

## **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> THROUGH DECEMBER 31<sup>st</sup>, 2013. 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.

ALSO LISTED ARE RECENT INTERVIEWS CONDUCTED WITH THE GOVERNOR AND LT. GOVERNOR OF INDIANA IN REGARDS TO AGRICULTURAL AND ECONOMIC CONCERNS. WE ALSO HAVE A LIST OF NON-PROFITS AND THE EVENTS THEY WERE PROMOTING IN THIS QUARTER.

## **QUARTERLY ISSUES PROGRAM THEMES**

From October 1st - December 31st 2013, the Grissom Air Reserve base joined Rock 98.5 weekly for a 10 minute segment to talk about different events happening at the base.

**OCTOBER 6** A group of deployed troops returned to NC Indiana after being deployed to SW Asia for 6 months

**OCTOBER 13** Returning from deployment and what folks can expect from individuals who have been deployed

**OCTOBER 20** The Grissom Air Reserve base has installed Geothermal wells to help with the heating and cooling of water

**OCTOBER 27** Tax payer benefits of the Geothermal wells at Grissom

**NOVEMBER 3** Troops from the Grissom Air Reserve base return from Southwest Asia in time for the holidays

**NOVEMBER 10** The Grissom Air Reserve base is installing nature trails for military and civilian's to use to utilize the base's land

**NOVEMBER 17** The Grissom Air Reserve Base's economic impact for 2013

**NOVEMBER 24** What Grissom's Economic Impact means for North Central Indiana

**DECEMBER 1** There is a new Commander of the 434th ARW at Grissom

**DECEMBER 8** Troops begin to deploy from Grissom to SW Asia for another round of deployments and how families and friends deal with the deployments

**DECEMBER 15** Forecasted economic impact of Grissom

**DECEMBER 22** Land compatibility study done by the base to make sure they are utilizing the area correctly and to make sure they are being good neighbors to the folks living around Grissom

**DECEMBER 29** 2013 recap of events at the Grissom Air Reserve Base

## ON AIR INTERVIEWS/PSAs

THE FOLLOWING ARE EVENTS THAT WE WERE ACTIVE IN PROMOTING FROM OCTOBER 1<sup>st</sup>, 2013 TO DECEMBER 31<sup>st</sup>, 2013. WE HAVE PROMOTED THESE EVENTS THROUGH PSAs, PROMOS, INTERVIEWS AND/OR LIVE READS

**COATS 4 KIDS:** The drive began after Labor Day of this year. The deadline is October 14<sup>th</sup>, 2013 and distribution is October 26<sup>th</sup>, 2013. This charity is ran by the Salvation Army of Kokomo. It collects winter gear for the less-fortunate of Howard County.

**HOWARD COUNTY HEALTH FAIR:** This event is scheduled for October 3<sup>rd</sup>, 2013, but we have promoted this event since September. It's an event that is free to the public and allows them to obtain the necessary vaccinations and screenings.

**PINK PANCAKE-PALOOZA:** This event is scheduled for October 5<sup>th</sup>, 2013, but we have promoted this since September. October is Breast Cancer Awareness Month, and this event is put on by local hospitals and restaurants. The money raised goes toward battling breast cancer locally.

**ROCKERS FOR KNOCKERS:** This event is scheduled for October 12, 2013, but we began promoting the event mid-September. October is Breast Cancer Awareness month, and this is an event put on by local musicians to raise money for mammograms at local hospitals.

**INDIANA WESLYAN UNIVERSITY/INDEPENDENCE FUND:** We began promoting this mid-September and it continues through November 11<sup>th</sup>. It is a fundraising effort to provide wheelchairs for veterans who need them. The money is collected at Indiana Wesleyan locations and through the mail.

**INDYSTAR TWITTERTHON:** We interviewed Indianapolis Colts punter Pat McAfee November 20<sup>th</sup> on his Internet fundraiser for people affected by the November 17<sup>th</sup> tornadoes in Howard County.

**UNITED WAY TOY DRIVE:** This was an effort that was undertaken by the stations of Hoosier AM/FM, as well as the United Way of Howard County and The Kokomo Herald. We orchestrated a toy drive for the holidays for children affected by the November 17<sup>th</sup> tornadoes that affected our community. At the end of the drive (December 17<sup>th</sup>), the toys were given for distribution to The Salvation Army of Kokomo.

**LAST ONE STANDING DODGEBALL CHALLENGE:** The event is scheduled for January 18<sup>th</sup>, 2014, but we have been promoting the event since late November. It is a dodgeball tournament that raises money for Bona Vista, which helps those with physical/mental handicaps across Howard and Miami counties, plus other areas as well.

**WALK A MILE:** The event itself is in February 2014, but our station is running PSAs soliciting donors and volunteers now. The walk is a benefit for a shelter that houses homeless women and children in multiple counties. It is run by the Kokomo Rescue Mission.

**POLAR PLUNGE:** This is an event that raises money for Area 5 Special Olympics in Indiana (which includes eight counties – including Miami and Howard). It will be held in February of 2014. We have not

yet begun promotion of this (we will do so in November), WMYK and its parent company Hoosier AM/FM are once again media sponsors of this event.