

## 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 OCTOBER 1<sup>st</sup>, 2015, THROUGH DECEMBER 31<sup>st</sup>, 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 OCTOBER 1<sup>ST</sup>, 2015, THROUGH DECEMBER 31<sup>ST</sup>, 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 is a sponsor of the “Live United” 2015 campaign. The “Lived United” promos continue to run on our stations in an effort to encourage people to stay active with United Way, and employees of Hoosier AM/FM are active contributors.

**INDIANA BROADCASTERS ASSOCIATION PSA CAMPAIGN:** Throughout the 4<sup>th</sup> Quarter, WMYK ran a series of PSAs sponsored by the Indiana Broadcasters Association. These PSAs highlighted the efforts of the National Guard and Coast Guard in keeping communities safe and their recruitment efforts as well.

**CASA PSAs:** These PSAs are a recruitment effort to find Court-Appointed Special Advocates for children

**INDIANA FORECLOSURE PREVENTION:** This series of PSAs (IBA) helps alerts Hoosiers struggling with house payments to contact them – it is a non-profit. These PSAs have run through Q4.

**HOWARD COUNTY HEALTH FAIR:** This event was held October 1<sup>st</sup> at the Ivy Tech Event and Conference Center in Kokomo. It allows residents to screen their health at little to no cost. WMYK ran a series of PSAs in the weeks leading to the event.

**BARKTOBERFEST** The event is Saturday, October 3<sup>rd</sup>, at Foster Park in downtown Kokomo. This event promotes fun with pets in the community. The money raised at this event helps to build a new facility for the Kokomo Humane Society. WMYK ran PSAs promoting this event.

**ROCKERS FOR KNOCKERS** The event is Saturday, October 3<sup>rd</sup> at the Phi Kappa Delta House in Kokomo. It is a night of music provided by local musicians. All money raised goes to local breast cancer research. WMYK ran a series of PSAs promoting this event.

**INDIANA BROADCASTERS ASSOCIATION CAREER FAIR:** This event is at the Marriott North Hotel in Indianapolis October 3<sup>rd</sup>. This career fair gave broadcasting students and those seeking employment the opportunity to talk with potential employers in the television and radio industries. WMYK ran PSAs promoting the event.

**COMMUNITY HOWARD’S CHEF’S BASH:** This Halloween party was hosted by Community Howard Hospital at the Elite Banquet and Conference Center Saturday night, October 31<sup>st</sup> in Kokomo. The proceeds benefitted the hospital’s patient assistance program. WMYK ran a series of PSAs for this event.

**KOKOMO URBAN OUTREACH CHRISTMAS CAN-CAN:** This event was held at the Maplecrest Kroger parking lot in Kokomo Thursday, December 10<sup>th</sup>. It was an effort to raise non-perishable food items and toiletries for Kokomo Urban Outreach. WMYK ran a series of PSAs promoting the event and the stations of Hoosier AM/FM were active participants.

**SPECIAL OLYMPICS POLAR PLUNGE:** The event is in February; however, WMYK became the media sponsor in 4<sup>th</sup> quarter. A series of PSAs and active participation is planned for Q1 2016.

GRISSOM AIR RESERVE BASE-

THE GRISSOM AIR RESERVE BASE JOINS US WEEKLY TO TALK ABOUT WHAT IS HAPPENING AT THE BASE. THE SEGMENT USUALLY LASTS FOR 10 MIN AND COVERS ANYTHING FROM EMERGENCY PROTOCOLS AT THE BASE TO ECONOMIC IMPACT TO COMMUNITY INVOLVEMENT

10/4/15-10 MIN

10/11/15-10 MIN

10/18/15-10 MIN

10/25/15-10 MIN

11/01/15-10 MIN

11/08/15-10 MIN

11/15/15-10 MIN

11/22/15-10 MIN

11/29/15-10 MIN

12/6/15-10 MIN

12/13/15-10 MIN

12/20/15-10 MIN

12/27/15-10 MIN