

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 OCTOBER 1ST, 2016 THROUGH DECEMBER 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 OCTOBER 1ST, 2015, THROUGH DECEMBER 31ST, 2016. WE HAVE PROMOTED THESE EVENTS THROUGH PSAS, PROMOS, INTERVIEWS, AND/OR LIVE READS

ROCKERS FOR KNOCKERS: This event in Kokomo was a night of music provided by local musicians. All money raised goes to local breast cancer research. WMYK ran a series of PSAs promoting the event.

PITCH IN FOR YOUTH: This event was held in Kokomo and had Kokomos own major league pitcher Joe Thatcher. It helped raise money for New Leaf Mentoring. An organization that helps children of incarcerated parents in the community. A series of PSAs and promos were run.

TURKEY BOWLING: WMYK put on a charity to help raise food for Urban Outreach. People donated canned food items while getting a free game of bowling. A series of Promos and PSAs were played.

SPECIAL OLYMPICS POLAR PLUNGE: The event is in February, however, WMYK is the media sponsor in the 4th quarter. A series of PSAs and promos were played and active participation is planned.

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.

10/2/16-10 MIN

10/9/16-10 MIN

10/16/16-10 MIN

10/23/16-10 MIN

10/30/16-10 MIN

11/6/16-10 MIN

11/13/16-10 MIN

11/20/16-10 MIN

11/27/16-10 MIN

12/4/16-10 MIN

12/11/16-10 MIN

12/18/16-10 MIN

12/25/16-10 MIN