

## **KWHI Quarterly Issues and Programs List For the Period July 1 – September 30, 2020**

### **1. RAISE MONEY FOR YOUTH SCHOLARSHIP FUNDS**

Program Title: “Austin County Fair Shrimp Boil”

Description: KWHI helped promote the Austin County Fair Shrimp Boil drive through meal on Friday, July 17<sup>th</sup> at the Austin County Fairgrounds in Bellville. Due to the pandemic, an online auction was held from July 13<sup>th</sup> to July 17<sup>th</sup> via the Austin County Fair website and Facebook page, where proceeds went to the Memorial Scholarship for the Austin County Fair. KWHI promoted the event through live DJ liners, and news stories.

Time Broadcast: DJ liners aired in all dayparts; News stories aired in major news casts 7:30 - 8:00a.m., 12:00 - 12:30p.m., 5:00 - 5:30p.m.

Dates Broadcast: DJ liners aired 7/6 – 7/17; News Stories aired 6/11, 7/13, 7/17

### **2. SUPPORT LOCAL FIRE DEPARTMENT AND COMMUNITY FACILITY**

Program Title: “Brenham Fireman’s Fiesta”

Description: KWHI helped promote the annual Brenham Fireman’s Fiesta on Saturday, August 8<sup>th</sup> at the Fireman’s Training Center in Brenham. The event changed from a sit-down meal into a drive-thru fish fry to accommodate for COVID-19 regulations. The event raised funds for the Brenham Fire Department for rescue supplies, training, as well as maintenance for the Brenham Fireman’s Training Center KWHI promoted the event with recorded promotional ads, live DJ liners, an interview during the morning show, Four 1-hour advance remotes to promote the event and pre-sale tickets, featured Brenham Fire Department President Billy Ruemke on KWHI’s Weekly Community Corner, news stories, and a remote broadcast from the Fireman’s Fiesta.

Time Broadcast: Advance promotional ads and DJ liners aired in all dayparts; News stories aired in major news casts 7:30 - 8:00a.m., 12:00 - 12:30p.m., 5:00 - 5:30p.m.; Community Corner Program 9:05a.m.; advance remotes aired 12:00pm – 1:00 p.m. and 5:00 p.m. – 6:00 p.m., Remote aired 5:00 p.m. – 7:00 p.m.

Dates Broadcast: Advance promotional ads and DJ liners aired 7/21 - 8/8; News Stories aired 7/17, 7/27, 8/6, 8/8, 8/10, Community Corner aired 7/28, Advance remotes aired 7/23, 7/28, 7/30 and 8/5, Event remote aired 8/8

### **3. PROMOTING THE GIVING OF BLOOD**

Program Title: City of Brenham's "Guns & Hoses Blood Drive"

Description: KWHI helped promote the annual blood drive held by the City of Brenham Fire and Police Departments. The Brenham Fire Department and the Brenham Police Department held their annual blood drive competition on Friday, August 21 and Saturday, August 22 at the Brenham Fireman's Training Center. Due to the pandemic, the donations were by appointment only, and both days were fully booked. Successful donations were also granted a COVID-19 antibody test. KWHI provided live remote broadcasts from the blood drives on both Friday and Saturday. The blood drive was promoted in advance with recorded promotional ads, news stories, featured Brenham Fire Department's Second Assistant Chief Rob Aguilar on KWHI's Community Corner, and live DJ liners.

Time Broadcast: Advance promotional ads and live DJ liners aired in all dayparts; News stories aired in major newscasts 7:30 – 8:00 a.m., 12:00 – 12:30 p.m., 5:00 – 5:30 p.m.; Community Corner Program 9:05a.m; Remotes aired 12:00 p.m. – 1:00p p.m. and 10:00 a.m. – 11:00 a.m.

Dates Broadcast: Advance promotional ads and DJ liners aired 8/10 – 8/22; News stories aired 8/4, 8/17, 8/21, Community Corner aired 8/18; Remote broadcasts aired 8/21 and 8/22

### **4. INFORMING THE COMMUNITY OF ROAD SAFETY WHILE DRIVING**

Program Title: "Safety Talk with Sgt. Jimmy Morgan"

Description: KWHI hosts Sgt. Jimmy Morgan of the Texas Department of Public Safety, along with other members, twice a month on Thursdays from 9:15 – 10:00a.m. The Talks are focused on road safety, new laws, and news from the state. Topics included:

- July 9: Safety Talk with Sgt. Jimmy Morgan, and Sgt. Stephen Woodard, Topics: Drivers License Offices - Don't Mess with Texas
- July 23: Safety Talk with Sgt. Jimmy Morgan, and Sgt. Stephen Woodard, Topics: Seatbelts - Scooters and Mopeds – DWI
- August 6: Safety Talk with Sgt. Jimmy Morgan, and Trooper Kevin Smith, Guest: Game Warden Kyle Yoder, Topics: Drivers Test - Young Hunters - Left Turns
- August 20: Safety Talk with Sgt. Jimmy Morgan, and Sgt. Stephen Woodard, Topics: CDL Renewal, Work Zones, Signs / Signals / Markings
- September 3: Safety Talk with Sgt. Stephen Woodard, Topics: Farewell to Sgt. Morgan, Hurricane Preparedness, Labor Day Safety, Texas Safety Rest Areas
- September 17: Safety Talk with Sgt. Stephen Woodard, Topics: Liability Insurance, Distracted Driving, Drivers License Office Open on Weekends

Times Broadcast: Show airs twice a month on Thursdays from 9:15 – 10:00a.m.

Dates Broadcast: July 9, 23; August 6, 20; September 3, 17

## 5. HIGHLIGHT COMMUNITY ORGANIZATIONS AND EVENTS

Program Title: “Community Corner”

Description: KWHI hosts guests and features events on its weekly show, Community Corner, Tuesdays from 9:05a.m - 9:20a.m. Guests discuss upcoming events and issues important to the community. Guests included:

- July 7 and August 25, Andria Heiges – Librarian at the Nancy Carol Roberts Memorial Library, to discuss regulations, changes due to the COVID-19 pandemic, programs and upcoming events at the library, as well as what services students can utilize there as they return to school.
- July 14, Wende Ragonis – President of the Washington County Chamber of Commerce, to discuss updates on Chamber operations amid the ongoing COVID-19 pandemic.
- July 21, Tammy Jaster – Aquatic Supervisor at the Blue Bell Aquatic Center, to discuss swimming and summer safety, and give an update on operations at the Aquatic Center’s operations during the pandemic.
- July 28, Billy Ruemke – President of the Brenham Police department, to discuss the Brenham Fireman's Fiesta Fundraiser, a drive-thru fishy fry.
- August 4, Allison Harper - Animal Services Manager Brenham Pet Adoption Center, to discuss the “Clear the Shelters” adoption event at the Brenham Pet Adoption Center, as well as the current state of affairs at the animal shelter.
- August 11, Brandi Hendrix - Brenham ISD Assistant Superintendent of Curriculum & Instruction and Wende Ragonis and Shae Janner - Washington County Chamber of Commerce, to discuss the upcoming deadline for parents to fill out the commitment forms determining whether their students will receive in-person or virtual instruction at Brenham ISD, and to discuss the continued effects of COVID-19 on Washington County and the Chamber, along with the Chamber’s efforts to support local businesses.
- August 18, Rob Aguilar – Brenham Fire Department Second Assistant, to discuss the two day Guns 'N Hoses Blood Drive at the Brenham Fireman’s Training Center.
- September 1, Jennifer Eckermann - Tourism & Marketing Director of the City of Brenham, to discuss the Summer Sip and Art Walk held in downtown Brenham, an event for people to help support downtown businesses.
- September 8, Dean Luetge – President of the Washington County Fair, to discuss changes made to the fair and how the public can support the youth of the county.
- September 15, Jennifer Eckermann - Tourism & Marketing Director of the City of Brenham, to discuss the annual Scarecrow Extravaganza, an

event to bring people to walk the downtown area and participate in community engagement.

- September 22, Carl Prihoda – Chairman of the Brenham Ducks Unlimited and Stephanie Wehring – Executive Director of the Boys and Girls Club of Washington County, to discuss the Duck’s Unlimited Fundraising Banquet, and 11th annual “Drive it Home Fore the Kids” Charity Golf Tournament for the Boys and Girls Club.
- September 29, Shae Janner - Business Programs Manager at the Washington County Chamber of Commerce, to discuss the Administrative Professionals Day Luncheon, an event to bring appreciation and recognition to administrative employees in the workplace.

Times Broadcast: Show airs Tuesdays from 9:05 – 9:20a.m.

Dates Broadcast: July 7, 14, 21, 28; August 4, 11, 18, 25; September 1, 8, 15, 22, 29

## **6. PROVIDE PUBLIC WITH NEWS AND INFORMATION ABOUT SCHOOLS**

Program Title: “BISD Roundtable”

Description: KWHI hosts administrators and teachers from Brenham ISD weekly on Thursdays from 9:05 – 9:15a.m. Guests come to talk about school programs and events of interest to the community. Examples include:

- August 27, Guest: Paul Aschenback – Assistant Superintendent of Operations
- September 8, Guest: Michael Ogg – Principal of Alton Elementary
- September 24, Guest: Will Foster and Cara Davis - Brenham FFA

Times Broadcast: Show airs Thursdays from 9:05 – 9:15a.m.

Dates Broadcast: 8/27, 9/8, 9/24