

**WLXT Q2-2018 Issues Report
Petoskey Michigan 49770**

Issue: Shortage of blood available in our area.

Due to the lower population and high volume of visitors, blood supplies fluctuate widely. During the spring, the Red Cross was dangerously low on A, B and O blood due to the late winter snows.

Programming: WLXT addressed this issue through several different kinds of programs including highlighting blood drives, sharing important information from both the Red Cross and Michigan Blood, inclusion in news stories and public service announcements. The following are examples of such programming:

A) WLXT Morning Show Weekdays, April-June, 2018

Each morning, before each newscast, the WLXT Morning show provided details on where listeners could give blood that day and upcoming days. They discuss on a regular basis how easy it is and how pain free it is. When schools or a business are sponsoring a blood drive, they are encouraged to call in and talk about their drive.

B) Public Service Announcements Daily, April- June 2018

Two times per day, every day, WLXT announces that day's or an upcoming blood drive with details on how listeners can participate.

180 Public Service announcements (:30) at various times through out the day.

C) New programming

2 news stories were devoted to the low donation issue connected to the weather. They aired on March 19 and April 23.

D) Community Calendar

A schedule of blood drives is always available at Lite96.com. The schedule is updated as new events are available.

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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 Q2, 2018, WLXT provided:
 - 1) AC Paws fundraising event Wine For Whiskers, 20 (:30) PSA announcements April 14-29.
 - 2) Bissell Pet Foundation Empty The Shelter event for 6 area shelters. 30 (:30) PSA announcements. April 22-May 5
 - 3) Charlevoix Humane Shelter's Run For Their Lives 5K event. 30 (:30) PSA announcements were provided along with a banner ad in the Lite 96.3 e-news. May 4-19
 - 4) Little Traverse Bay Humane Shelter fundraising event Junk In The Trunk. 20 (:30) PSA announcements were provided. May 14-June 2
 - 5) Yappy Hour for Northern Michigan Animal Network, 20 (:30) PSA announcements for the fundraising event. June 2-14
- C) Three news stories were aired with a focus on adoption and spay/neuter. Two stories aired regarding the Empty the Shelter event, one prior on May 2 and one after the event on May 7. A story on low cost neutering was on the news on April 16.
- D) All events that received PSAs also were included on the Lite 96 community calendar at Lite96.com.

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: Children's health is an issue that effects our area due to the nature of many of the jobs in the area that are temporary and low paying. Many children do not have access to consistent health care and nutrition.

Programming: In April and May, there were a number of free events that were designed to help provide services to this under served population.

- A) The WLXT morning show hosted an interview on April 25th to promote the Stuff the Bus event for the youth food pantries in Petoskey and Harbor Springs schools. Additional PSAs (20 :30 PSAs) were provided to encourage food donations. April 2- 28. Lite 96.3's Tim Nixon hosted the Stuff the Bus event on Saturday, April 28th to end the food drive.
- B) The Nehemiah Project provides food to homeless families, with over 70% of their clients being children. 30 (:30) promotional announcements were provided for a fundraising event on April 27th. April 14-27.
- C) The health department is concerned at the lack of participation in the HPV vaccinations available. Provided 20 (:30) PSAs for an educational event at the Petoskey Library that features a movie and panel of experts to help explain the importance of this vaccine.
- D) North Country Mental Health works with children with autism. Provided a two minute interview on WLXT during the morning show to discuss the early signs and to promote their fundraising event. Interview aired on May 2. 20 (:30) PSAs to promote their fundraising 5K. Aired April 20-May 5
- E) As part of Mental Health Awareness Month in May, provided 20 (:30) PSAs to the non-profit Breanna's Ride for a fundraising event dedicated to helping children with childhood depression. April 28-May 10.
- F) To help children who want to participate in school sports, Northern Michigan Sports Medicine provided free heart screenings for teens to help detect common heart issues. 30 (:30) PSAs were provided. May 15-30
- G) The United Way's event, The Instant Wine Cellar is a fundraising event for the Dolly Parton Imagination Library, a service that provides books for free to promote early education. This fundraising event raises money to help buy books for area children. Lite 96.3's Tim Nixon

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Issue: Cancer continues to be a major health issue in our area.

Programming: Our listeners are challenged in paying for the care they need when a cancer diagnosis strikes. The American Cancer Society's Relay For Life is a 24 hour fundraising event and awareness event, helping raise funds for our area.

- A) WLXT was the media partner for Relay For Life in Emmet and Cheboygan counties. This partnership gave Relay For Life great exposure for the event without cost, making sure fundraised went into local treatment.
- B) Public service announcements were provided to encourage registration for the event, to form teams and to raise pledges. 120 announcements (:30) were provided May 1-June 2.
- C) A news story was provided to highlight the upcoming event and how cancer money is used locally on May 29th.
- D) A 2 minute interview on the Lite 96 morning show encouraged registration and explained how to form teams. The interview aired on May 22.
- E) A banner with links to register was provided on the home page of Lite96.com from May 1-June 2.
- F) A link to register and information was included in 2 Lite 96 e-news.
- G) Lite 96.3 was live at the event to help with opening ceremonies and to encourage last minute participation in events.

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Issue: Human trafficking in Michigan is on the rise.

Programming: WLXT partnered with a number of agencies to help people recognize the signs of human trafficking, how to avoid becoming a victim and what to do if you suspect someone is a victim.

- A) Lite 96.3 and the Petoskey Chamber of Commerce presented a luncheon to explain human trafficking to women in the business community. The luncheon was a panel discussion with three experts in the field and focused on how to recognize human trafficking and how to avoid becoming a victim. The luncheon was on March 20th at North Central Michigan College. 50 PSAs were provided to promote registration for the event. The link was also included at Lite96.com and in two emails to the Lite 96 database.
- B) Public service announcements were provided to the Charlevoix County Prosecutors office for a films and panel discussion they held. They provided a free showing of the film “Sands of Silence, Waves of Courage” and sex trafficking survivor Virginia Isaias told her story. The event was April 10. WLXT provided 25 (:30) PSAs for the event, March 24-April 10. The event was also included at Lite96.com.