

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 1ST, 2015, THROUGH SEPTEMBER 30TH, 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.

QUARTERLY ISSUES PROGRAM THEMES

From July 1st through September 30th, 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. These interviews are conducted with Tech Sgt. Doug Hayes.

JULY 5th – FOURTH OF JULY CELEBRATION: The discussion focused on how the base celebrated Independence Day with the surrounding area and what the day means to those actively serving or have served.

JULY 12th HONOR GUARD: The discussion focused on how the base's Honor Guard serves its purpose both on base and in community events. Among future events previewed was the "Wings Over America" ball in September.

JULY 19th COMMUNITY SPEAKERS: The discussion focused on speakers who would engage the base in the coming months – not just military personnel, but those in their families as well.

JULY 26th BASE EXERCISE IN READINESS, PART 1: This is the first of a two-part discussion. This focused on training exercises that prepared Grissom in the event of an actual emergency. This part of the discussion focused on how local personnel would assist nationally.

AUGUST 2nd BASE EXERCISE IN READINESS, PART 2: This is follow-up to last week's discussion. This focused on training exercises that prepared Grissom in the event of an actual emergency. This part of the discussion focused on how personnel would respond to a localized emergency.

AUGUST 9th 316th PSYCH OPERATIONS DISPLAY: This discussion focused on a nine-month mission that 20 soldiers from Grissom would participate in the ongoing War on Terror. Their engagement will take them to Africa, and how Grissom will assist was also discussed.

AUGUST 16th COLOR RUN FOR UTIA WEEKEND: In an effort to promote better health and comradery among those at Grissom, the 434th Force Support Squad would host a color fun-run later that week. The more-lighted discussion focused on the fun the planning committee was having with this community event.

AUGUST 23rd ROTC CADETS/EXPERIENCE: The discussion focused on an up-coming visit from ROTC students for Anderson High School and how Grissom was preparing them for future service. More such visits with other area high schools were previewed.

AUGUST 30th SEMI-ANNUAL AWARD WINNERS: This was a preview of an upcoming award ceremony honoring deserving air reservists. The criteria for each nominee were not only vocational responsibility, but what impact he or she has on Grissom and the surrounding community.

SEPTEMBER 6th BOSS LIFT: The discussion focused on how Air Reservists can bring their employers to the base for a mid-air fueling mission to see what their employees do in the service of the military. The

recent such mission at Grissom brought employers from all over the state – places like Fort Wayne and Terre Haute.

SEPTEMBER 13th IVY TECH TOUR: The discussion focused on a recent visit that students from Ivy Tech made in regards the metals technology wing of Grissom.

SEPTEMBER 20th AIR SHOW: The discussion focused on Grissom’s participation in air shows not only locally, but across the Midwest and how it helps with recruiting.

SEPTEMBER 27th “ARCHAEOLOGY” FIND: Grissom (as of this posting) is undergoing renovations to better serve the community at large. To better understand why the renovations are needed, a light-hearted discussion about things found while the process is going on occurred. Among the items found: a Brooklyn/New York World Series score written in chalk and a gyroscope used in World War II.

ON AIR INTERVIEWS/PSAs/PUBLIC INFORMATION

THE FOLLOWING ARE EVENTS THAT WE WERE ACTIVE IN PROMOTING JULY 1st, 2015, THROUGH SEPTEMBER 30th, 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. Even though the campaign has since wrapped up, the “Lived United” promos continue to run on our stations in an effort to encourage people to stay active with United Way.

INDIANA BROADCASTERS ASSOCIATION PSA CAMPAIGN: Throughout the 2nd 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 who need representation. The PSAs ran throughout the 2nd Quarter.

BRANDT’S BREAST CANCER AWARENESS RIDE This event was held July 18th at Brandt’s Harley Davidson in Wabash. This bike ride raised money for breast cancer research. WMYK ran a series of PSAs weeks leading into the event.

BILL MURPHY CAR SHOW This event was held Sunday, August 16th, at Highland Park in Kokomo. This car show helped raise money for Kokomo Urban Outreach and its Project EAT campaign. WMYK ran a series of PSAs weeks leading into the event.

BLUE JEANS AND BLING This casual event, which encouraged patrons to dress casually and wear jewelry, was held Friday, August 28th at the Ivy Tech Event and Conference Center in Kokomo. It was a night of dinner and auctions. Money raised helped pay for scholarships for Ivy Tech. WMYK ran a series of PSAs weeks leading into the event.

YES WE CAN This canned food drive was held Sunday, September 13th throughout the city of Kokomo. Area youths canvassed the town in search of canned foods for the Kokomo Rescue Mission. WMYK ran a series of PSAs in the weeks leading into the drive encouraging people to leave non-perishable foods on their steps.

GLENDALE DAYS The event was held September 19th and 20th in a small airport just outside of Kokomo. The airshow gave people the chance to fly in vintage aircraft over Kokomo. The event raised money for Spinal Muscular Atrophy Support. WMYK ran a series of PSAs for a couple of weeks leading into the event.

TYLER WRIGHT MEMORIAL TRACTOR PULL This was an event held Saturday, September 19th, at the Tipton County fairgrounds. The competition donated a portion of the proceeds to the Suicide Prevention Foundation. WMYK ran a series of PSAs in the weeks leading into the event.

BALLIN' WITH THE LAWMEN This was a charity softball game held Sunday night, September 27th, at the baseball stadium in downtown Kokomo that pitted local law enforcement against athletes with special needs. All money raised helped the Special Olympics of Howard County. WMYK ran PSAs for two weeks leading into the event.

FREE SCREENINGS w/ BONA VISTA This event is held Wednesday, September 30th at the Bona Vista facilities of Kokomo. The screenings are free to toddlers through five years old and allow parents the chance to see if their child is developing the skills they need at an appropriate rate. WMYK has been running PSAs to promote these screenings for the last few weeks.

BARKTOBERFEST The event is Saturday, October 3rd, 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. As of this posting, WMYK has been running PSAs promoting this event.

ROCKERS FOR KNOCKERS The event is Saturday, October 3rd 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. As of this posting, WMYK has been running PSAs promoting the event.

INDIANA BROADCASTERS ASSOCIATION CAREER FAIR: This event is at the Marriott North Hotel in Indianapolis October 3rd. This career fair gave broadcasting students and those seeking employment the opportunity to talk with potential employers in the television and radio industries. As of this posting, WMYK has been running PSAs promoting the event.