

4th Quarter 2014 (Oct-Dec) Issues and Programming Report
Stevie Jay Broadcasting

Issue: Local Tourism -Varies

Community Calendar

WGKC, WJEK, WSJK, WQQB

10/01/2014-12/31/2014

Community Calendar posted on all station websites give listeners a guide to everything going on in Central Illinois. Fundraisers all well represented, many getting air time during the morning shows with coordinators visiting with our on air talent. Walks that raise money for the Down Syndrome Network, Amer. Cancer Soc. are examples of benefits that happened in the last quarter of the year with our radio station emceeding the event and promoting it at least 2 weeks ahead of time with commercials and social media

Issue: Local Tourism -Varies

Champaign Convention & Visitors Friday "Out & About" Segment

WGKC, WJEK, WSJK, WQQB

10/01/2014-12/31/2014

Every Friday pre-record interview between station personality and Champaign CVB Employee. Informs listeners what is happening this weekend locally in our community. Many events evolved around contributing to local charities and Holiday activities

Issue: Champaign County Humane Society (Pet Adoption Non-profit agency)

WGKC, WJEK, WSJK, WQQB

10/01/14-10/25/14

HiltonGarden Inn hosts the annual Fur Ball dinner and auction Friday October 10th raising money for our 4 legged friends that await adoption. Stations aired a commercial in October promoting the event and aired interviews with coordinators to boost attendance. Their Thank You note to Stevie Jay Broadcasting indicated the event more than \$50,000 was raised to help over 1,500 animals over the next year.

Issue: Eastern Illinois Foodbank donation drive with Schools & Businesses (hunger)

WQQB, WGKC, WSJK, WJEK

11/01/14-12/2/14

We promoted getting non-perishable food items to help the hungry in East Central Illinois. Stations ran PSA's to support the drive and did a LIVE broadcast at County Market for 12 hours to get donations collected insuring the warehouse is stocked with grocery products and load up local soup kitchens, etc. Raising awareness CEO Jim Hires sharing local statistics on 33,000 kids who go hungry each year in their 14 county area. WICD-TV also involved in our efforts with area schools with over \$76,000 raised!

**Issue: Educating our kids with the Orpheum Children's Science Museum
Holiday "Snow Globe" event with fun features for kids/adults**

WQQB, WGKC, WSJK, WJEK

11/28/14 to 12/31/14

After the "Parade of Lights" on November 29th, the "Snow Globe event" went on for the public to enjoy continuing through December on Saturday afternoons featuring storytelling, mock sledding & crafts as well as Winter Camp for kids to learn new things. New Years Eve had a noon balloon drop and we provided the emcee, music and fund raising efforts to support wholesome activities for the kids while school is out. Stations ran PSA's, live interviews, website coverage and social networking coverage to promote this winter festival for promotion of their programs and more.

Issue: Supporting Homeless Soup Kitchen "Daily Bread" serves 200 11am-1pm

WQQB, WGKC, WSJK, WJEK

11/28/14-12/17/14

Back Pack Project loaded up 800 packs with food and comfort items for the needy. Local shops also did a percentage of the profits to help and were collection sites. Director Ellen Harms was on the radio to talk with hosts about helping the homeless.

Issue: 5k Walks for Charity: Down Syndrome Network, Amer. Cancer Society and Women's Fitness Run to benefit Center for Women in Transition/Crisis Nursery along with Winter Sprinter event supporting St Jude Children Research Hospital

WQQB, WGKC, WSJK, WJEK

10/01/14 to 12/6/14

Provided Talent to help keep everyone on the same page with announcements at Urbana Parks and the Champaign County Fairgrounds, introducing guests who share their story. Station ran PSA's and live talking/informative segments about event. All money raised benefited various groups with caretakers, victims and those suffering loss came together for support. Booths promoting wellness and services at the event promoted on the air.

**Issue: Veteran's Services, Freedom Celebration and Memorial Dedications 11/11/14
Pearl Harbor Memorial at the Virginia Theater 12/7 at 2 "From Here to Eternity"**

WQQB, WGKC, WSJK, WJEK

11/07/14 to 12/7/14

Promoted the memorial service, and provided the sound system in Savoy as dedications took place at the War Memorial with Armed Forces Chaplin and Veteran's Services present to explain their programs. Patriotic Music was played and ROTC or Scout Troops did a Flag Ceremony, etc. running PSA's and interviewing VFW coordinators. December 7th served as Moderator for event saluting our veterans with discussion about "From Here to Eternity" movie being turned into musical with lyricist Tim Rice involved.

Issue: Festival of Trees Junior League of Champaign-Urbana Nov. 22-23, 2014

WQQB, WGKC, WSJK, WJEK

10/22/14-11/24/14

1,000 people come to Hilton Garden Inn for decorated trees and wreaths, food, vendors, crafts and a kid zone while 'bidding' on auction items to raise money for programs like: Back Pack Buddies helping hungry students in local schools along with the "League Locker", reading programs to help school libraries "Books By the Bushel" and scholarships for students in need. Interviews, PSA's and website postings helped promote

Issue: Crisis Nursery offers shopping by kids for their parents with Volunteers

WQQB, WGKC, WSJK, WJEK

12/6/14-12/13/14

Stations ran Public Service Announcements informing listeners about the free treats with people encouraged to drop off kids for a few minutes to shop for their parents with a volunteer and stay in a certain price range that is a donation for Crisis Nursery with their communications specialist, Heather Weinke being interviewed on the air about it.

Issue: March of Dimes Signature Chefs Auction (hope for premature babies)

WQQB, WGKC, WSJK, WJEK

10/18/14-11/6/14

Public Service Announcements, website postings and interviews with coordinators spreading the news of available resources to help moms as around 400 babies are born too early or sick in IL each week. This event at the Hilton Garden Inn spotlights area Chef's with their samples of food raising around \$60,000

Issue: Performing Arts Local Theater doing their plays and holiday shows

WQQB, WGKC, WSJK, WJEK

11/05/14-12/22/14

Info about shows through PSA's, website exposure and interviewing the director on the air. Centennial High did "Cinderella" in November in Aldridge Auditorium and Bah-Hum Bug Productions at Parkland College presented "The Snow Queen and the Goblin" Rantoul Theater Group doing "Babes in Toyland", Champaign Park Districts youth program did "A Christmas Story" and at Krannert, CU Ballet performed "Nutcracker" 1st 3 weekends in December 2014.

Issue: Employment Opportunities with Job Fairs in the area

WQQB, WGKC, WSJK, WJEK

10/15/14-12/15/14

Temporary job services from Spherion and Express Employment Professionals were chatted about on the air, along with Job Fairs at Plastipak in Champaign to recruit new people to fill open positions as well as services to help people find work with "The Phoenix" opening up to help the homeless and some fundraising efforts to support the organization with director Paul Gallagher on the air to let people know how to get info

Issue: Underprivileged kids programs: “Don Moyer Boys and Girls Clubs” Event

WQQB, WGKC, WSJK, WJEK

10/18/14-11/7/14

Director Sam Banks and their board succeeded in a new fundraising effort called “Dancing with the (LOCAL) Stars” at the Refinery on November 7th with our radio stations airing PSA's, website and social media support, interviews and emceeing to raise more than \$180,000 that evening. The Boys and Girls Clubs after school programs help kids in troubled neighborhoods with their studies and keep them social with activities. Director Sam Banks talking about the need going from 75 to 400 kids after school since he's been there and the expansion of the facilities due to the boards fundraising efforts!

Issue: Abused Children represented in the Legal System: CASA Events

WQQB, WGKC, WSJK, WJEK

10/15/14-11/5/14

Director Rush Record came on the air to create awareness about his organization called Court Appointed Special Advocates. Events raised money through a fancy dinner and auction called “CASABlanca” on October 17th and spotlighted Child Abuse Prevention. CASA also had a Wine Tasting and Cheese Sampling party at Art Mart in Urbana and we put a spotlight on that event November 6th that including giving away passes.

Issue: Young students at Cunningham Children's Home get donated gifts

WQQB, WGKC, WSJK, WJEK

12/3/14-12/22/14

Miller Construction and a few realtors and home builders in town have collection boxes for toys so that kids who live at Cunningham Children's Home can have a nice Christmas. Cunningham is a home for students under 18 who aren't succeeding in public schools do to challenges in their home or disciplinary issues that have come up in their lives.

Issue: Girl Scouts promoting leadership skills with Womens Business Council

WQQB, WGKC, WSJK, WJEK

10/15/14-11/20/14

Women's Business Council put together a “Thin Mint Thursday Talent Show” as a fundraiser at the Fluid Events Center 11/20/14 and we helped get the message out to recruit acts then promote the show with ticket sales helping local girl scout troops. Around 200 people attended and there were nearly 50 baskets to bid on + raffle tickets.

Issue: Various on the weekly Show called “VIEWPOINTS” on WQQB and WGKC

10/7/14-12/30/14 covering Mental Health, educ., crime, nutrition, racism, to name a few