

WLXT Q1-2018 Issues Report Petoskey Michigan 49770

Issue: Pet overpopulation and lack of resources to curb growth for many of the area's residents. This is an ongoing issue.

Programming: WLXT is dedicated to helping area shelters find homes for homeless pets in Northern Michigan and to connect current pet owners with low cost spay and neuter options to help control the future pet population. This is an ongoing issue.

- A) Pet of the Week feature on the WLXT morning show. Each Wednesday morning, an area shelter is live on the morning show featuring a pet that is available for adoption. They receive approximately 2 minutes on air to talk about the pet and other programs available at their shelter. A video is also produced that morning and shared on social media of the pet and their story.
- B) Each shelter (8 areas shelters participate) also has access to the WLXT public service announcements to publicize adoption events, fundraising events and spay/neuter events. In Q1, 2018, WLXT provided:
 - 1) Little Traverse Bay Humane Society Pints for Paws Fundraising/Adoption event. 20 (:30) PSA announcements Jan 2-9.
 - 2) Northern Michigan Animal Rescue Network adoption event 20 (:30) PSA announcements. Jan 5-12
 - 3) Little Traverse Bay Humane Society fundraising/adoption event Rock Out For Rescue. 50 (:30) PSA announcements were provided along with a banner on the Lite 96 website and 2 Facebook posts. WLXT's Tim Nixon volunteered his time at the event as a host. Jan 24-Feb 16
 - 4) Cheboygan Humane Shelter fundraising event Souper Supper. 20 (:30) PSA announcements were provided. Jan 18-25
 - 5) AC Paw Adopt-a-thon. Adoption event for hard to place animals. 20 (:30) PSA announcements for the adoption event. Feb 10-17
- C) Two news stories were aired on the WLXT morning news to publicize a health issue at the Little Traverse Bay Humane Society. Stories aired on January 3 and March 12.
- D) All events that received PSAs also were included on the Lite 96 community calendar at Lite96.com. In addition to the community calendar, the Rock Out For Rescue event for the Little Traverse Bay Humane society also received a banner on the homepage of Lite96.com with a link to LTBHS.

A Pet of the Week page is also featured on Lite96.com each week featuring an adoptable animal from 8 different areas shelters. This page is promoted to the WLXT audience through 10 weekly announcements on air.

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Issue: Michigan is declining in early reading test scores. The issue is one that causes long term problems for our area. If children cannot read, they do poorly in school. If they do poorly in school, their earning potential decreases putting a strain on their family and social services. The United Way has a special focus on at risk children and early reading scores.

Programming: A discussion with the United Way created opportunities for WLXT to help them by highlighting their efforts and to help them raise funds for their reading library of free books for all children. At risk children can receive a free book every month to help bring their reading levels up to grade level. Many people do not know this program exists. WLXT is helping to change that.

- A) The WLXT morning show hosted an interview on February 5th with Lorraine Manary, the Executive Director of the Char-Em United Way to talk about the Dolly Parton Reading Library and how local children can access this service for free. The morning show was also the host of a fundraising event for this program *Toast to Literacy*.
- B) To promote the fundraising event, WLXT provided 60 (:60) PSA announcements to explain the Dolly Parton Reading Library and *Toast to Literacy* to fund the library. Additional PSAs (20 :30 PSAs) were provided to let parents know how to sign up for this free service. Jan 20- Feb 10.
- C) Information was included about *Toast to Literacy* in three of the WLXT weekly emails to the station listener database. A link to learn about the event was included. (January 24, January 31 and February 7)
- D) The event was also included on the community calendar (Jan 10-Feb 10) with links to information about the *Toast to Literacy* event and to information about the free reading library.

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Issue: Connecting low income families with helpful services available to them. The local area presents many challenges to lower income families and the elderly including a lack of public transportation, seasonal jobs and high cost of housing. Ongoing issue.

Programming: One challenges facing many of our listeners is the high cost of living in this area. There is no public transportation, many jobs are seasonal and housing is some of the highest in the state. Informing listeners of services available to them is a challenge for many agencies.

- A) The WLXT morning show gave a voice to a number of events that provide services and help to those who are finding living in our area difficult. An interview with Project Connect on February 19, a day long event to connect agencies with potential clients helped promote the event.
- B) Public service announcements we also provided to a number of agencies that help families and the elderly in need including:
 - a. Project Connect. 30 (:30) PSA announcements for the day of service event. February 10-28
 - b. Women's Resource Center free playgroups. The play groups are in many communities including East Jordan, Alanson, Petoskey and Boyne City. They are designed to give young mothers a place to meet other young mothers, help their children develop socialization skills and to connect mothers to other services they might need. 30 (:30) PSA announcements ran Jan 10-Feb 28.
 - c. Char-Em United Way Show Me The Money Day. This event connected participants with skilled people in the community to teach financial stability, how to qualify to buy a home and entrepreneurship. The Manna Food project was also in attendance as well as free tax preparers. There were classes on cooking on a budget, clothing a family on a budget and education on how to learn a new skill. 30 (:30) PSA announcements were provided Jan 10-27.
- C) The issue of lack of services that effect working poor families was addressed in our news with two stories about hearings on the need for public transportation. The city council was looking for comments from all citizens. The stories ran January 16 and 18.
- D) All events that we help publicize (See B) were also included in our community calendar for 3 weeks prior to the event at Lite96.com.

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Issue: Michigan has higher than average obesity rates. In the winter, it becomes even harder to get needed exercise. There are many free opportunities for all citizens to take advantage of to help stay healthy and to help mental health through the short days where many people see little daylight outside of the workday.

Programming: Reminding listeners of everything there is to do to stay healthy is one way WLXT can help combat this issue. There are free or low cost events all over the area. By giving a voice to those who manage the opportunities for outdoor and indoor recreation, we can help battle the increase in both adult and childhood obesity.

- A) The WLXT morning show provided discussions about a number of free recreation opportunities. Snow shoe events and indoor events at North Central Michigan College were discussed to help highlight their availability.
- B) Public service announcements were provided to:
 - 1) Mackinac Island for their free Saturday evening snowshoes. 30 (:30) PSAs were provided Jan 3- March 2.
 - 2) The Little Traverse Conservancy has free guided snowshoe hikes every weekend in the winter. 40 (:30) PSAs were provided to promote where and when that week's hike would occur. Jan 2- March 18
 - 3) North Central Michigan College offers a free indoor walking track and other free recreation events. 40 (:30) PSAs were provided to let listeners know about events and schedules. Jan 1- March 30
 - 4) Many private associations also offer free access for snowshoeing including Birchwood Farms. 20 (:30) PSAs publicized their availability. Jan 10-27
 - 5) Camp Daggett provides free events in January and February including free snowshoe rental. Each event received 20 (:30) PSAs.
 - 6) The Grass River Recreation Area offers free winter hikes and snowshoeing. They received 20 (:30) PSAs promoting their schedule.