

Localism Initiatives
WWVR-FM/ West Terre Haute, Indiana

- WWVR-FM employs one full-time newsperson and utilizes the news team and resources from our sister TV station WTHI-TV.
- WWVR-FM airs (3) local newscasts daily Monday – Friday or 15 newscasts per week.
- The news department monitors community concerns with city police, sheriff's department the Indiana and Illinois state police.
- When breaking news happens we interrupt regular programming whenever the situation warrants. Recently we interrupted regular programming due to deadly accidents on I-70 that runs right through the Wabash Valley; a downtown shooting; an air national guard jet stationed out of Terre Haute crash and other local events.
- On 105.5theriver.com our website, we are able to update the latest news in moments so listeners may read the details themselves or hear it live on our station. It is very important to keep our audience informed as we are 45 minutes south of Newport Chemical depot.

Creating or Selecting Programming

- With the growing popularity of our website we ask listeners, residents of the area about the things happening in our community. The hot topic most of this year has been the increasing price of a gallon of gas. Listeners have voted on how the increase in gas has changed their habits, what their breaking point will be and we in turn report this on our airwaves. Polls have also been taken on local issues and national issue including election polls, political issues as well issues regarding area schools and other issues of local concern.
- We encourage our listeners to email us with suggestions and concerns regarding our station programming. Upon receiving an email from our listeners it is reviewed by the appropriate department and filed in our public file. The management will submit a response to the person sending the email with an appropriate response.

Emergency Programming

- WWVR-FM is locally programmed we have only one major network program Monday – Saturday (the Bob and Tom Show). We have preempted programming when reasons warranted doing so such as 9/11 and when our country went to war with Iraq. We also will interrupt programming for severe weather information regardless of the time of day. Severe weather is also updated every 5 to 10 minutes including school closings during the morning and during the day as necessary. The EAS system is used to warn residents of severe weather approaching the Wabash Valley. With the help of the internet we are able to link to a list of school closings and state roads information. We also air AMBER alerts for the Indiana/Illinois WWVR listening area when police issue missing child reports.

Political Programming

- Our station supports voter registration by reminding listeners to register to vote by the deadline. Throughout the day of the election we remind residents to exercise their right to vote. Listeners are also able to find voter registration information on-line from our website. With a link to information about registration, how to vote and why it is important to vote our listeners can inform themselves about the candidate that best meets their thinking and beliefs. Our news department covers election-day from the opening of the poles to the final results when tallied on-air with special newscasts.

Civic, Cultural and Other Community-Responsive Programming

- WWVR-FM covers local events throughout the year. During the local county fairs we update listeners with the schedule of events and broadcast live from various fairs throughout the week(s). We also promote local fire and police community initiatives including community day, fill the boot campaigns. We have aired readiness PSAs from the American Red Cross along with flooding updates and needs for local flood victims. This year we linked our website to the American Red Cross website so our listeners could send donations on line to help those in need. Throughout the year we air PSAs reminding listeners not to drink and drive, we participate in the great America Smoke-Out and information on what to do if you are a victim of domestic abuse or are aware of child abuse.

Station Participation in Community Activities

- Our station is very connected to the community throughout the year as we have assisted the Terre Haute YMCA with their youth football and cheer program. We also sponsor the Big Brothers/Big Sisters Golf tournament, Laughlines for Lifeline and we also promote critical blood shortages for the Indiana Blood Center. During the United Way “Campaign” (September – November) the station gives up time to air a thirty second produced promo informing the Wabash Valley about the United Way and what it does for everyone in the community. The “Campaign” is the biggest fundraising effort by the United Way and funds all 35 plus agencies under the United Way umbrella.
- Our station manager serves on the United Way communication committee and is a member board member for the Indiana Broadcasters Association. Our marketing director serves as President for Vigo County Lifeline (an information referral, crisis center hotline).
- During the fall we host Share Your Thanksgiving which puts food on the shelves at Catholic Charities which delivers food to local food banks and soup kitchens. Last year we collected over 84 thousand pounds of food. We also hosted an emergency food drive last summer. With the kids out of school and the increase in the number of working poor families the food banks were hit hard with requests for food. We collected almost 7 thousand pounds of food with a food drive put together and executed in just 7 days. During the Holiday Season we help the Indiana Blood Center by hosting a three day blood drive. We have also helped out the Marine Corp in the past with their Toys for Tots drive.
- Throughout the year we air public service announcements for local county health departments. The information includes wellness clinics (blood pressure, sugar checks, etc), Super Shot Saturday for children, health screenings, and flu shot information. WWVR-FM also promotes other local community fundraisers whether it is a festival or chili supper. We also air public service announcements to inform the community about the different area events.

- WWVR informs listeners on how to get school supplies. Some families have a tough time with back to school and need help with backpacks, paper, erasers, etc. Many different PTA's throughout the Valley will send us information about their fundraisers that we promote for them.