

EMPLOYEE TRAINING/COACHING 2021-2022

ON MULTIPLE DATES (SEE ATTACHED), KEVIN ROBINSON MET WITH DIFFERENT UNIT STAFF MEMBERS TO REVIEW PERFORMANCE AND OFFER SUGGESTIONS ON HOW TO IMPROVE AND ADVANCE IN UNIT JOBS.

Indianapolis

Tom Henson Coaching Notes

103.9 WLPO - News

August 16th, 2021

Your news presentation is **certainly world class**. We're fortunate to have an evolved talent as you in the Starved Rock Media cluster!

Here are a few tactical notes from the audio we covered:

- **News Selection** – Overall the content selected for the newscast was spot on. School Masks, Construction Zone Traffic, Pilot Declares Emergency, Alaska Plane, Police Canine Retires in Princeton, Sport, Weather. One note – the Pilot Declaring Emergency into The Alaska Plane sound like the same story (*at first listen*). Back-to-back sounded like the plane locally killed 6?
- **Partly Cloudy** – Let's ditch the '*meteorological*' terms for usage terms. Instead of 'partly-cloudy', throw in a line about what it means to 'me'. For example, '*head outside today for the abundant sunshine*' (or something along the lines of '*usage*').

We also discussed (*briefly*) the **energy level** of the cast. It was the 8am Top Of The Hour cast on Friday August 6th. Not a huge deal but to my ear you sounded a tad '*low energy*'. It actually improved as your cast went into Sports and Weather. Just be aware of it.

It's always a **joy to hear** your craft. If there's anything I could do for you '*between the sessions*', please reach out!

Have a great week!

Best Regards,



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(314) 882-2148



Coaching Notes

103.9 WLPO

John Small

August 23rd, 2021

It was great to connect and hear your voice this week! I checked – it was February of 2019 since we last talked. Let's make sure **we connect on a consistent schedule!**

Here are notes from today's session:

Backsell – When entering a break, backsell only one title –the one you're coming out of. Listing several songs only projects what the audience missed – plus it gives you room to add a line about the song or artist.

Oreos Break – Good piece of content here. When telling stories like a shortage of Oreos, lead with a 'lean-forward' headline that punches hard. We call it 'hit the hole' - like a running back. For example, use a headline like 'Oreos might disappear soon'. Then go into the body of the story.

News – You newswriting is much more crisp than the last time we spoke. Story selection was spot on and sports/weather was short and sharp. As with the Oreos story, create a 'headline' that pops before the sponsor and the body of the story. In addition, adding LOCAL usage with the weather is a great way to connect the weather to how people should prep for it.

Your comment about being 'the weekend guy' is totally off-base. **You're tremendously important** to the cluster and your tenure is a big bonus

Call or email anytime with questions.

Best Regards,

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Indianapolis

Rod Thorson Show Notes

WLPO Coaching Session

September 13th, 2021

Nice to reconnect today. As always, your show is highly consumable and you're **the best story-teller** I coach. Always topical and entertaining.

We covered a few things today:

Covid Vaccine – In the three hours and three different days monitored (September 9th – 7am, September 10th – am, September 13 – 8am) Covid vaccine talk dominated the audio real estate on the show. We DO need to get the word out about the vaccine. There's other things 'Jennifer' is buzzing about. #1 trending female topic on Twitter on September 13th was actually the Hawkeye Trailer dropping. ☺

Opposing Views – Creative conflict is a lean-forward tactic to get the audience talking. I encourage you to put on opposing Covid (*and others*) views on the show. There are plenty of anti-maskers and anti-vaxers who are probably screaming at their radios about the views that you and Tom share. Makes for great radio!

Audio – You shared with me that you bring 3-5 audio pieces to highlight your content per morning. In the three hours monitored, I heard no audio outside news or special programming. Remember that the (*most*) audience turns about every 15 minute. Recycling audio 2-3 times throughout the show to accent content is more than ok.

Consider a '**what you missed on the show**' on or around 9:50ish. Sharing personal insights (*and Tom's*) with those who didn't hear the entire show will '*catch up*' the news cume.

It's an honor to coach you!

Best Regards,

A handwritten signature in blue ink, appearing to be "KR", written over a white background.

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Rod & Tom Content Notes

October 25th, 2021

Now that we established a fresh '*target*' listener – **Michelle** - let's review recent content with **HER** in mind. It's important to note that content audits every six months – or so – are important to insure OUR content choice is **on track for the target**. Our last one was April. It's also a big part of my coaching process with talent.

Overall, we're spot on. I've highlighted in **RED** a piece that I'll discuss with John.

103-9 WLPO – October 22nd, 2021 – 7am

Dark Sky Tourism Discussion

-How dark is Minooka – Starved Rock?

Astro Tourism

-NASA put out a map of light/dark map

-Universe gazing in Starved Rock Country

-There's a Dark Sky Certification

St. Margret's Shout Out from Pittsburgh woman

-Broke her elbow while visiting Illinois Valley

-Thanked the nurses by name

DarkSky.org

SONG - Billy Squire - In The Dark

WEATHER – Nice usage by Rod in the forecast

SPORTS – Blackhawks lose – Bull-win – ALCS – NLCS – NFL – College Local FB – HS Football

YOUR MONEY NOW – money – economy – truck sales

NEWS – Covid cases with Hawaii opening – RUST story/ audio – Steve Bannon – Streator arrest on bike – Streator Joliet man trespassing – Streator Package stolen – Princeton Pumpkin Fest

SPORTS – HS Football upcoming games

WEATHER – 36 hour forecast to include weekend

MASK STORY

-Seneca Raiders arrive at game with not one person wearing

-Mask police – mask discussion

RECLINER AD

MATRESS FLIP

-Special Agent (Man) calls in with story about a mattress flip

-Mom got flipped out of window

SPECIAL AGENT GARAGE DOOR

-Special Agent (*woman*) tells Rod story of mom hitting garage door – twice

This is an excellent hour for our target and is nearly universal for all our cume!

Indianapolis

103.9 WLPO

Michael McKenna

December 19th, 2021

Great to meet you on the phone today and begin our coaching relationship. **Love your passion** for broadcasting – it will take you far!

As discussed, we'll work on **just a few things** each session. Like a golf coach, one or two things to correct at a time won't overwhelm you!

Here's the two things we discussed today:

- **Story Selection** – When selecting stories for your casts, think about what's important to the people in The Illinois Valley. What **THEY** want to hear walking out the door that's important that day. The story about safety in San Francisco would be appropriate on NATIONAL news. Also, the story about coal usage in India might be a story for international news. Think local AND regional (*state*) issues when choosing stories.
- **Weather Usage** – When developing your weather forecast(s), think like a TV weather presenter. Produce '*usages*' lines for the listener (*Take an umbrella this morning – Going to need a coat by the afternoon – The kids will need to bundle up at the bus stop...*). Weather is one of the TOP reason people listen to radio. And – they want to know what the weather means to their day. Also, minimize, 'meteorological' terms (wind speed, humidity, partly cloudy, etc.) and put the weather in terms like someone walked up to YOU and asked '*how's the weather*'.

We can hear that you've had **experience behind the mic** and you'll be a great asset to Starved Rock Media moving forward. Thanks for joining the team!

Have a GREAT week!

Best Regards,



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Indianapolis

Rod Thorson Coaching Session

January 10th, 2022

Happy New Year! Good to see you today. Let's work to make 2022 our best yet! Here's a few observational notes from the January 7th and 10th monitors

1. **Fix/Focus Content** – Today you invested more than a quarter hour discussing the pros and cons of heavy machinery. This not only missed the mark with our target listener, it doesn't speak to the vast majority of our audience. Focus content on our target with (*examples*) what to binge on TV, how hot DIY projects are in the pandemic, best value to take the family out. Focused Infotainment.
2. **Prepare** – An example of potential intentional prep was the break you and Jeremy had about the MMA fighter from his hometown. If Jeremy knew you were coming at him with that story, he could have been prepared for a solid and informative answer.
3. **Read The Day** – The passing of Bob Saget is a HUGE deal to our target. He had an indelible mark on their childhood. Mentioning it only once means that less than 10% of your audience heard it. Buzz content needs recycling – several times – to be heard by the other 90% of your audience. Missed opportunity here.
4. **New Challenge 2022** – We will work toward a consistent video/digital component to the show. This means developing a solid workflow for the project – including content curation. And placing that content on several platforms – easily distributed. Hard to produce.

Getting rid of unscreened phone calls is a good call. Although you continue to do with Birthdays and Anniversaries, using the text line is the best delivery system. YOU control the show by eliminating calls

Here's to a robust 2022!

Best Regards,



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103.9 WLPO Session Notes

Jeremy Aitkin
Tom Henson

January 17th, 2022

Good to catch up this week. This is OUR year to fully leave the Covid season behind (*fingers crossed*) and **THRIVE** as a news organization led our two biggest contributors – YOU! Here's what we discussed Monday:

- **Video**

Let's increase our use of video in 2022. John & I will work toward a user-friendly web update and interface. Until then, place video content on our digital assets from stories you already cover. Jeremy suggested '*contentious*' board meetings, Tom has covered local traffic issues and other events. The world is turning to video and we also need to be LARGE in that space.

- **Local Human Interest**

What the world needs now is more of heart-touching content. Examples I provided all tell '*stories*' about interesting PEOPLE stories. Look for those type of stories in The Valley. If not about people, the TOWNS and the people via the list we discussed about Ottawa and Princeton.

Jeremy – in addition to creating a solid workflow for Mike & Ali, please consider **WHO would lead our digital** effort moving forward. That is – a point person that monitors assets and fosters an environment for ALL to post.

I'll be in touch with John about digital frequently in the next season..

Best Regards,

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Coaching Notes

103.9 WLPO - John Small

February 8th, 2022

Enjoyed our conversation this week. And learn more about what you do away from the station! Talking '**old guy**' **radio** was great fun too!

Here's a few notes from the session this week:

Goals 2022 – Think about what areas you'd like to grow this year. Hosting Saturday mornings (*which you did more than a decade ago – take a swing again this year*). Or perhaps there's content break or segment you might have on your mind for WLPO? John and I would welcome your ideas today and moving forward.

Sports – You do a nice job of comprehensively covering Valley Sports. Let's drop the final score in each game – unless it is central to the game. Also, stating that (*example*) Seneca BLEW OUT Peru is a better way to paint a final score picture. Finally, mentioning each venue – especially out of the metro – is not necessary. Too much data clutters the listeners mind.

News – When crafting story ORDER in your casts, think of what should LEAD each cast. What is the MOST IMPORTANT story for The Valley? It doesn't need to be a national – or – local story. What's the biggest story – today!

You do a nice job of **incorporating AUDIO** in your casts and sports. Continue to seek opportunities to add audio to your casts. It creates a **three-dimensional** view of the story.

Let's make sure we connect more often in 2022!

Best Regards,

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St. Louis

Clare Bennett

103.9 WLPO

February 21st, 2022

Good to catch up today. We haven't checked in since late last summer! As for your comment – **"I never thought I was good"** – you are! I've *a/ways* been a fan!

Here are notes from today's session:

Be Prepared -.I now you said you were not having a great day on the show I recorded. Noted! We ALL have crummy days. Just a reminder to be intentional when developing content. I'm all for a natural delivery of a story – a conversation with the audience. However, if you 'get lost' and it effects consumption. Simply stop and re-record.

Clock Construction – I'll work with John on clock construction. We should not go 3-4 songs without YOU coming out of the speakers. The way the clock 'fills', we lose you at times for an entire quarter hour. No Bueno. We will fix it.

Goals 2022 – You indicated that you'd like to re-boot your voice talent career. Get in touch with that old friend who's successful in VO work. Also, visit castvoices.com and giantvoices.com as portals for your work. As we discussed, the appetite for animation voices is BIG!

If you need another production voice, you know where to find me. Also, glad to hear you TRULY love being back in radio. And even better that YOU are on our team!

Hope you have a great week!

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*Audience Development Group
We Proudly Own No Cookie Cutter*



103.9 WLPO Session Notes

Tom Henson
March 11th, 2022

Thanks for the transparency and where you're 'at' now. It's been an unprecedented 24 months. Keeping our collective 'heads' in the game has been a challenge.

Here's what we covered:

- **News**

Your news is fantastic! You had national and local covered – with sound. Nice work! Just a small note – the Madigan story - even though there are MANY indictments - felt a tad long. It consumed about 2 minutes of a 5 minute cast. Small issue. Just be mindful of each story length. Overall – award winning cast!

- **For The Record**

You're searching for a reboot of For The Record without several hours of research but still informational and engaging. Have a listen to [Takin' A Walk](#) from Buzz Knight. I hear YOU doing the same with Illinois Valley personalities. Perhaps at a local park – or Starved Rock.

Here's are a few branding ideas:

- Inside (name) with Tom Henson
- A Starved Rock Chat with (name)
- Chewin' The Fat with Tom Henson
- Illinois Valley Conversations with Tom Henson

Let me know if you want to brainstorm more – and call anytime.

Best Regards,

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INDIANAPOLIS

Jeremy Aitken Coaching Notes

Classic Hits 103.9 WLPO

April 19th, 2022

Good to catch up one-on-one today. I hear you going out of your way to be topical AND local! Nice work **keeping the Face Book fresh** with local stories too.

Notes from our session:

- **Weather Usage** – Invest time to attach usage (*local is even better*) to your weather casts. You've removed most of the 'meteorological terms'. What's left is an accurate but non-engaging weather report. It's as simple as adding "...the kids heading to the school bus in Spring Valley will need a coat and boots today..."
- **Story Telling** – Really enjoy how you pull topical stories with an occasional LOCAL bent into your show. The topical IRS story and the Wallaby piece were both entertaining. However, your story construction was messy —as though you pull the stories and went to air without building a structure for presentation. Develop a strong entry and exit. It will be much crisper.
- **Social Media** – Now that we've rebooted the WLPO Twitter, let's get more followers. We spoke about The 30 Day Twitter Challenge from Josh Spector. I'm 10 days in and have 50+ new followers. For the link to that piece [click HERE](#). He's a terrific blogger to follow too!

We also discussed the **expanded, award-winning news stories** WIBC does between the holidays and on weekends. You can see AND hear them – [HERE](#). WARNING – they are time intensive to produce but an engaging listen!

Let's make it a plan not to go almost 10 months without a session. Have a great week!

Best Regards,

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103.9 WLPO Session Notes

Tom Henson
May 24th, 2022

It's always a **pleasure hearing your work**. As a cluster, we're fortunate to have a talent as you in our building and on air!

Here's notes from our Tuesday talk:

- **Story Selection – Story Stacking**

The presentation of your news is first rate! Be mindful about story selection and order. Since we do not have a morning newspaper in The Valley, your news should reflect the front page of a local paper. What's important to our target as she wakes today? This month there were graduations to highlight, gas prices are setting daily records, shortages of baby formula/diapers, rising costs of everything (*and other food stock just not showing up in stores*). I encourage you to lead with those stories. The Ukraine 'package' is a 'beltway' story. And it's a half a world away. Still a story but maybe not top of mind for our target.

- **Local Sports**

Also keep in mind that LOCAL sports should lead sports casts. Especially with the big number of athletes in The Valley who are state-eligible. You gave a good list on this monitor. However, leading with NBA and NHL as both The Bulls and Blackhawks are out of the playoffs isn't a hot lead for our target.

You are 'wired' differently as your experience gives you a national perspective and perhaps global orientation to news given your background. THIS is a **good thing!** Great perspective.

Please let me know if you have any questions or concerns. .

Best Regards,

A handwritten signature in black ink, appearing to read "K. Robinson", written over a light blue horizontal line.

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Coaching Notes
103.9 WLPO - John Small

June 24th, 2022

Always enjoy catching up with you! And – I know it's a thrill when **your voice** gets recognized in HyVee! More of that to come!

Notes below from the session today:

Weather Usage – You know The Illinois Valley as well as anyone. Let's take advantage of LOCAL events that could help your weather come to life. When forecasting, give the listener a picture of what the weather is like for their events (*Pistol Shrimp Game, Saturday Soccer, Sunday drive to church, etc.*) It relates well with the end user and it makes us sound like the LOCAL weather authority.

Weather Words – When we strap on the headphones and turn on the mic, we tend to invent unnecessary words because 'we're on the radio'. I've put the list distributed last may on page two of this memo. Also, eliminate meteorological terms and paint the cast with 'color'. See above.

Breaks – As noted, I didn't catch any 'chatter breaks' on this monitor. Create the time to put those in clocks where they're called. Even weekends, listeners love a companion.

Nice work taking a PSA and **adding humor**. The Adopt-A-Highway we very nice (also on audio).

Have a great summer!

Best Regards,

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Indianapolis

103.9 WLPO

Michael McKenna

June 26th, 2022

It was nice to finally connect today! We **appreciate your dedication** to the team!

Here's session notes we discussed today:

- **Pacing** – Be mindful of your pace. At times it feels as though you're rushing through the weathercast. Although you said you're trying to wrap in :20 seconds, there's really not set time for the weather. Take whatever time you need to do a robust cast – see below.
- **Weather Words and Usage** – Let's deliver our casts as though you're passing someone in the halls – without meteorological terms (*partly cloudy – mostly sunny, etc.*). Also, throw in a usage line or two. “...*great night for a Pistol Shrimp game...*” – “...*gonna need a poncho if you're outside watching your kid's soccer game...*”. It will engage the listener and make your weather – relatable!
- **Strong Headlines** – Write your news headlines with urgency. “...*historic gun legislation passed...*” – “...*water rescue underway in Utica...*”. This will be a great attention-grabber for the listener. Then time-stamp it – let the listener know the exact time of the next cast.

It's great **to have you** on The Starved Rock Media team!

Call or email if you have questions!!

Best Regards,



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Coaching Notes
99-3 WAJK
Jaimie - Middays

August 16th, 2021

Happy to hear **your solo work** again! For the record, I STILL have the notes from our first session (2007) and our last session (2018)! Yes – you’ve sincerely improved! Having a radio vet like you is a great **addition to the SRM cluster!**

Minor tactical notes from our session today:

Localize – When presenting content like *Pumpkin Spice Returns*, find a way to LOCALIZE the break. Where Cracker Barrel is located, a Starbucks in town, etc. Both breaks I sent were good – but they could come off a satellite as presented.

Music Info – I understand HOT AC is not in your personal wheelhouse. However, a few times per hour find a line about the artist or song you’re back-selling OR pre-selling. I encourage talent to use Songfacts.com as a great source of song and artist info. This will attached YOU to the format,

ID – When saying the ID, use 99-3 WAJK every time. Also, with John’s permission lose the station sell line (*Today’s Best Music*) and allow the production to do so. Saying the positioner at times sounds like we’re ‘selling’.

Glad you found a place to live (**sounds nice**)!

Thanks for the time – hope to **see you soon!**

Best Regards,

A handwritten signature in black ink, appearing to read "Kevin L. Robinson".

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Indianapolis

99-3 WAJK Mornings

**Brad Spelich
Abby Zukowski**

September 7th, 2021

Thanks for being **open to coaching** and deploying suggestions from our calls! There's not a lot of course correction here – simply suggestions to **make the show 'sticky-er'**.

Here's a few things we covered in our session:

- **Top Of Hour** – The donut on the Top of The Hour is good – excellent place to establish the show for a new quarter hour. In addition, to a content piece, I suggest we pre-sell one thing over the next 20 minutes. People consume our product in 11-13 minute segments. This tactic might just lengthen the occasion or create additional occasions of listening
- **Digital** – I encourage you to identify *one digital platform* and extend content to it (*Brad suggested Instagram*). I'd place Dawn Patrol pics, take advantage of 'polls' in 'Reels', and place information to make your content intentional. One example - during 'Trending' you brought up celebrities sharing mental health stories. After a segment like this, post sites where people can turn for help (*MentalHealth.gov, National Suicide Hotline, etc.*).

(*From our July notes – and emphasizing today!*) **GREAT job** with the weather! It's conversational and usage-friendly! (*Local – Sandwich Fair!*) Nice!

Also, we are **staring down holiday season** and it will steam-roller us in the next two months. I'll send idea starters for community engagement and events this week!

Best Regards,

A handwritten signature in dark ink, appearing to be "K. Robinson", written in a cursive style.

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Indianapolis

99-3 WAJK

Sean Walsh

September 20th, 2021

Great to reconnect today! Sounds (*and looks*) like Florida is wearing well on you! It certainly doesn't **SOUND** like you're 1,200 miles away!

Here are a few notes from our Zoom:

May Review – Your pacing has improved, you certainly are LOCAL, ID'ing the station is much more consistent and you're doing 'lean-forward' teasing. All excellent stuff! Although I didn't hear music info in this monitor I'm certain you're on it!

Verbal Crutch – Watch getting into a rut (or rhythm' with 'hit me up' when you're asking for a text or digital communication. I understand our target uses it. Every time makes you sound a tad plastic when the audience is looking for authenticity.

Adobe Settings – Your mic presence is very good. Search You Tube for pros who share settings. I've used [THIS GUYS](#) videos a ton. He good and he keeps it simple. Also, for multiple inputs check out [THIS interface](#). The Chicago rep is a good friend of my son. I could probably get you a 2-3 month demo.

You're **hitting all the areas** we've covered with excellence.

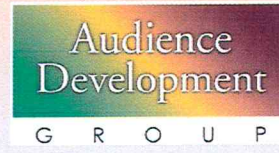
It's an honor to coach you!

Best Regards,

A handwritten signature in black ink, appearing to read "K. Robinson". The signature is stylized with loops and flourishes.

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Indianapolis

99-3 WAJK Mornings

Brad Spelich

Abby Zukowski

February 14th, 2022

Today we met to openly discuss what goals – **personal or professional** – we'd like to address in 2022. And – how we can help each other getting there! If anything else pops in your mind, let me know!

- **Expand The Reach Of The Show** – Several goals under this header. Introduce the show to audiences outside The Illinois Valley (*stream-digital?*) – introduce the show to local tourism/chamber groups – host One Tank Getaways as a reach promotion - attend chamber meetings/expand network – BUILD audience and BEAT WALLS 102!
- **Personal Growth** – Both of you are interested in developing your voice-over skills and both have access to offsite recording environments – Abby is investing in upping her presentation skills for air, narration, retreat host and public engagements – Brad is digging his programming duties and would like to continue to grow in this role
- **Relationships** – Abby will invest time to engage others in the building as she usually doesn't 'hang' in the station much – both have NO plans for a wedding date in 2022 - 😊

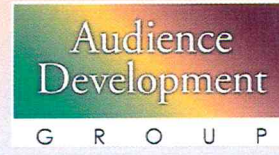
"Let's Keep The Show Together" is our manta – especially with Abby out of the station for several periods this year. The offer to *'remote'* broadcast on Abby's part demonstrates her desire to grow her passions outside the show while making the effort to keep continuity. This is OUR year!

Best Regards,

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Indianapolis

99-3 WAJK Mornings

Brad Spelich

February 28th, 2022

Session today was to discuss the first of many fill-in guests on The Brad & Abby Show – Kathy Casstevens – with more to come in the near future. **Nice job** given you're working with a nervous non-radio person!!

Here's a few reflections from the 7am hour Friday:

- **Reset Every Break** – During the 7am hour, we didn't get a full reset on who and why Kathy was in the studio. We DID get that Abby was out. But not Kathy's name and position. Remember that the people who listened LAST hour most likely are somewhere else in the next hour. Same goes with the previous and next breaks. Let them know who and why she's a part of that show.
- **Shine Light On Guest** – Understand that you're dealing with a first-time, nervous guest. (*She sounded fine, however!*). Let's get to KNOW the guests. Valley history, family, pets. A peak behind the curtain. Give HER some content to say – or part of the break you'd like her to cover. Almost like an assignment. Most breaks it was you did 80% of the talking and the listener would like to hear more from her.

Next guest up I'd recommend perhaps **developing 10 questions** you can send the guest ahead of time. That way you have a cheat sheet on the guest and talking points in front of the next show.

It's **tough working alone** with new air talent. You handled it well!

Let me know if you have questions!

Best Regards,

A handwritten signature in black ink, appearing to be "KL Robinson".

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Indianapolis

99-3 WAJK Mornings

Brad Spelich

Abby Zukowski

April 11th, 2022

Good to 'see' you this morning! And good to 'hear' how the JC/Abby show came off Friday! Good guy to have on the bench when we need assistance!

We talked NEWS and revisited 2022 GOALS:

- **News Story Construction** – Understand that we want to keep the SHOW upbeat and fun. However, the audio story we reviewed today on the girl getting crush by a tree leaves a few details out. Did she die from her injuries – her name (*unavailable at news time*)? A stronger headline might have helped – “*Girl is tragically crush by a tree...*”
- **Goals** – How can we get the show in other areas (*see below*) and are there opportunities to work with surrounding communities to have a ‘*where are Brad & Abby*’ segment(s)? Something our crosstown competition would never attempt. Each of you have Voice Over ambitions. The one way to get that underway – just do it. You’ll get better with every session.

How about **thinking BIG** when getting the show more exposure. If our tech set-up works, let’s see if we can get a Breakfast Tours this summer where you go on location to different unique breakfast joints in The Valley? Sponsor opportunities!

Let’s **keep the conversation** going!

Have a great week!

Best Regards,

A handwritten signature in blue ink, appearing to be "KL Robinson".

Kevin L. Robinson

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Kevin@RobinsonMedia.fm



Coaching Notes
99-3 WAJK
Jaimie - Middays

May 10th, 2022

It's always a **delight to hear your work!** And today was no exception. You're putting pep into **LOCAL content** - something we covered last summer!

We **covered clocks** on the music Zoom – and - **promos via e-mail**. Here's a few additional tactical suggestions:

Say Your Name – Even though you're a familiar talent in The Illinois Valley, don't assume everyone knows who their listening to. On the flip side, your **name** has NAME value. I'd say your *whole* name every quarter hour.

Energy – It's a human thing and also catch myself doing it. Energy is a little lower when you're voice-tracking. You're not interacting with Chris or the music when VT'ed. Just keep that delightful smile and natural energy when you're recorded too!

Don't Forget Digital –You do a fantastic job of posting robust digital on 96-5 The Wolf. Your great piece about the hike in Hennepin would have been perfect for posting a MAP of the hike. Then you could point listeners to our digital platforms for the hike route.

Let's not go **10 months** without a solo session!

Hope to 'see' you and the SRM crew - **soon!**

Best Regards,

A handwritten signature in blue ink, appearing to be "KL Robinson".

Kevin L. Robinson
(314) 882-2148
Kevin@RobinsonMedia.Fm

**Robinson
Media**



Indianapolis

99-3 WAJK Mornings

Brad Spelich

Abby Zukowski

July 25th, 2022

It was **good to see you** last week albeit just a quick hallway hello. Next trip we'll make a plan to talk all things WAJK!

This session we discussed verbiage nuance and revisited 2022 goals:

- **Goals (Revisited)** – In late winter this year we discussed 2022 professional and personal goals. How do we expand the show's reach - surrounding communities? Abby has started to develop a plan to grow a VO business. Brad is too swamped to take on another project. Let me know how I might help in getting to your goals!
- **"Chance" Nuance** – It's a small 'thing' – try and eliminate mental obstacles to winning. 'Chance' – 'Sign up' – 'Register'. Simply say WIN and give the time or contact destination. Additionally, if you eliminate the word 'ticket' it forces you to describe the event. "We're taking you to the Bureau County Fair this hour. You can almost smell the elephant ears. Win in 10 minutes on 99-3 WAJK!"

Ratings are strong! It's a **reflection of your performance** and chemistry you've developed over the past two years! Great stuff!

Have a great week!

Best Regards,

A handwritten signature in blue ink, appearing to be "K. Robinson".

Kevin L. Robinson
(314) 882-2148 M
Kevin@RobinsonMedia.fm



St. Louis

Clare Bennett

96-5 The Wolf

August 2nd, 2021

Hard to believe it's been over 18 months since you rejoined the team! You're a nice addition to the cluster. **Enjoyed your Clare's Classics** this morning – 40 years of Mtv! Great stuff!

Here are notes from our session:

Make It A Story - Your break on 1st Responder of the Month was nice. I'll work with John on getting information of the nominated monthly 1st Responder so we might add data on WHAT they've experienced that is extraordinary. If confidentiality allows. Then' use that to build a story rather than facts about who they are, etc.

Remember The Target - 96-5 The Wolf is certainly targeted to a different group than 103.9 WLPO! Keep that front and center when developing content. The Jean-Claude Van Damme story was a good piece of content. However, our target most likely doesn't know him as a household name like Schwarzenegger or Stallone. His movies were mainly male focused and he has not branched into other genres. Just explain (*briefly*) who he is.

Embrace The Format – Acknowledged that you're not much of a Country fan. However, use a line about a song or artist when pre or back selling. Example: "...*Kenny Chesney's country waltz on someone who left a mark on his heart - that's Knowing You...*". It will attach YOU to the format! Songfacts.com is a great resource!

When in a creative rut, try **writing down key words** that come to mind when YOU think of the client or service. Then, build copy around those words. Drop me a line if you need a second voice!

Have a GREAT week – call if you ever need anything!

A handwritten signature in blue ink, appearing to read "KL Robinson".

Kevin L. Robinson

Kevin@RobinsonMedia.fm

(314) 882-2148 Cell

*Audience Development Group
We Proudly Own No Cookie Cutter*

Indianapolis

Coaching Notes

Rise & Grind -

August 31st, 2021

The **chemistry of the show** is strong. It shows that **you're having FUN** and you really like each other. In a few short months, this is gold!

Here's notes on audio we reviewed:

Show Open – Let's shorten or refresh the show open. Me thinks the current one has been through a few macerations of Rise & Grind Morning Shows?

Pre-Sell – Since we know that people consume radio in approximately 11-13 minute segments, let's pre-sell what we do in that tighter window. The people hearing you at 7:08 didn't hear the Luke Bryan content sell at 6:08.

Live Spots – Check and see what the length of Tangled Roots spot should be. It ran a tad long. Those time creeps can be dangerous as the client would come to expect longer spots than they paid for. Also, it would be less 'read-y' if you both are on the spot.

Let's be thinking about **Rise & Grind Identity** Statement (*or Elevator Speech*). What do you want to be known for? We'll develop one and then do THAT a lot on the show!

Have a great week!

Best Regards,



Robinson | Media
(314) 882-2148

Indianapolis

Coaching Notes

Rise & Grind -

November 2nd, 2021

Now that we have a NEW target Listener – **Kristen** – let's review content to insure we're on track to entertain her, know where she is during her day AND attract new 'Kristen's'.

Here's a content audit from November 1st – 7am:

- **TOH Tease** – Pin to win – Wolfly Impossible Trivia – Advent Calendar
- **Monday Morning Hangover Tease** – Advent Calendar
- **Monday Morning Hangover** – Bears talk – Lodi Craft Beer – Cider Calendar
- **WX** – Jaimie did a nice job with 'usage' mention kids — also said 'right now' 😊
- **P2W Imaging** – VERY nice!
- **P2W Caller** – Nice convo – Live? – Losers– gift for players?
- **WYN2K** – Union workers raise (*Does SHE care*) – LP High annual dinner – Bears details - NFL
- **WX** – Need usage for her kids
- **Wolfy Impossible Trivia** - #1 things dislike on TOT bags – What we dislike – texters – Toothbrush winner – calls?
- **WX** – good but need 'usage'

The audio we reviewed provides **a perfect opportunity to connect with Kristen** with USAGE and '*what you need to wear*' with the current conditions. Are there sports happening, kids need at the bust stop, shopping, etc.

Also, give her time/temp to lead select breaks. **See how it 'feels'**. We call these Survival Elements (*Am I on-time – what do I need to wear...*). BIG with morning audience!

Have a great week!

Best Regards,



Robinson | Media

**Robinson
Media**



Indianapolis

Session Notes

Brad Spelich

November 8th, 2021

Your solo work has **progressed significantly**. I (*again!*) dug up a piece from several years back to demonstrate that progress (*no – will not forward to you!*). Nice work!

Here are a few notes from today's session:

1. **Dirt #1**– This was a great break attaching yourself to the music. Look for a local hook when talking about roads. Perhaps even relate to the dirt and mud on the roads due to local harvesting. Name the roads too!
2. **Dirt #2** – Nice 'usage' with the weather tease. Also, look for opportunities to localize the break – perhaps name high school games? When you locked out, you were unsure of what was 'next'. Stumbled a bit. We WANT to sound 'live'. However, if there's mistake, simply re-record.
3. **Consistent ID** – Really like the way you're going into breaks with various entry lines – not just the ID. However, please remember the ID. On Dirt #1, these was not an ID. In a fight with Walls 102, ID recall is top priority!

Watch the 'verbal crutch' of 'hanging out with you'. You did it **several times** on this monitor and a break I heard in 2019. .

You sound like a '**friend**' to me when listening – both on this brand and with Abby on 99-3 WAJK!

Call or e-mail if you ever have any questions!

Best Regards,

A handwritten signature in black ink, appearing to be "K. Robinson".

Kevin L. Robinson
Kevin@RobinsonMedia.fm
(314) 882-2148
(317) 769-0583

Indianapolis

Coaching Notes

Rise & Grind – Jaimie & Chris

March 28th, 2022

The **chemistry** between you two is very good. You hear that you LIKE each other and you're both comfortable leading content. Bravo!

Here's a few notes we on what we covered today:

Oscars – Understand that the Will Smith slap was covered in news and heavier early in the show. When a story like this breaks, everyone is buzzing about it. And there's many angles (*was Smith right – was it faked – Chris Rock's reaction, etc.*). Since we have audience changing every quarter hour (*or so*), repeating the story several times an hour would not be overkill.


Features – You have several features daily and horizontally through the week. The features that get BIG reaction, execute those more often. If you have one that isn't working, don't be afraid to drop it.

Goals 2022 – We talked in February about new goals for the New Year. Jaimie would very much like to do an all-female artist hour. Perhaps a weekend feature? In addition, having more guests is a goal we discussed. Maybe bring in someone who's inspirational in The Illinois Valley and call it Motivation Monday?

One thing we did not discuss were **morning show promos** to run out of the show? Are we running any – if so are they refreshed throughout the week? Let's reconnect on this soon.

Have an **excellent week!**

Best Regards,



Robinson | Media

STARVED ROCK (JOHN SPENCER) CAREER MENTORING – ILLINOIS VALLEY COMMUNITY COLLEGE
STUDENTS:

August 26, 2021 **and** November 3, 2022

Participants: John Spencer, President.

John Spencer spent an hour with Journalism students at Illinois Valley Community College, discussing the continued vital role of media in the world, the particular importance of radio in our area, and jobs available in radio. Each student was encouraged to visit the station for a tour and talk about possible part-time positions available at our stations.

/indow

EO

spencer@starvedrock.media

u: Tue, Aug 31, 2021 10:32 am

To: "Becky Stiles" <officemanager@starvedrock.media>

.tatch: untitled

Thursday August 26, 2021

John Spencer spent an hour with Journalism students at Illinois Valley Community College. John talked about the continued vital role of media in the world and the particular importance of radio in our area. We discussed jobs available in radio and each student was encouraged to visit the station for a tour and to talk about possible part-time positions available at our stations.

John Spencer, President/GM
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RE: Re: talking to journalism class

spencer starvedrock.media <spencer@starvedrock.media>

Mon 10/31/2022 5:10 PM

To: Lori Cinotte <lori_cinotte@ivcc.edu>

Great! See you Thursday morning!

John Spencer, President/GM

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----- Original Message -----

Subject: Re: talking to journalism class

From: "Lori Cinotte" <lori_cinotte@ivcc.edu>

Date: 10/31/22 5:03 pm

To: "spencer@starvedrock.media" <spencer@starvedrock.media>

I think 45 minutes is fine. It also will give them time to get back and get to next classes on time :)

Thank you!

Get [Outlook for iOS](#)

From: spencer@starvedrock.media <spencer@starvedrock.media>

Sent: Monday, October 31, 2022 5:00:29 PM

To: Lori Cinotte <lori_cinotte@ivcc.edu>

Subject: RE: Re: Re: talking to journalism class

CAUTION: EXTERNAL EMAIL

Do not click links or open attachments unless you recognize and trust the sender's email address.

IVCC IT

I have a client coming at 10:15. If you think 45 minutes is plenty, we can do this Thursday, otherwise let's choose another Thursday and I'll block out a longer period. Just let me know.

John Spencer, President/GM

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----- Original Message -----

Subject: Re: Re: talking to journalism class
From: "Lori Cinotte" <lori_cinotte@ivcc.edu>
Date: 10/31/22 4:47 pm
To: "spencer@starvedrock.media" <spencer@starvedrock.media>

John,
Are you okay if the class comes over this week, Thursday, Nov. 3 at about 9:30 a.m.?

Let me know if that works or if you would prefer a different Thursday.

Thank you,

Lori Cinotte
English/Journalism Instructor
Illinois Valley Community College

From: spencer@starvedrock.media <spencer@starvedrock.media>
Sent: Monday, October 24, 2022 10:29 AM
To: Lori Cinotte <lori_cinotte@ivcc.edu>
Subject: RE: Re: talking to journalism class

CAUTION: EXTERNAL EMAIL

Do not click links or open attachments unless you recognize and trust the sender's email address.

IVCC IT

Sounds great. Thursdays will generally be better.

Looking forward!
John Spencer, President/GM
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----- Original Message -----

Subject: Re: talking to journalism class

From: "Lori Cinotte" <lori_cinotte@ivcc.edu>

Date: 10/23/22 4:47 pm

To: "spencer@starvedrock.media" <spencer@starvedrock.media>

John,

That would be great! I will talk to class on Tuesday to get an idea of a date. Do you have a preference for a Tuesday or a Thursday?

Thanks,

Lori Cinotte

English/Journalism Instructor

Illinois Valley Community College

From: spencer@starvedrock.media <spencer@starvedrock.media>

Sent: Thursday, October 20, 2022 8:56 AM

To: Lori Cinotte <lori_cinotte@ivcc.edu>

Cc: Becky Stiles <officemanager@starvedrock.media>

Subject: RE: talking to journalism class

CAUTION: EXTERNAL EMAIL

Do not click links or open attachments unless you recognize and trust the sender's email address.

IVCC IT

Hi Lori,

I'd love to talk to your class. Since it's small, would you have any interest in asking them to meet here at the station one morning? Our conference room is just about the right size and with a little tour, I'm fairly certain we could take up most of an hour!

Looking forward!

John Spencer, President/GM

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----- Original Message -----

Subject: talking to journalism class

From: "Lori Cinotte" <lori_cinotte@ivcc.edu>

Date: 10/18/22 9:09 am

To: "Derek Barichello - Ottawa" <dbarichello@shawmedia.com>, "b.bader@lasalle-il.gov" <b.bader@lasalle-il.gov>, "Spencer@StarvedRock.media" <Spencer@StarvedRock.media>

Good morning,

I wanted to invite you to speak to the JRN 1001-- Intro to Mass Media class at IVCC this semester. We have a small class (9 students) who are considering a variety of media careers. I hoped you would share your perspective and experience with media jobs, as well as what students should prepare for and expect.

Class meets from 9:30 a.m. to 10:45 a.m. Tuesdays and Thursdays. You do not have to attend the entire class period. If you cannot attend in person, you can zoom in for a portion of the class as well.

Thank you for considering this,

Lori Cinotte

English/Journalism Instructor


Illinois Valley Community College

STARVED ROCK (JOHN SPENCER) CAREER MENTORING – ILLINOIS VALLEY COMMUNITY COLLEGE
STUDENTS:

September 8, 2022

Participants: John Spencer, President.

John Spencer met at the stations with Instructor and two student from the Illinois Valley Community College marketing class, re use of radio in marketing.



9/28/2022

EEO Report – Meeting with Marketing Class Students from Illinois Valley Community College
Mark Lippert Director of Sales for Starved Rock Media

On Wednesday September 8th, 2022 John Spencer, President of Starved Rock Media and I met with the instructor and 2 students who are enrolled in the the Illinois Valley Community College marketing class. The meeting took place in the Starved Rock Media conference room. I spoke to the students about how radio is an excellent way for local businesses to market and grow their customer base. I also discussed how Starved Rock Media is expanding our marketing services to include digital and social media marketing products in partnership with traditional radio marketing campaigns.

STUDENT SHADOWING:

LaSalle Peru Township High School Student Shadowing

March 23, 2022

Participants: John Spencer, President, Mark Lippert, Director of Sales, Becky Stiles, traffic and Office Manager, Jeremy Aitken, News Director and Clare Bennett, Production and On-Air talent.

John Spencer met with Hannah Kolczaski to explain more about the radio stations and the different positions available within the station. Hannah then met with each of the above for a half an hour each to get more specialized information from each department of what their role is.

.idow

J: Thank you!!

.pencer@starvedrock.media

Wed, Mar 23, 2022 3:40 pm

/o: "Becky Stiles" <officemanager@starvedrock.media>

Wednesday March 23rd, Hannah Kolczaski, a sophomore at LaSalle Peru Township High School, visited Starved Rock Media. She spent over an hour with Director of Sales Mark Lippert, Office Manager Becky Stiles, production coordinator & air personality Clare Bennett and President/GM John Spencer. During her visit we shared with Hannah how radio works and how we serve the community. We also talked about a number of jobs available in the industry today and demonstrated some of what it takes to work "in radio".

Hello Mr. Spencer,

Thank you so much for giving me the opportunity to come and see your workplace! I greatly appreciate you and your team's time to show me around and give me more information on how everything works. Mark Lippert mentioned advertising and the marketing that goes on. I had told him about the website and some of my ideas. It's definitely something I would be interested in perusing, and would love to follow up with you and him more about. I'm in contact with my school about internship opportunities and things such as that. Again, thank you so much.

Sincerely,
Hannah Kolczaski

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Community Event:

Illinois High School Association Journalism Competition

April 12, 2022; April 26, 2022

Participants: Tom Henson, WLPO Senior Reporter.

Tom served as a sectional judge in an on-line capacity. Tom judged students work in photographic storytelling and infographics. Tom also drove to Normal, Illinois to judge the state finals.

dow

IHSA Contest Judging

spencer@starvedrock.media

Wed, Apr 13, 2022 8:29 am

o: "Becky Stiles" <officemanager@starvedrock.media>

ach: untitled

becky,

For our EEO report:

April 12, 2022

Starved Rock Media Senior Report Tom Henson represented our company and industry as he served as a sectional judge for the Illinois High School Association Journalism Competition. Tom was selected to judge high school students' work in photographic storytelling and infographics. By volunteering his time and expertise to this contest, Tom is helping to nurture and grow the journalism profession by encouraging and positively critiquing tomorrow's reporters at a crucial stage in their development.

Thanks,
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----- Original Message -----

Subject: IHSA Contest Judging

From: "Tom Henson" <tdhradionews@gmail.com>

Date: 4/12/22 5:07 pm

To: "spencer@starvedrock.media" <spencer@starvedrock.media>, "tom@starvedrock.media" <tom@starvedrock.media>

Spencer,

I've just taken part, for the second year in a row, in judging high school students on various aspects of journalism. The effort is organized by the Illinois High School Association, the same body that governs all high school competition in the state. Last year and this year, I judged students' editorial cartoons. I added new categories this year — photographic storytelling (photojournalism) and infographics. Both years, I judged at the sectional level. Next Friday, my day off, I will judge finals in person at Heartland Community College in Bloomington/Normal. In taking part in these contests, I feel I'm part of a bigger effort in Illinois to nurture and grow the journalism profession. This annual contest, I believe, helps ensure tomorrow's reporters are encouraged and positively critiqued at a very crucial stage in their development.

Thank you for encouraging me, yourself.

Putnam County Schools Student Field Trip to Unit

May 11, 2023

Participants: John Spencer, President and Mark Lippert, Director of Sales.

John met with the instructor and the students of the Music Production Class. They discussed various platforms available to get your music and well as what part of music interests them. John spoke of the importance of a local radio station as well as how we decide what music is played and how often. Students also met with Brad Spelich, on-air talent, and asked questions they had about radio and productions. They also met with Jaimie London, on-air talent, in the studio and were shown the equipment we use and how things are put on air.

#6

Subject: FWD: Re: Re: Re: Re: Re: Re: Re: High School Field Trip

From: spencer@starvedrock.media

Date: Tue, May 09, 2023 3:01 pm

To: "Brad Spellich" <brad@starvedrock.media>, "Jaimie@starvedrock.media" <jaimie@starvedrock.media>, "Clare Bennett" <Clare@StarvedRock.media>, "Mark Lippert" <salesmanager@starvedrock.media>, "Becky Stiles" <officemanager@starvedrock.media>, "Rod Thorson" <rthorson64@gmail.com>, "Tom Henson" <Tom@StarvedRock.media>

Attach: untitled
untitled
untitled

Thursday morning at 8:30 a music production class from Putnam County is visiting. Clare & I will spend some time with them in the conference room, then around 9, because of the size of the group, I'd like to send half back to the Wolf den to spend some time with Jaimie, while Brad comes up and talks to the other half. After 15-20 minutes groups can swap places.

Read below what the students have been learning and what Ms. Hulstrom hopes they get from visiting us.

Please let me know if you have questions or other ideas for their visit.

Looking forward!
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Starved Rock Local

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Today's #1 Music

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----- Original Message -----

Subject: Re: Re: Re: Re: Re: Re: Re: High School Field Trip

From: "Hulstrom, Natalie" <hulstromn@pcschoools535.org>

Date: 5/9/23 12:57 pm

To: "spencer@starvedrock.media" <spencer@starvedrock.media>

I'm just reaching out to make sure we are still set for Thursday. The class that is visiting is music production. They have been learning the process of creating music through various online platforms as well as about various career opportunities in the music industry. My hope is that students can gain a greater understanding and appreciation for radio broadcasting and the opportunities that are in the Illinois Valley for careers that involve music.

I hope that makes sense. If you have any questions or concerns please let me know. We are looking forward to the visit on Thursday.

Thanks,
Natalie

On Wed, Apr 26, 2023 at 2:50 PM Hulstrom, Natalie <hulstromn@pcschoools535.org> wrote:
Sounds great!

On Wed, Apr 26, 2023 at 2:47 PM <spencer@starvedrock.media> wrote:

Community Event:

Listener Panel

July 17, 2022

John Spencer, Kevin Robinson conducted a panel to review branding, morning shows, music, streaming and other issues



Listener Panel Report

96-5 The Wolf

July 2022

Overview

On July 18th, 2022, we convened a Listener Panel of 16 96-5 The Wolf listeners. The sample was a mix of both men and women and of various demographics. Note that this panel was recruited from winners database and community engagement.

While these are Wolf listeners, they were not screened on music preference. Also of note, these are not focus groups but rather a group of listeners designed to obtain visceral thoughts about our brand and the competitive marketplace. The group primarily were Ottawa-centric with a few exceptions.

The 75 minute session was lively and we were able to ascertain certain thoughts about our brand to include musical recipe options, morning show appetite, contesting, social media usage, signal issues, streaming of the station and presentation.

Executive Summary

Signal

What we already know and echoed in this session is that the 96-5 signal is handicapped. With this sort of group passion, I'm certainly we'd have much larger shares with a superior signal. Many mentioned where it disappears in the car. In addition 75% listen digitally on a device and only ONE said they listen on a traditional radio. The opportunity here is to push our app and stream as much as possible. The vast majority have a device that supports the app. There MAY be an opportunity for a west-side repeater (*if available*) or perhaps a stand-alone aging operator looking to unload a signal-only?

Music Recipe

The panelists heard 10 different montages of style of music. The clusters are listed below. The end-game is to gauge the appetite for different classic county sounds and where they might place attribution.

The appetite for Classic Country was good but not universally great. Attribution mostly landed on a *competitor* (WALS 102 – 100.1 WGLC – *The Highway on SiriusXM*) although a few Wolf LOVERS place attribution on The Wolf.

The feeling is that there is a desire for that music but not '*all the time*'. There's room to expose Classic County – perhaps more than what we already are doing. The KEY when playing it is to get credit – strong set-up and backsell. Let's write creative for this that POPS – perhaps use an alternate voice other than Pat?

1. Keith Urban, Kenny Chesney, Tim McGraw
2. Maren Morris, Carrie Underwood, Kelsea Ballerini
3. Brooks & Dunn, George Strait, Alan Jackson
4. Scotty McCreery, Kane Brown, Jon Pardi
5. Dolly Parton, The Judds, Reba McEntire
6. Dan & Shay, Sam Hunt, Walker Hayes
7. Parmalee, Ernest, Mitchell Tenpenny
8. Shania Twain, Trisha Yearwood, Martina McBride
9. Jason Aldean, Florida Georgia Line, Morgan Wallen
10. Alabama, Hank Williams Jr., Randy Travis

20 In A Row Country vs. Wall To Wall Country

This information was gathered via Survey Monkey POST session as the *moderator* - in a flash of a Senior Moment – skipped the section!

20 In A Row Country did not have any negatives. A majority gave attribution to The Wolf and were positive about the feature. We've backed off of the mentions in the past few years. It's our URL and in the LEGAL ID. If we re-boot this (*let's discuss if we want that much audio real estate*) we should mention often and over-explain The 20-In-A-Row Wolf Run. And the exact TIMES we launch it.

Wall to Wall Country carries several negatives and does not explain what it is to the listener. Some of the quotes include 'yuk', '*country that fits in a box*' and '*surrounding counties*'. With legacy of that brand you would think it would be highly defined and positive.

Talent

It's a cliché but talent is KING. On The Wolf, the group overwhelmingly holds passion for Rise & Grind – Jaimie and Chris in particular. They were also disappointed when Sean left – and Ryan then Zac. One quote was that they '*were out of here*' when Sean and Zac left. Gave Jaimie and Chris a chance and they love the product. They know

when and where Jaimie is going to be out. The groups could recite their benchmarks (*What In The Blank – Wolfy Impossible Trivia*) and often is a destination for their fans.

The talent on WALS 102 is invisible to The Wolf fans. The group could not recall who is on when - with clarity. In fact, Cowboy surfaced at an attribute for both WALS 102 and The Wolf. There was passion for Cowboy and an almost character recall of him.

Lastly, there were a few who wondered why we did not have great talent outside morning drive. There was little recall of any music talent on either station. With unlimited resources perhaps an afternoon SHOW would be in order. Development is costly – they ARE however doing this in larger markets as music streaming services grow. Let's consider talent LINERS outside AM drive. Talent is king.

Contesting

Again, this group was screened for proactive contest players and community engagers. However, they had a HIGH recall of how our contest and features works. This included Pin To Win and The Silver Slipper Hi Lo. In fact they recalled the sponsor with great clarity. When we have a consistent contest and play it the same way, content players will understand it each time. Developing a NEW content takes time to 'print' with the listener.

Community Involvement

The Wolf CLEARLY wins the community involvement image. The group knows where we are, we tell them that we are there when we're there and the day after we recap what we did at the event. Bravo!

One thought is that we should be more visible in the eastern section of The Illinois Valley. Ottawa, Utica, Marseilles and Morris. This is where our signal is best and the majority on the population is in this area. Hence more Easlan calls land here.

Social Media

With this active group, Facebook and Instagram clearly are the winners of social media engagement. A few were content creators but most were observers. We should feed these platforms when creating Wolf content.

A few of the group mentioned Jaimie on Tik Tok and she does a terrific job at feeding that platform. One asked where our Snap Chat went – it left with Sean. We should delete any accounts that we are not feeding content to.

Group Unaided Comments

School Closings – their perception was that WALS 102 leads in broadcasting school closings. There would be traction to promoting OUR closing list. Perhaps reading a few of the BIG school systems and tell our listener the rest can be found on line or on our app.

Playlist – there were a few questions on playlists and why we repeat songs. A brief explanation about how we cull our list was presented and the group appeared to understand why we do not have a large playlist.

RDS – a few people mention that we do not has title/artist on RDS (*we DO!*). If they say so, they're right. We should try different settings and view in several different autos. My 2016 Subaru screen had the title/artist in small type scrolling in the upper right hand of the screen.

Sirius XM – When asked about what their SECOND choice for music was behind the The Wolf several mentioned SiriusXM. Specifically The Highway. The Highway came up several times in the music montage surveys. We should monitor them. I'll discover the avenue to keep tabs on that brand.

Amazon – In this group, 75% of the room say they order more than half of their goods through Amazon. That's big. There's no action item here other than awareness.

Requests – The Request Show on WALS 102 came up among several panelist. Not sure how they accomplish this when voice tracked – perhaps someone does it LIVE? Does our app or text line support voice? It might be a great feature at noon with Brad? It does not need to be ALL request – perhaps 4-5 songs.

<u>Action Item</u>	<u>Who To Complete</u>	<u>When To Complete</u>
APP Promotion		
Music Clock Adjust		
20 IAR – Wolf Run Promos		
Talent Liners		
'What's Happening' Promos		
Face Book – IG Point Person		

RDS Adjustment

Request Show

The Highway Monitor

Let's get on a Zoom and complete the Gant Chart above.

Good exercise! We should revisit in a year and look to convene a WLPO panel this fall?

Best Regards,

A handwritten signature in dark ink, appearing to read 'K. Robinson', with a stylized, looping flourish at the end.

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