

WMYK

THE FOLLOWING IS A LIST OF SOME 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 1ST, 2016 THROUGH SEPTEMBER 30TH, 2016. THIS LIST IS BY NO MEANS EXHAUSTIVE. THE ORDER IN WHICH THEY APPEAR DOES NOT REFLECT ANY PRIORITY OR SIGNIFICANCE.

AIR INTERVIEWS/PSAS/PUBLIC INFORMATION

THE FOLLOWING ARE EVENTS THAT WE WERE ACTIVE IN PROMOTING JULY 1ST, 2015, THROUGH SEPTEMBER 31ST, 2016. WE HAVE PROMOTED THESE EVENTS THROUGH PSAS, PROMOS, INTERVIEWS, AND/OR LIVE READS

KOKOMO BEACH BASH: Held at Kokomo Beach and was a last hoorah to celebrate end of summer and kids going back to school. Donations were taken to help with school supplies and backpacks for kids going back to school. Promos were run leading up to the event.

ROCKIN PURPLE FOR LUPUS RIDE: This was a Motorcycle ride in Kokomo to benefit the Lupus Foundation of America. We ran some PSAs and had interviews played a few days before the event.

MDA LOCK-UP: This was an event in Kokomo to benefit people with Muscular Dystrophy. People were chosen to be locked up and get people to bail them out by donating money to the cause. Live read PSAs were done and a air staff member from WMYK participated as one who was locked up.

HOWARD COUNTY VIETNAM VETERANS REUNION: This took place in Kokomo and was an event for Veterans to be able to get together and reconnect. A series of promos were played leading up to this and interviews were conducted and played.

KOKOMO TORNADO RELIEF: Multiple tornados ripped through Howard county in late August. Many live reads and PSAs and promos were played so people would get all the info they needed to get the help they needed. Staff went to many meeting about relief efforts.

ROCKERS FOR KNOCKERS: This event happens in the 4th quarters but it was promoted all through September with live reads promos and interviews. It is a night of music provided by local musicians. All money raised goes to local breast cancer research.

GRISSOM AIR RESERVE: Every Sunday morning at 6 a.m. we talk with the nearby Grissom Aero plex members of the Air Force. The Aero plex 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.

THE GRISSOM AIR RESERVE BASE JOICE 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 INVOLVMENT.

07/3/16-10 MIN

07/10/16-10 MIN

07/17/16-10 MIN

07/24/16-10 MIN

07/31/16-10 MIN0

08/7/16-10 MIN

08/14/16-10 MIN

08/21/16-10 MIN

08/28/16-10 MIN

09/4/16-10 MIN

09/11/16-10 MIN

09/18/16-10 MIN

09/25/16-10 MIN