we ran PSAs that featured KRM Director Van Taylor as well as other voices urging for either monetary donations or donations of gently used products for their warehouse store. The Kokomo Rescue Mission services both Howard and Miami Counties.

CHOCOLATE CELEBRATION: The event was held at the First Church of the Nazarene Friday, February 6th. The event had area restaurants and bakeries show off chocolate creations. All money raised went to Samaritan Caregivers, which assists the elderly in day-to-day living. Hoosier AM/FM stations were a media sponsor, and WMYK ran promos weeks prior to the event.

SPECIAL OLYMPICS POLAR PLUNGE: The annual fundraiser was Saturday, February 7th, 2015, at Crossroads Community Church in Kokomo. The event has people jump into cold water to raise money for Special Olympics Indiana. \$12,000 was raised - \$5,000 more from last year. The stations of Hoosier AM/FM were media sponsors, had been running promos since late '14, and had a web presence devoted to it. WMYK's Mike Turner was the emcee of the event.

BONA VISTA'S LAST ONE STANDING DODGEBALL CHALLENGE: The annual event was Saturday, February 7th, 2015, at Maple Crest Middle School in Kokomo. The annual dodgeball tournament raises money for Bona Vista, which assists special needs adults in Howard and Miami counties. The stations of Hoosier

AM/FM Media were media sponsors and co-sponsored a team with the United Way of Howard County. A series of promos ran on WMYK weeks prior to the event and on-air interviews were conducted as well.

WALK A MILE IN HER SHOES: The annual fundraiser for the Open Arms Shelter (for women and children) was Saturday, February 14th, 2015. Promos were scheduled from late in '14 to run for the event. The walk was a tremendous success, as over \$131,000 was raised at the event. The stations of Hoosier AM/FM were media sponsors.

SOUP, STEW AND BREW: This event was held at the Kokomo Eagles Lodge Friday night, February 27th, 2015. It was a dinner where area restaurants provided soups and stews while local bands performed. All of the proceeds raised went to a fund to fight brain cancer. WMYK did live reads to promote the event.

GO RED FOR WOMEN: This fashion event was held at the Ivy Tech Event and Conference Center Saturday, February 28th, 2015. It was hosted by the UAW 685 Women's Committee and benefitted the American Heart Association. The stations of Hoosier AM/FM were media sponsors and ran promos prior to the event.

OLE BEN 5K: This 5K run/walk was held Saturday, March 7th, 2015, at Highland Park in Kokomo. All money raised went to scholarships for Indiana University Kokomo. A series of promos ran daily in the weeks that preceded it. The stations of Hoosier AM/FM were media sponsors.

SCRIPPS HOWARD SPELLING BEE: This event was held at the Ivy Tech Event and Conference Center Tuesday night, March 24th, 2015 in Kokomo. Students (4th-8th grades) from Howard, Miami and surrounding counties participated in this event. After 40 rounds, the event concluded in a smaller venue the following day. The stations of Hoosier AM/FM were media sponsors and members served as either emcee (Rob Rupe), judge (Jessica Green) or ushers (Chris Stevens and Mike Turner).

YOUTH SUMMIT AND NETWORKING EVENT: This workshop was held Tuesday, March 31st, at the Kokomo Area Career Center. The event was hosted by the Region 4 Workforce Board. The goal was to educate 400 area high school students on how to prepare for the workforce. The event was marketed in the preceding weeks on WMYK.

QUARTERLY ISSUES PROGRAM THEMES

From January 1st, 2015, through March 31st, 2015, the Grissom Air Reserve Base joined Rock 98.5 weekly for a 10 minute segment (Sunday mornings after 6a) to talk about different events happening at the base.

JANUARY 4th SAFETY OFFICE: The discussion focused on how Grissom kept things safe both in the air and on-ground. Many bigger, active-duty air bases maintain a safety office to keep things aligned, and as a reserve base, Grissom is no different.

JANUARY 11th GRISSOM ENVIRONMENTAL IMPACT: The discussion focused on Grissom Air Reserve Base's efforts to save taxpayers money (up to 12%) and to be more environmentally efficient. Among some of the efforts discussed was Grissom switching to LED lights.

JANUARY 18th LAWYERS: The discussion focused on the new leadership in Grissom's two legal offices – one pertaining to reservists and another for commanders of the base and how this affects the area at large.

JANUARY 25th RECRUITING: The discussion focused on how Grissom was not only recruiting local reservists to help in the transport of cargo to, from and on-base, but how the Air Force is still a great opportunity for high school/college graduates who are seeking employment.

FEBRUARY 1st MISSION & VISION: The discussion focused on what the goals of Grissom were in the grand scheme of things. Their leadership wanted to assist not only in the local community, but to help globally in refueling & assisting in U.S. military combat.

FEBRUARY 8th ECONOMIC IMPACT: The discussion was on the economic impact Grissom has on the surrounding area. Because the reserve base does not have the same resources an active military base does, its 2,300 employees spent nearly \$128 million in the area last year.

FEBRUARY 15th REFUELING SCHEDULE: The discussion was on upcoming refueling missions that Grissom was set to perform in the coming months. Most of these missions are scheduled in advance and are rarely spur-of-the-moment.

FEBRUARY 22nd COMBAT ARMS: Grissom maintains inventory of 1,600 weapons on site, and each weapon comes with a "birth certificate". Security is very important, especially for the surrounding area.

MARCH 1st FIRST AID: The discussion focused on how Grissom prepared its personnel for first aid. The importance of this not only should be in national emergencies, but even in incidents in the community as well.

MARCH 8th RECRUITING: The discussion was a reiteration of one earlier in the quarter, where Grissom was looking for local reservists to assist in day-to-day activity at the base.

MARCH 15th HONORARY WING COMMANDER: The discussion focused on this program, where members of the community can become HWCs by flying on refueling missions from Grissom.

MARCH 22nd RECAPPING OF REFUELING MISSIONS: This was a recap of refueling missions discussed in the 2/15 segment. The discussion focused on other missions forthcoming.

MARCH 29th A LOOK AHEAD: The discussion focused on events planned through the next several months, which included community outreach.