

**QUARTERLY LIST  
OF  
COMMUNITY ISSUES  
AND  
RESPONSIVE PROGRAMS**

April 1, 2016 through June 30, 2016

In an ongoing effort to serve the public interest, WKY-AM and its owners, Cumulus Media offers a variety of programming, responsive to the issues of concern to the listening audience. Below is a list of the station's most significant programming treatment of those issues for the period of April 1, 2016 through June 30, 2016.

**HEALTHCARE-** This station chose to address a variety of health issues of continuing importance to our listeners. These issues cover areas of health care ranging from infants to adults.

**THE ARTS-** This station believes it is important to support the arts and the entities that work hard to bring the arts to this community, whether it be a museum or a theater group.

**ENVIRONMENTAL AWARENESS-** This station strives, whenever possible, to alert the community to opportunities to make the environment in which they live a better, healthier one.

**COMMUNITY AWARENESS-** This station has worked to provide non-profit agencies an outlet to inform the community about services available to them.

**SAFETY-** this station makes an effort to inform its listeners of ways to make their world safer by having knowledgeable people talk about a variety of pertinent issues.

**EDUCATION-** this station chose members of the educational community to inform listeners of classes, workshops and other opportunities to be better educated.

**ECONOMY-** this station has given professionals the chance to inform its listeners of its economic health and ways to improve the business environment.

**FAMILY-** this station supports families and their day-to-day issues. It has brought information that covers issues ranging from better parenting to how to be a better sibling/ student.

## PROGRAMMING

April 3, 2016

We featured two guests. The YWCA held a 2 minute 5 K and kiddie fun run to call awareness to the fact that a woman is sexually assaulted every 2 minutes in the US. April 16 at Stars and Stripes Park, 3701 S. Lake Hefner Drive. Registration is \$15-\$35 and begins at 7 a.m. The Kiddie K begins at 8 a.m., and the 5K starts at 8:30 a.m.

We spoke with a representative of Access Sports. They held their basketball awards banquet on April 11<sup>th</sup>, 7 p.m. National Cowboy and Western Heritage Museum, Oklahoma City Honoring The Finest in NCAA Division 1 College Basketball Established in 2010 Oklahoma City-based Produced by 501 (c)(3) non-profit Access Sports Created by key Oklahoma sports/business personalities Tisdale Award annually to outstanding freshman NCAA male basketball player.

April 10, 2016

We had a representative of Miles Against Melanoma come to tell us about their event 1st Annual Saved By The Crawl. Small donation suggested to get a wristband to take advantage of drink/appetizer specials! They use all money donated to put public sunscreen dispensers in high traffic areas.

YWCA 2 minute 5 K returned to get additional sign ups for their April 16<sup>th</sup> event to raise money for sexual assault victim counseling through the YWCA.

April 17<sup>th</sup>, 2016

Camp Claphans' Greg Gaston joined us to promote the upcoming event the Gutter Dance 13 charity bowling event which took place May 19<sup>th</sup> at sooner bowling center. Proceeds go to help fund the camp which has activities for children with disabilities that would not otherwise be able to join in a summer camp experience.

The American Heart association brought a doctor in to talk with us about the dangers of heart attack and stroke as it effects Hispanic women and to discuss Vesitido Rojo on April 23<sup>rd</sup> which is the Latina focused branch of go red for women program

April 24<sup>th</sup>, 2016

The Absentee Shawnee tribe came on the show to discuss the dangers of teenaged drinking and to educate the public about the social drinking law. We discussed programs offered by the tribe that are free of charge.

April Sandafer joined us to discuss the 8<sup>th</sup> annual wheelchair basketball event April 28<sup>th</sup>. Dr. Frieberger, a longtime participant came on to share his experiences in the program. Funds go towards OKASA athletes purchasing specialized sports equipment and travel expenses for national tournaments.

May 1, 2016

Kim Shlitler, a representative of Best friends of Pets, a non-profit charitable organization that helps reduce pet over-population. They focus on spaying and neutering with their SNAP program that assists lower income pet owners with the cost of spay and neuter.

My heart program is offered through the OKC County Health department. It is an 8 week program which is free to the public to educate people of proper diet, checking blood pressure, and heart health.

May 8, 2016

Absentee Shawnee tribe once again talked about Cody's Law, the social drinking law. We also discussed ways to keep teens away from drugs and alcohol. Our second guest was the Food Bank. We talked about their upcoming letter carriers food drive and helping gather donations for the Food Bank.

May 15, 2016

Major Ed Pulido came on the show to talk about Warriors for Freedom, an organization that helps veterans. He shared his personal story of struggle and triumph and urged everyone to support Warriors for Freedom and Remember the 22, both non-profit groups for the benefit of veterans.

The American Heart Association's Go Red for Women event talking about women's special risk for heart attack and stroke.

May 22, 2016

Get Moving OKC is a program of the Oklahoma City Community Foundation's Wellness Initiative that is designed to promote the integration of physical activity, good nutrition and other healthy lifestyle choices into the daily routines of children and adults living in Oklahoma County. We talked about ways to move more and have fun while doing it.

Food Bank of Oklahoma needs donations more than ever, we talked with representatives about getting more people to donate and volunteer.

May 29, 2016

Amy Welch came on the show for the Oklahoma Society of CPA's to give us tips on how to use the summer time to teach kids about good financial practices.

Major Ed's story was shared again for Memorial Day.

June 5, 2016

OG&E joined us for a conversation on alternative energy and what the company is doing to give back to the state of Oklahoma. A new solar plant in Mustang, wind power, and other programs keep them from needing to build more fossil fuel plants, which helps the environment.

Norman Conquest is a bicycle race that will be held July 18<sup>th</sup> in Norman. The ride will begin and end at the J.D. McCarty Center and proceeds will go to help with expenses at Camp Claphans.

June 12, 2016

The Food Bank of Oklahoma has programs that feed kids during the summer. Many kids get their only meal of the day at school, so during the summer the Food Bank takes on the task providing meals all over the state for hungry kids.

Givesmart OKC is a website that vets non-profit organizations and posts their financial information, and percentages of moneys that actually go to those in need. The organizations on the site have been in existence for at least 2 years. Donors can review information and make informed decisions. Volunteers can also find information to find the right fit for their time.

June 19, 2016

The team from the American Heart Association brought another doctor in to talk about the dangers of excessive salt in our diet and its contribution to high blood pressure and heart disease. We discussed what foods to avoid.

The Food Bank of Oklahoma brought guests in to discuss their new outreach programs that make use of the foodbank less difficult for those in need. New systems are much more like grocery stores where clients and “shop” for the things they need, instead of accepting what they are given.

June 26, 2016

Jammin’ in the Gardens is an event taking place Thursday, June 30 from 6pm-10pm! This is a non-profit district awareness event at the brand new Delmar Gardens in the Historic Farmers Market District. Another group called Random Acts of Kindness will also be on hand to show some love!

The American Cancer Society came by and brought one of their volunteers to talk about the “Ride to Recovery” program. They provide transportation to and from cancer treatments for those who need it.