

WGN on-air host in 1969, the Neediest Kids Fund collects contributions from WGN listeners throughout the year as a result of charity golf tournaments, special CD sales and more. Beneficiary organizations in 2003 included agencies providing summer or after-school child nutrition programs, as well as mentoring and leadership development, stay-in-school programs, and job preparation and training sessions.

On January 21, **WIFR-TV in Rockford** hosted its fifth telethon on behalf of the Rockford Rescue Mission in a major campaign to fight a growing homeless problem in the area. The three-hour telethon, produced and broadcast exclusively by WIFR, raised more than \$100,000 for the mission, bringing the five-year total to more than \$523,000. In addition to the telethon, WIFR raises other funds for the mission throughout the year with a regular schedule of PSAs, news features and other programming.

The Chicago Anti-Hunger Federation (CAHF) and **WBBM-AM in Chicago** teamed up for their eighth annual "Good Neighbor Radiothon" on December 12. The 19-hour broadcast featured WBBM anchors broadcasting live throughout the day, with holiday musical performances and sample pastry tastings created by students of CAHF's Oliver's Kitchen, which trains disadvantaged individuals for careers in food service. Since its launch in 1995, the radiothon has generated more than \$851,000 and is the CAHF's leading fundraiser all year long.

Building Healthy Communities

In the 20th year of its annual on-air telethon for the Illinois Arthritis Foundation, **WSIL-TV in Carterville** collected more than \$90,000 to support the charity's work. The locally produced telethon aired for 5 hours on a Sunday afternoon in March, featuring informative stories about juvenile arthritis and other conditions; interviews with arthritis patients, doctors, and others; and appearances by celebrities from the community. All the while, WSIL staff and other volunteers were working the phones and welcoming businesses and other donors to the studio to present their contributions on the air. "The local chapter of the Arthritis Foundation probably would not exist if it were not for this event," said WSIL General Manager Steve Wheeler, noting that all funds raised during the telethon stay in Illinois.

Befriending Animals

Animals in the Chicagoland area have a great friend in Carole O'Keefe of **WLS-AM, WZZN-FM, WRDZ-AM and WMVP-AM in Chicago**. In the last five years alone, O'Keefe estimates that she has saved more than 200 stray cats, bringing them into shelters and getting them adopted out to loving homes. During 2003, O'Keefe played a starring role in the success of Adoptathon: Friends for Life, an annual event sponsored by the Chicago Department of Animal Care and Control. During her weekly public affairs program, "Connected to Chicago with Carole O'Keefe," as well as live broadcasts from the event, O'Keefe made sure that Chicago residents knew about the Adoptathon and turned out at the summer event to find a pet in need of a home. The city's goal was to adopt out 200 pets at the event; thanks to O'Keefe's promotional support, the total was

245. O’Keefe uses the platform that her weekly show gives her to regularly remind listeners to take good care of animals by having them spayed or neutered, not leaving them in hot cars, and making sure they have lots of water to drink all year long.

Putting Children First

WGN-TV in Chicago devoted \$1 million in airtime in 2003 to its ongoing efforts to find loving homes for older, adoptable children. In recognition of the station’s commitment to advancing adoption, WGN received the national Champions in Adoption award in 2003 from U.S. Health and Human Services Secretary Tommy Thompson. WGN worked with a number of adoption organizations in Illinois—from the state’s Department of Children and Family Services to smaller agencies—to gather information about children who are available for adoption and to create PSAs about those children encouraging viewers to call an 800-number at the station to find out more. Since the station “adopted” this as its signature issue more than 11 years ago, over 50 percent of the children featured in the spots have been placed in loving homes. WGN also regularly airs news stories about adoption issues and holds adoption parties for children who find new homes as a result of the station’s outreach. According to Merri Dee, the station’s director of community relations, WGN is “totally committed” to finding homes for older children who need them. “These kids often have disabilities and other issues, but we’re making real headway in helping people understand that they can thrive in loving homes,” Dee said.

The “St. Jude Midwest Affiliate Telethon” marked its 28th year on **WEEK-TV in Peoria** with a record-breaking \$3.2 million fundraising haul. The live, six-hour, Saturday night broadcast was 100-percent locally produced and featured vignettes about the wonderful work of St. Jude Children’s Research Hospital in Memphis, Tennessee, and its affiliate organization located at Children’s Hospital in Peoria. Alongside all the stories about local children and families who benefited from St. Jude’s services for children with cancer and other life-threatening diseases, a telethon highlight was the conclusion of the Memphis-to-Peoria charity run for St. Jude’s. During the broadcast, 200 runners officially completed the 435-mile inter-city trek by jogging as a pack into the WEEK studios. According to WEEK President and General Manager Mark DeSantis, the run alone netted \$1.2 million of the \$3.2 million fundraising total, with the rest coming from area businesses and WEEK viewers who called in with their pledges of support.

The third annual “John Riley’s Big Radiothon for Kids” on **WPBG-FM in Peoria** raised \$140,000 for Children’s Hospital of Illinois. Over four days in early December, WPBG morning host John Riley stayed on the air full-time and interspersed the station’s regular music and news programming with stories about children and families cared for at Children’s, as well as a lot of back-and-forth with listeners who called in to pledge their support. A Children’s Miracle Network facility, Children’s Hospital cares for more children in Illinois than any hospital outside Chicago. “This hospital affects so many people in the Peoria community,” said WPBG Program Director Scott Wheeler. “It’s a real community treasure.” Funds raised during the 2003 radiothon topped those collected in 2002 by 16 percent, according to Wheeler.

The third annual “Eric and Kathy Children’s Memorial Radiothon” on **WTMX-FM in Chicago** raised \$1.3 million for the city’s Children’s Memorial Hospital in just 36 hours. Broadcasting live from the hospital, WTMX morning-show hosts Eric and Kathy interviewed doctors, nurses, and children and families who had been helped by the hospital and encouraged listeners to call in with their donations. The \$1.3 million fundraising total topped the previous year’s total by \$100,000.

During its annual “Make-A-Wish Radiothon” in November, **WLUP-FM in Chicago** raised \$211,000 to grant the wishes of children with life-threatening illnesses. As part of the radiothon, several children were invited into the WLUP studios to talk about their illnesses and the wishes they wanted granted. Over three days in early December, the WLUP on-air team regularly encouraged listeners to call in with their donations. And, in a testament to the generosity of the station’s fans, longtime WLUP listeners Kevin and Dawn Smith approached the station with an offer to match \$50,000 in other donations during the radiothon.

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QUALITATIVE RESEARCH FINDINGS—INDIANA

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Indiana, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Indiana broadcasters' public service activities in 2003.

Reducing Violence

In 2003, **WTHR-TV in Indianapolis** launched an extensive, long-term campaign to shed light on a pervasive problem facing central Indiana: domestic abuse. Called "Shattering the Silence," the three-month campaign included news coverage and PSAs designed to bring the issue of domestic abuse out of the shadows, to show abuse victims where to turn for help, and to educate the broader community about what they can do. WTHR's PSAs on the topic included poignant messages from domestic abuse survivors, as well as appeals from community leaders to help stop the violence. In addition, WTHR aired 11 weekly in-depth news reports on the topic and conducted twice-weekly live interviews on its noon newscast with representatives of community agencies working to address the problem. Last but not least, WTHR produced an hour-long, commercial-free, prime-time special on the issue with the help of the station's partner in the campaign, the Domestic Violence Network of Greater Indianapolis. Among the results of the station's efforts: during the campaign, calls to the statewide domestic violence hotline increased 65 percent; thousands of people requested educational materials; and thousands more called the station to donate time and money to area abuse agencies.

Making Communities Stronger

WIIH-TV in Indianapolis was one of the main organizers of a Hispanic Day at the Indiana State Fair that attracted more than 5,000 residents. During the day, members of Indiana's Hispanic community participated in a variety of special activities, including a performance by a Latino musical group, while receiving information about important issues such as housing, health, education and legal aid. WIIH promoted the Hispanic Day in its Spanish-language newscast and PSAs, helped bring in the musical group, and secured the participation of 25 nonprofit organizations as exhibitors.

The annual "22 Ways of Giving" campaign on **WSBT-TV Channel 22 in South Bend, Indiana** encourages viewers to support 22 different area charities during the holidays. The charities are selected by an independent committee and include organizations serving young people, the elderly, the poor and other groups. In addition to regular on-air

promotions throughout November and December, WSBT organized a “giving day” with entertainment and booths highlighting the work of the 22 agencies. In 2003, the campaign netted \$67,000 in cash, as well as truckloads of in-kind donations, from coats and clothing to toys and computers.

Helping Neighbors in Need

WEFM-FM in Michigan City broadcast live for three hours from a fish fry that serves as the major fundraising event for Michiana Resources, an agency providing employment and job training for individuals with disabilities. The WEFM morning team of Paula Griffin and Uncle Lou Weber spent the three hours encouraging their listeners to come out to the event while interviewing Michiana volunteers and staff, as well as many of the people who have found work because of the organization. WEFM also devoted a considerable amount of airtime in the weeks preceding the event to promotional PSAs and on-air talk about the event, helping to bring total attendance to nearly 500 while educating the community about the agency’s wonderful work.

WANE-TV in Fort Wayne played an important role in the success of an awards banquet that raised more than \$10,000 for the East Wayne Street Center, an organization working to empower families and individuals to become self-sufficient. The Ian and Mimi Rolland Community Awards Banquet is designed to honor local individuals for their outstanding community service while collecting funds to support the center’s work. The station produced and aired a PSA to promote the banquet, and a WANE-produced video vignette was screened at the event to honor rescue heroes from September 11, 2001. In addition, WANE’s on-air personalities participated in the banquet and anchored the station’s news coverage of the event. The East Wayne Street Center sponsors a wide range of programs, from home repair and Head Start to family literacy.

Embracing Education and Youth

WLFI-TV18 in Lafayette recently launched “18 Achievers,” an ongoing public service campaign designed to spotlight the work of the growing Junior Achievement program. Promotional PSAs produced and aired by WLFI in 2003 profiled nine outstanding Junior Achievement students alongside nine area business leaders who exemplify success and community involvement. The WLFI campaign concluded the year with an awards banquet in honor of volunteers and students that included an induction ceremony for the Junior Achievement Hall of Fame. The Junior Achievement program involves more than 4,200 young people in 26 schools in the Lafayette area. Thanks in large part to WLFI’s promotional support in 2003, the organization saw a \$25,000 increase in funding, enrollment growth of 825 students and 50 additional adult volunteers.

Building Healthy Communities

For the past 10 years, **WISH-TV in Indianapolis** has been a proud media sponsor of a four-day health fair during Indiana Black Expo that provides free health screenings for conditions and diseases that tend to affect minority, elderly and underserved members of the population. Organized by the Indiana Department of Health, the Black and Minority Health Fair has attracted more than 1 million individuals over the past decade for screenings valued at more than \$1,000 per person. Surveys have shown that many of the hundreds of thousands of individuals who benefit from the health fair each year would receive no medical screenings if it were not for this unique event. WISH has supported the health fair with PSAs, interviews, sponsorships of related events and in-kind services totaling more than \$250,000 over the last ten years.

The annual Bob and Tom Radiothon on **WFBQ-FM in Indianapolis** raised more than \$80,000 for the Leukemia and Lymphoma Society of Indianapolis. The two-day broadcast in February marked then tenth time that WFBQ's morning team of Bob and Tom has gone to bat for the charity. The radiothon combines a "pay-for-play" format—which asks viewers to make pledges in order to hear their favorite songs—with an on-air auction of autographed music and sports memorabilia collected by WFBQ during the year.

WRTV-TV in Indianapolis commemorated the second anniversary of the September 11 attacks on the United States with a blood drive at 13 Indiana Blood Center locations in Central Indiana. "We will continue to remember September 11 as a day of giving," said WRTV Vice President and General Manager Don Lundy. "Being able to donate at any Central Indiana Blood Center makes it easier for Hoosiers to help save lives in honor of those who lost theirs on that tragic day two years ago." During the one-day drive, residents throughout the region donated more than 3,000 pints of blood. WRTV supported the effort with PSAs, live coverage throughout the day and reports on the station's newscasts.

Putting Children First

Several years ago, **WIBC-AM in Indianapolis** developed a program to collect teddy bears that police and fire departments in the area can use to comfort children in crisis situations. During 2003, the station provided more than \$62,000 worth of promotional support to the Bears on Patrol campaign, including PSAs, announcer mentions and interviews with law enforcement officers. The result: police and fire departments had enough bears to help more than 3,500 children involved in fire and accident situations, as well as cases of abuse and neglect. "This is a campaign that really touches everyone's heart in the community all year long," said WIBC's Tom Severino.

A 97-hour radiothon on **WENS-FM in Indianapolis** raised more than \$300,000 for Riley Hospital for Children, Indiana's only comprehensive children's hospital. During the event, the station's DJs encouraged listeners to phone in their pledges and interviewed doctors, administrators, nurses and patients to educate the community about the life-saving work done every day at the Children's Miracle Network facility.

Seeking to make the back-to-school season a happy one for all, morning hosts Wank and O'Brien on **WNOU-FM in Indianapolis** asked listeners to help them stuff an entire school bus full of school supplies for needy children. WNOU runs the Stuff the Bus campaign every year in partnership with the nonprofit organization Teacher's Treasures.

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Indiana Public Affairs Summary

Introduction

Broadcasters have a mandate to serve the public interest of the communities in which they operate. Given the diversity of communities in the United States, there is a multitude of needs which could be and are addressed over the public airwaves by broadcasters. Indeed, broadcasters are recognizably in a very unique position – every station in the country is a local station and very much a part of the community it is licensed to serve.

Public affairs activities are an integral part of broadcast stations' community involvement. Through public affairs activities, stations help increase awareness of issues that affect their audiences. Radio and television broadcasters invest both programming and non-programming time and efforts to educate and involve their communities. Programming activities include, but are not limited to, public service announcements wherein stations donate valuable commercial time for messages alerting the public about health threats and other issues. Stations also produce public affairs programs featuring in-depth discussions of problems and remedies. In addition to these programming efforts, broadcasters initiate or are involved in many activities and community groups aimed at educating and involving their communities.

While the ways in which broadcasters are involved in their communities may seem similar, every local broadcaster's efforts are different. Public service campaigns undertaken by stations nationwide integrate on-air and off-air efforts. Additionally, since each station cannot address every need of its given community as its top priority, stations each focus on different needs, thus addressing overall the diversity of issues within a community. In any given community, the local broadcasters' unique responses and approaches to the diversity of issues is also supplemented by major national efforts.

Our state association, in partnership with the National Association of Broadcasters, conducted a survey of television and radio stations in Indiana to determine the extent of station participation in public affairs activities. A variety of methodologies were employed to reach stations – with mail, fax, and Internet surveys sent out between January and April 2004. The response rate of Indiana broadcasters was 63%, as 17 of the 27 commercial television stations licensed to the state (63%) are represented in the data, as are 153 of the 245 radio stations (62%).

The census revealed that Indiana radio and television stations contributed approximately 180 million dollars worth of service to their communities during 2003. The data were collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm.

Donating Time, Raising Money, and Responding to Community Needs

- Y Using mean figures to derive a per-station total, responding Indiana TV stations report running approximately 235 PSAs per week, with radio stations running 123. These figures combine all PSA spot times – from ten seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$2,226,848 a year per TV station responding, and \$335,868 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Indiana TV stations as \$60,124,896 and \$82,287,660 for radio stations.

- Y Almost all responding TV stations (94%) and radio stations (97%) say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The mean amount raised by these TV stations was \$486,473, with responding radio stations reporting a mean of \$95,692. The projected cumulative amounts for this charitable giving is \$12,346,684 for TV stations and \$22,736,231 for radio stations who conducted some fundraising during the time period examined.

The charitable amount raised by responding TV stations ranged from \$5,000 up to \$2,392,000, with a range among radio stations of \$100 to \$1,166,677.

- Y More than six-in-ten responding Indiana TV stations (64%) and radio stations (63%) were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters.

As one of the results of these efforts, TV stations in the state reported raising \$2,165,754 and radio stations raised \$843,368 in direct contributions or pledges related to disaster relief during 2003.

- Y PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 45% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 68%.

Broadcasters Addressing Important Topics

Y The following table examines some specific issues and the response by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics.

Each respondent was asked to respond whether their station aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topic areas. The numbers here are the percentages of all state TV and radio stations who say they have addressed a particular topic through one of those methods:

Issue	TV			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	72%	6%	56%	38%	19%	63%
Alcohol abuse	94%	17%	56%	66%	40%	63%
Adult educ./literacy	67%	22%	56%	64%	52%	66%
Anti-crime	89%	28%	67%	72%	57%	76%
Anti-smoking	94%	28%	67%	79%	52%	68%
Anti-violence	94%	39%	56%	72%	51%	68%
Breast cancer/other women's health	89%	17%	56%	73%	50%	70%
Children's issues	94%	44%	61%	80%	61%	80%
Drinking during pregnancy	28%	6%	44%	20%	16%	37%
Drunk driving	100%	17%	61%	78%	57%	73%
Drug use/abuse	89%	44%	50%	76%	51%	73%
Homeland security issues	56%	33%	50%	55%	46%	76%
Hunger/poverty/homelessness	94%	50%	44%	63%	42%	63%
Fund raising drives	94%	56%	50%	88%	71%	72%

Promoting Participation

- Y Fully 50% of responding radio stations and 15% of responding TV stations report airing public affairs programs of at least 30 minutes in length.

- Y The leading topics of public service campaigns by Indiana broadcasters in 2003 included health and disease issues (such as cancer), national charities (such as Easter Seals, Goodwill, etc.), smoking issues, children's charities, and poverty/hunger/homelessness issues. Some primary recipients included the American Cancer Society, American Red Cross, local food banks, The Salvation Army, and United Way.

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2001, including the addition of issues such as anti-smoking and homeland security matters as possible topics for news segments, public affairs programming, and PSAs. Market size and revenue data for stations was linked to survey data, allowing for more precise weighting and sample procedures.

QUALITATIVE RESEARCH FINDINGS—INDIANA

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Making Communities Stronger

WIII-TV in Indianapolis was one of the main organizers of a Hispanic Day at the Indiana State Fair that attracted more than 5,000 residents. During the day, members of Indiana's Hispanic community participated in a variety of special activities, including a performance by a Latino musical group, while receiving information about important issues such as housing, health, education and legal aid. WIII promoted the Hispanic Day in its Spanish-language newscast and PSAs, helped bring in the musical group, and secured the participation of 25 nonprofit organizations as exhibitors.

The annual "22 Ways of Giving" campaign on **WSBT-TV Channel 22 in South Bend, Indiana** encourages viewers to support 22 different area charities during the holidays. The charities are selected by an independent committee and include organizations serving young people, the elderly, the poor and other groups. In addition to regular on-air

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QUALITATIVE RESEARCH FINDINGS—IOWA

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Iowa, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Iowa broadcasters' public service activities in 2003.

Helping Neighbors in Need

In the 13th year of its Combat Hunger food drive, **KSTZ-FM in Des Moines** collected a grand total of 211,000 pounds of canned goods and nonperishable items for the Food Bank of Iowa. The drive kicked off in early fall, when KSTZ distributed information to local schools and businesses about how to organize their own food drives. Then, in mid-November, the station teamed up with the Iowa National Guard to organize an "encampment" in downtown Des Moines where residents could drop off donated food and cash. Collection-day volunteers included members of local fraternities and sororities, as well as the governor and first lady and other notables.

Youth and Education

A local anti-smoking group and **KKBZ-FM in Shenandoah** teamed up in the fall to offer tobacco prevention education to area schools through the Clean Air Café. KKBZ's Mark Eno said the goal is to educate children and their families about tobacco use. In a partnership with Southwest Iowa Counties Against Tobacco Use, KKBZ Promotions Director Chuck Norris visited schools throughout the area to talk with students about smoking. An adult contemporary station, KKBZ focused its anti-smoking message on parents—encouraging them to talk with their children about the health hazards of smoking, peer pressure and other issues.

Alcohol Abuse Awareness and Prevention

During the third year of its Prom Patrol program, **KTIV-TV in Sioux City** continued its efforts to reinforce safe and sober celebrating by Siouxland high school seniors. Prom Patrol seeks to promote post-prom activities organized by area schools and parents to keep kids off the streets and out of trouble. KTIV videotaped ten of the alcohol-free after-prom parties so they could be featured in KTIV newscasts and on sister station **KXWB-TV** as public service vignettes encouraging students to celebrate safe. "The students who attend these celebrations are avoiding the temptation to make alcohol part of their senior prom festivities," said KTIV's Jim DeSchepper. "We think it's important to show what they are doing—if only to set an example for other young people and encourage them to play it safe."

During 2003, **WOI-TV in West Des Moines** played a key role in promoting the work of Rock in Prevention (RIP), an Iowa program that uses rock music to teach kids how to say “no” to alcohol and other temptations. The station’s support for RIP included the production of a PSA that was distributed to stations all over the state by the Iowa Broadcasters Association (IBA). “We and other IBA members have contributed a tremendous amount of airtime to this,” said WOI’s Ray Cole, who serves on the Rock in Prevention board. The RIP program, Cole explained, has helped more than 500,000 Iowans since 1990 and is nationally recognized for its effectiveness. WOI also supports RIP through an annual telethon and other work to benefit Variety: The Children’s Charity, a major RIP benefactor.

Making Communities Stronger

When a local historical park needed an infusion of private funds to qualify for a state grant, **KIOW-FM in Forest City** provided the necessary promotional push. Opened in 1999, Heritage Park of North Iowa is dedicated to the preservation of America’s rural heritage. It includes a working farm, Indian artifacts, steam engines and demonstrations of grain threshing, log sawing, plowing and much more. In early 2003, however, it was looking as if the park might not qualify for a \$200,000 matching state tourism grant because park officials were \$50,000 short of raising an equivalent sum on their own. KIOW responded by organizing a one-day radiothon preceded by six weeks of PSAs about the park’s predicament and the need for funds. KIOW President and General Manager Tony Coloff expected the radiothon to raise a few thousand dollars at most. However, by the end of the day, KIOW listeners had chipped in \$47,000—an amount that, combined with other fundraising by the park, enabled it to qualify for the state grant. “It was phenomenal the way the community responded,” said Coloff.

During two Family Fair events in 2003, **KIMT-TV in Mason City** introduced thousands of area residents to the work of nonprofit organizations that are busy making the local community a better place to live. The March 2003 Family Fair, held at a local shopping center, featured 50 interactive booths set up by organizations from the Girl Scouts and an area women’s shelter to the local Drug Abuse Resistance Education (DARE) program. More than 5,000 people attended. A second Family Fair was held in October. During each event, KIMT organized a silent auction of donated items to raise money for some of the featured charities. “This is a great opportunity for these charities to get their services out there in front of the people who need them,” said KIMT Vice President and General Manager Steve Martinson.

Community Health

Late in the summer, **KMRY-AM in Cedar Rapids** conducted a special awareness campaign to focus attention on the wide range of underutilized resources in the community for individuals with low vision. The effort included a 60-second PSA that was broadcast frequently on KMRY during the summer. “We gave it the same schedule as a high-frequency client,” said KMRY President and General Manager Rick Sellers.

The PSA highlighted the resources available through the Cedar Rapids Low Vision Center, including a number of free machines in the community that magnify bills and other materials to make them easier to read. As a result of the campaign, the center received a record number of inquiries about its services, and use of the magnifying machines was up all over town.

Putting Children First

As sponsor of several holiday-season Lite Nights at a local park, **KLTI-FM "Lite 104.1" in Des Moines** helped the Make-A-Wish Foundation raise \$209,000 to grant the wishes of terminally ill children in Iowa. The Make-A-Wish Foundation organizes the holiday fundraiser in Des Moines every year, with residents making a charitable contribution so they can drive their cars through the light display at Waterworks Park. During the KLTI Lite Nights, visitors were treated to free cookies, hot chocolate, eggnog and special prizes offered by the station as an incentive to come out and enjoy the display. KLTI, which airs holiday music from Thanksgiving through January 1, organized an intensive on-air promotional push to ensure that the Lite Nites were well attended. In a related effort, station staff raised funds for the Heart Connection Children's Cancer Programs by wrapping gifts at a local shopping center. The center sponsors two week-long summer camps for children with cancer and their siblings.

Breast Cancer Awareness and Research

For the ninth year in a row, **KWQC-TV in Davenport** was the major force behind the Runway to the Cure, a charity style show and luncheon to benefit the Komen Quad Cities Race for the Cure. In addition to raising funds for the Race, the event is designed to celebrate survivorship and educate women about the importance of early detection of breast cancer. With KWQC handling all the arrangements and promotion, and with two of the station's anchors emceeing the event, the Runway to the Cure luncheon attracted a capacity crowd of 1,200 area residents in 2003. In related work, KWQC handles all promotional responsibilities for the Race for the Cure. Since its inception in 1990, the race has grown to more than 9,500 participants and raised \$2.5 million, in addition to providing more than 8,000 mammography vouchers to eligible women in the area.

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Iowa's Public Service Commitment

Introduction

Broadcasters have a mandate to serve the public interest of the communities in which they operate. Given the diversity of communities in the United States, there is a multitude of needs, which could be and are addressed over the public airwaves by broadcasters. Indeed, broadcasters are recognizably in a very unique position – every station in the country is a local station and very much a part of the community it is licensed to serve.

Public affairs activities are an integral part of broadcast stations' community involvement. Through public affairs activities, stations help increase awareness of issues that affect their audiences. Radio and television broadcasters invest both programming and non-programming time and efforts to educate and involve their communities. Programming activities include, but are not limited to, public service announcements wherein stations donate valuable commercial time for messages alerting the public about health threats and other issues. Stations also produce public affairs programs featuring in-depth discussions of problems and remedies. In addition to these programming efforts, broadcasters initiate or are involved in many activities and community groups aimed at educating and involving their communities.

While the ways in which broadcasters are involved in their communities may seem similar, every local broadcaster's efforts are different. Public service campaigns undertaken by stations nationwide integrate on-air and off-air efforts. Additionally, since each station cannot address every need of its given community as its top priority, stations each focus on different needs, thus addressing overall the diversity of issues within a community. In any given community, the local broadcasters' unique responses and approaches to the diversity of issues is also supplemented by major national efforts.

Our state association, in partnership with the National Association of Broadcasters, conducted a survey of television and radio stations in Iowa to determine the extent of station participation in public affairs activities. A variety of methodologies were employed to reach stations – with mail, fax, and Internet surveys sent out between January and April 2004. The response rate of Iowa broadcasters was 75%, as 17 of the 19 commercial television stations licensed to the state (90%) are represented in the data, as are 153 of the 209 radio stations (73%).

The census revealed that Iowa radio and television stations contributed approximately \$91.8 million dollars worth of service to their communities during 2003. The data were collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm.

Donating Time, Raising Money, and Responding to Community Needs

- Using mean figures to derive a per-station total, responding Iowa TV stations report running approximately 102 PSAs per week, with radio stations running 192. These figures combine all PSA spot times – from ten seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$694,356 a year per TV station responding, and \$264,576 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Iowa TV stations as \$13,192,764 and \$55,296,384 for radio stations.

- More than eight-in-ten TV stations (82%) and almost all responding radio stations (98%) say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The mean amount raised by these TV stations was \$489,113, with responding radio stations reporting a mean of \$73,385. The projected cumulative amounts for this charitable giving is \$7,620,380 for TV stations and \$15,030,715 for radio stations who conducted some fundraising during the time period examined.

The charitable amount raised by responding TV stations ranged from under \$1,000 up to \$2,000,000, with a range among radio stations of \$100 to \$1,000,000.

- About four-in-ten radio stations (41%) and one-in-four responding TV stations (27%) were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters.

As one of the results of these efforts, broadcast stations in Iowa raised just over \$750,000 in direct contributions or pledges related to disaster relief during 2003.

- PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 60% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 59%.

Broadcasters Addressing Important Topics

- The following table examines some specific issues and the response by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics.

Each respondent was asked to respond whether their station aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topic areas. The numbers here are the percentages of all state TV and radio stations who say they have addressed a particular topic through one of those methods:

Issue	TV			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	53%	16%	63%	48%	26%	52%
Alcohol abuse	84%	21%	63%	83%	56%	68%
Adult educ./literacy	58%	16%	53%	63%	55%	72%
Anti-crime	84%	21%	68%	73%	65%	81%
Anti-smoking	58%	16%	68%	72%	46%	58%
Anti-violence	84%	32%	63%	84%	68%	81%
Breast cancer/other women's health	79%	42%	74%	79%	55%	70%
Children's issues	89%	47%	68%	88%	63%	85%
Drinking during pregnancy	37%	5%	53%	36%	21%	49%
Drunk driving	79%	16%	68%	85%	58%	72%
Drug use/abuse	84%	26%	63%	86%	57%	74%
Homeland security issues	63%	37%	63%	62%	54%	67%
Hunger/poverty/homelessness	79%	26%	47%	67%	52%	52%
Fund raising drives	89%	58%	53%	89%	75%	68%

Promoting Participation

- Almost half (49%) of responding radio stations and 15% of responding TV stations report airing public affairs programs of at least 30 minutes in length.
- The leading topics of public service campaigns by Iowa broadcasters in 2003 included blood donation, national charities (such as Easter Seals, Goodwill, etc.), supporting local charities, health and disease issues (such as cancer), and children's charities. Some primary recipients included the American Red Cross, Community Kitchen, Iowa Great Lakes Museum, March of Dimes, Toys for Tots, and The Salvation Army.

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2001, including the addition of issues such as anti-smoking and homeland security matters as possible topics for news segments, public affairs programming, and PSAs. Market size and revenue data for stations was linked to survey data, allowing for more precise weighting and sample procedures.

Local Support for Iowa Charities

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Iowa, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Iowa broadcasters' public service activities in 2003.

Helping Neighbors in Need

In the 13th year of its Combat Hunger food drive, **KSTZ-FM in Des Moines** collected a grand total of 211,000 pounds of canned goods and nonperishable items for the Food Bank of Iowa. The drive kicked off in early fall, when KSTZ distributed information to local schools and businesses about how to organize their own food drives. Then, in mid-November, the station teamed up with the Iowa National Guard to organize an "encampment" in downtown Des Moines where residents could drop off donated food and cash. Collection-day volunteers included members of local fraternities and sororities, as well as the governor and first lady and other notables.

Youth and Education

A local anti-smoking group and **KKBZ-FM in Shenandoah** teamed up in the fall to offer tobacco prevention education to area schools through the Clean Air Café. KKBZ's Mark Eno said the goal is to educate children and their families about tobacco use. In a partnership with Southwest Iowa Counties Against Tobacco Use, KKBZ Promotions Director Chuck Norris visited schools throughout the area to talk with students about smoking. An adult contemporary station, KKBZ focused its anti-smoking message on parents—encouraging them to talk with their children about the health hazards of smoking, peer pressure and other issues.

Alcohol Abuse Awareness and Prevention

During the third year of its Prom Patrol program, **KTIV-TV in Sioux City** continued its efforts to reinforce safe and sober celebrating by Siouland high school seniors. Prom Patrol seeks to promote post-prom activities organized by area schools and parents to keep kids off the streets and out of trouble. KTIV videotaped ten of the alcohol-free after-prom parties so they could be featured in KTIV newscasts and on sister station **KXWB-TV** as public service vignettes encouraging students to celebrate safe. "The students who attend these celebrations are avoiding the temptation to make alcohol part of their senior prom festivities," said KTIV's Jim DeSchepper. "We think it's important to show what they are doing—if only to set an example for other young people and encourage them to play it safe."

During 2003, **WOI-TV in West Des Moines** played a key role in promoting the work of Rock in Prevention (RIP), an Iowa program that uses rock music to teach kids how to say “no” to alcohol and other temptations. The station’s support for RIP included the production of a PSA that was distributed to stations all over the state by the Iowa Broadcasters Association (IBA). “We and other IBA members have contributed a tremendous amount of airtime to this,” said WOI’s Ray Cole, who serves on the Rock in Prevention board. The RIP program, Cole explained, has helped more than 500,000 Iowans since 1990 and is nationally recognized for its effectiveness. WOI also supports RIP through an annual telethon and other work to benefit Variety: The Children’s Charity, a major RIP benefactor.

Making Communities Stronger

When a local historical park needed an infusion of private funds to qualify for a state grant, **KIOW-FM in Forest City** provided the necessary promotional push. Opened in 1999, Heritage Park of North Iowa is dedicated to the preservation of America’s rural heritage. It includes a working farm, Indian artifacts, steam engines and demonstrations of grain threshing, log sawing, plowing and much more. In early 2003, however, it was looking as if the park might not qualify for a \$200,000 matching state tourism grant because park officials were \$50,000 short of raising an equivalent sum on their own. KLOW responded by organizing a one-day radiothon preceded by six weeks of PSAs about the park’s predicament and the need for funds. KLOW President and General Manager Tony Coloff expected the radiothon to raise a few thousand dollars at most. However, by the end of the day, KLOW listeners had chipped in \$47,000—an amount that, combined with other fundraising by the park, enabled it to qualify for the state grant. “It was phenomenal the way the community responded,” said Coloff.

During two Family Fair events in 2003, **KIMT-TV in Mason City** introduced thousands of area residents to the work of nonprofit organizations that are busy making the local community a better place to live. The March 2003 Family Fair, held at a local shopping center, featured 50 interactive booths set up by organizations from the Girl Scouts and an area women’s shelter to the local Drug Abuse Resistance Education (DARE) program. More than 5,000 people attended. A second Family Fair was held in October. During each event, KIMT organized a silent auction of donated items to raise money for some of the featured charities. “This is a great opportunity for these charities to get their services out there in front of the people who need them,” said KIMT Vice President and General Manager Steve Martinson.

Community Health

Late in the summer, **KMRY-AM in Cedar Rapids** conducted a special awareness campaign to focus attention on the wide range of underutilized resources in the community for individuals with low vision. The effort included a 60-second PSA that was broadcast frequently on KMRY during the summer. “We gave it the same schedule as a high-frequency client,” said KMRY President and General Manager Rick Sellers. The PSA highlighted the resources available through the Cedar Rapids Low Vision Center, including a number of free machines in the community that magnify bills and other materials to make them easier to read. As a result of the campaign, the center received a record number of inquiries about its services, and use of the magnifying machines was up all over town.

Putting Children First

As sponsor of several holiday-season Lite Nights at a local park, **KLTI-FM "Lite 104.1" in Des Moines** helped the Make-A-Wish Foundation raise \$209,000 to grant the wishes of terminally ill children in Iowa. The Make-A-Wish Foundation organizes the holiday fundraiser in Des Moines every year, with residents making a charitable contribution so they can drive their cars through the light display at Waterworks Park. During the KLTI Lite Nights, visitors were treated to free cookies, hot chocolate, eggnog and special prizes offered by the station as an incentive to come out and enjoy the display. KLTI, which airs holiday music from Thanksgiving through January 1, organized an intensive on-air promotional push to ensure that the Lite Nites were well attended. In a related effort, station staff raised funds for the Heart Connection Children's Cancer Programs by wrapping gifts at a local shopping center. The center sponsors two week-long summer camps for children with cancer and their siblings.

Breast Cancer Awareness and Research

For the ninth year in a row, **KWQC-TV in Davenport** was the major force behind the Runway to the Cure, a charity style show and luncheon to benefit the Komen Quad Cities Race for the Cure. In addition to raising funds for the Race, the event is designed to celebrate survivorship and educate women about the importance of early detection of breast cancer. With KWQC handling all the arrangements and promotion, and with two of the station's anchors emceeding the event, the Runway to the Cure luncheon attracted a capacity crowd of 1,200 area residents in 2003. In related work, KWQC handles all promotional responsibilities for the Race for the Cure. Since its inception in 1990, the race has grown to more than 9,500 participants and raised \$2.5 million, in addition to providing more than 8,000 mammography vouchers to eligible women in the area.



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Kansas Broadcasters Community Service Survey

Introduction

Broadcasters have a mandate to serve the public interest of the communities in which they operate. Given the diversity of communities in the United States, there is a multitude of needs which could be and are addressed over the public airwaves by broadcasters. Indeed, broadcasters are recognizably in a very unique position – every station in the country is a local station and very much a part of the community it is licensed to serve.

Public affairs activities are an integral part of broadcast stations' community involvement. Through public affairs activities, stations help increase awareness of issues that affect their audiences. Radio and television broadcasters invest both programming and non-programming time and efforts to educate and involve their communities. Programming activities include, but are not limited to, public service announcements wherein stations donate valuable commercial time for messages alerting the public about health threats and other issues. Stations also produce public affairs programs featuring in-depth discussions of problems and remedies. In addition to these programming efforts, broadcasters initiate or are involved in many activities and community groups aimed at educating and involving their communities.

While the ways in which broadcasters are involved in their communities may seem similar, every local broadcaster's efforts are different. Public service campaigns undertaken by stations nationwide integrate on-air and off-air efforts. Additionally, since each station cannot address every need of its given community as its top priority, stations each focus on different needs, thus addressing overall the diversity of issues within a community. In any given community, the local broadcasters' unique responses and approaches to the diversity of issues is also supplemented by major national efforts.

Our state association, in partnership with the National Association of Broadcasters, conducted a survey of television and radio stations in Kansas to determine the extent of station participation in public affairs activities. A variety of methodologies were employed to reach stations – with mail, fax, and Internet surveys sent out between January and April 2004. The response rate of Kansas broadcasters was 65%, as 10 of the 12 commercial television stations licensed to the state (83%) are represented in the data, as are 113 of the 176 radio stations (64%).

The census revealed that Kansas radio and television stations contributed approximately 134 million dollars worth of service to their communities during 2003. The data were collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm.

Donating Time, Raising Money, and Responding to Community Needs

- ✓ Using mean figures to derive a per-station total, responding Kansas TV stations report running approximately 119 PSAs per week, with radio stations running 348. These figures combine all PSA spot times – from ten seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$813,332 a year per TV station responding, and \$558,636 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Kansas TV stations as \$9,759,984 and \$98,319,936 for radio stations.

- ✓ All responding TV stations (100%) and almost all radio stations (93%) say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The mean amount raised by these TV stations was \$139,613, with responding radio stations reporting a mean of \$145,889. The projected cumulative amounts for this charitable giving is \$1,675,356 for TV stations and \$23,879,111 for radio stations who conducted some fundraising during the time period examined.

The charitable amount raised by responding TV stations ranged from \$40,000 up to \$250,000, with a range among radio stations of \$1,030 to \$8,000,000.

- ✓ Six-in-ten responding Kansas radio stations (60%) and one-quarter of radio stations (25%) were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters.

As one of the results of these efforts, broadcast stations in the state reported raising \$408,000 in direct contributions or pledges related to disaster relief during 2003.

- ✓ PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 47% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 64%.

Broadcasters Addressing Important Topics

- ✓ The following table examines some specific issues and the response by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics.

Each respondent was asked to respond whether their station aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topic areas. The numbers here are the percentages of all state TV and radio stations who say they have addressed a particular topic through one of those methods:

Issue	TV			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	13%	0%	50%	46%	38%	42%
Alcohol abuse	63%	0%	50%	92%	53%	57%
Adult educ./literacy	63%	25%	63%	82%	55%	60%
Anti-crime	88%	25%	63%	88%	72%	67%
Anti-smoking	38%	13%	38%	73%	43%	43%
Anti-violence	88%	0%	50%	81%	52%	63%
Breast cancer/other women's health	88%	25%	50%	78%	50%	58%
Children's issues	100%	0%	63%	94%	77%	75%
Drinking during pregnancy	25%	13%	25%	39%	26%	37%
Drunk driving	75%	0%	63%	89%	53%	66%
Drug use/abuse	100%	13%	50%	86%	53%	50%
Homeland security issues	88%	0%	50%	62%	42%	54%
Hunger/poverty/homelessness	75%	25%	38%	74%	42%	46%
Fund raising drives	88%	38%	50%	96%	76%	56%

Promoting Participation

- ✓ Fully 59% of responding radio stations and 25% of responding TV stations report airing public affairs programs of at least 30 minutes in length.

- ✓ The leading topics of public service campaigns by Kansas broadcasters in 2003 included national charities (such as Easter Seals, Goodwill, etc.), health and disease issues (such as cancer, children's charities, and poverty/hunger/homelessness issues. Some primary recipients included the American Cancer Society, Big Brothers and Big Sisters, Flint Hills Breadbasket, The Salvation Army, and United Way.

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2001, including the addition of issues such as anti-smoking and homeland security matters as possible topics for news segments, public affairs programming, and PSAs. Market size and revenue data for stations was linked to survey data, allowing for more precise weighting and sample procedures.

QUALITATIVE RESEARCH FINDINGS—KENTUCKY

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Kentucky, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Kentucky broadcasters' public service activities in 2003.

Building Healthy Communities

WBIO-FM in Philpot, WXCM-FM in Whitesville, WVJS-AM in Owensboro and WKCM-AM in Hawesville played a starring role in the success of three Relay for Life events that raised more than \$60,000 for the American Cancer Society. The summer relays attracted hundreds of area residents for a full night of walking to support cancer prevention and treatment. In addition to airing promotional PSAs encouraging people to participate and form relay teams, WBIO, WXCM, WVJS and WKCM aired interviews with American Cancer Society officials and event organizers and broadcast live from the relay locations. "We don't just go on and make an announcement and that's it," said the stations' president, Bud Walters. "We do everything."

Every year, **WKYT-TV in Lexington** devotes one Sunday in April to a live telethon for Cardinal Hill Rehabilitation Hospital. WKYT personnel from the news, production and sales departments work together staffing phones, interviewing guests and encouraging viewers to call in pledges to benefit the Lexington hospital, which is a leader in providing acute physical rehabilitation services. In 2003, the telethon raised almost \$500,000.

During Father's Day weekend, **WAVE-TV in Louisville** organized the city's first-ever walk to promote prostate cancer awareness. Joining with Caritas Health Services and other local organizations, WAVE attracted more than 250 residents for the Families for Fathers Walk for Prostate Cancer. The idea behind the event was to get wives and children involved in encouraging fathers to see their doctors for a prostate exam. "We need to get men to the doctor. They're not going to go themselves, so we're having their families encourage their dads to go," explained WAVE Promotion Manager Bob Mack.

Supporting U.S. Troops

More than 500 area residents showed their support for U.S. troops at the United We Stand rally organized by **WSEK-FM, WHMJ-FM, WLLK-FM, WKEQ-AM and WSFC-AM in Somerset**. The April event on Somerset's downtown square featured a keynote speech by U.S. Rep. Hal Rogers, as well as short remarks from local elected officials. The local American Legion post provided a color guard, and the National

Anthem was sung by a Somerset high school student. On the stage as emcee for the event was the radio stations' general manager, Mike Tarter. WSEK morning host Frank Crabtree, a Vietnam veteran, led the pledge of allegiance. "It was a real community event with a real community feel to it," said Tarter.

Embracing Education and Youth

For three years, **WPTQ-FM and WKLX-FM in Bowling Green** have sponsored the Mini-Corvette Challenge to raise money for Junior Achievement programs. Held each April, the day at the races features go-carts with Corvette bodies, all of them sponsored by local businesses. In 2003, WPTQ and WKLX promoted the races on the air for weeks and broadcast the last event of the day live. The 2003 Mini-Corvette Challenge raised \$30,000 to support Junior Achievement's young-entrepreneur programs teaching youth about business and encouraging them to stay in school.

Putting Children First

The Louisville Courier Journal recently listed the Crusade for Children organized by **WHAS-TV and WHAS-AM in Louisville** as one of the community's "greatest gifts." Since its inception in 1954, the Crusade has raised more than \$100 million. Thanks to generous contributions of goods and services, the Crusade returns 100 percent of all donations to organizations that serve special-needs children in all 120 Kentucky counties and more than 50 southern Indiana counties. The annual Crusade for Children radiothon/telethon is held each year on the first full weekend in June. The 2003 Crusade collected \$6.3 million, with more than half the money coming from fire departments that staged road blocks and other events. Top beneficiaries in 2003 were Kosair Children's Hospital, the University of Louisville and Home of the Innocents.

Building Stronger Communities

For the 26th year, a foundation formed by **WLKY-TV in Louisville** called attention to outstanding volunteers in the community who have taken the time to care. A project of WLKY's Spirit of Louisville Foundation, Inc., the Bell Awards program was created to honor local citizens who are behind-the-scenes workers on behalf of community causes and often do not get the recognition that they deserve. Each year, Bell Awards are presented to up to 10 volunteers, judged by the foundation's board of trustees to have shown the true "spirit of Louisville" through unselfish, humanitarian service. The Bell Awards are presented at a banquet, which is televised live on WLKY. Each recipient also receives the Jefferson Award, presented by the American Institute for Public Service in Washington, D.C.

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QUALITATIVE RESEARCH FINDINGS—LOUISIANA

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Louisiana, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Louisiana broadcasters' public service activities in 2003.

Building Healthy Communities

With Louisiana consistently ranking among the top two states in incidences of all forms of cancer, **WBRZ-TV in Baton Rouge** teamed up with a local cancer center to educate people about prevention and treatment. During Colorectal Cancer Awareness Month in March, the station joined with the Mary Bird Perkins Cancer Center to distribute nearly 1,000 free cancer tests at a variety of community locations. In addition, every Tuesday and Wednesday night for three weeks, WBRZ aired cancer-related news stories, including survivor profiles and information on the latest tests and treatments. Last but not least, the station produced a special edition of its Sunday public affairs on colorectal cancer, the second leading cancer killer in the United States.

The annual Labor Day telethon on **KNOE-TV in Monroe** collected more than \$200,000 for the Muscular Dystrophy Association (MDA). From 8 p.m. Sunday to 6 p.m. Monday, KNOE was on the air with both the national MDA broadcast and local reports featuring check presentations from schools, fire departments, businesses and others. In addition, the KNOE news department produced several features for broadcast during the telethon that highlighted local MDA services, including an MDA children's camp.

Making Communities Safer

When a serial killer was terrorizing the local community in early 2003, **WAFB-TV in Baton Rouge** launched an innovative campaign to remind people not to open the door to strangers. Police reports on one of the killings indicated that the victim had been abducted from her home with no sign of forced entry. This prompted WAFB reporter Greg Meriwether to come up with the idea of creating a door hanger with the phone numbers for the local and state police, sheriff, fire and EMS, as well as package delivery and utility companies. The idea was to remind people to "ask first" who was at the door and then to use the WAFB Ask First Door Hanger to call and find out if the person at the door was supposed to be there. WAFB printed 50,000 door hangers and went on the air with a series of PSAs and news stories telling people about the campaign and encouraging them to pick one up at a local grocery store. Within days, all of the door hangers were gone. And, even after accused serial killer Derrick Todd Lee was

apprehended later in the spring, the safety message from the station's efforts remained clear: never open the door to a stranger.

Embracing Education and Youth

Sowela Technical College has a friend in **KPLC-TV in Lake Charles**. In a day-long broadcast in the spring, KPLC produced a series of live broadcasts and news features drawing attention to the college's many classes, certificate programs and other offerings. In addition, an April telethon on KPLC raised \$35,000 for the college's foundation, and a series of follow-up PSAs appealed to the community for even more funds. According to KPLC's Robin Daugerau, the college recently changed both its name and its accreditation status, so the time was right to reintroduce the station's viewers to Sowela as "a wonderful educational resource for the entire community."

Putting Children First

KEEL-AM, KWKH-AM, KXKS-FM, KRUS-FM, KVKI-FM and KTUX-FM in Shreveport are major supporters of the work of a local foundation seeking to build a much-needed children's hospital in the Ark-La-Tex region. Fourteen-time PGA champion Hal Sutton created the Hal Sutton Foundation in the fall of 2001, mainly as a way to direct funds to charitable organizations. The foundation quickly developed a more specific goal: teaming up with CHRISTUS Schumpert Health System and the Louisiana State University Health Sciences Center to establish a world-class children's hospital in Shreveport. The radio stations' support for the effort includes extensive promotion of the CHRISTUS Schumpert Charity Classic, a celebrity pro-am tournament that serves as the main fundraiser for the Hal Sutton Foundation. The stations also air PSAs throughout the year encouraging people to support the foundation and its goals.

On four Saturdays in 2003, **KLFY-TV in Lafayette** produced live broadcasts from a local children's museum. The quarterly broadcasts, from the Children's Museum of Acadiana in Lafayette, were designed to focus the community's attention on the museum's many educational offerings, including a working TV studio created by KLFY to teach kids about broadcasting, weather and more. KLFY played an instrumental role in the launch of the museum three years ago, producing and airing PSAs and news interviews to support its initial fundraising efforts.

Supporting the Troops

When the staff at **KTDY-FM in Lafayette** launched their Treats for Troops campaign, they hoped to collect enough goodies to fill 50 care packages for U.S. soldiers serving in Iraq. By the end of the campaign, however, KTDY listeners provided enough to fill 700 boxes. The campaign started with an appeal from KTDY for listeners to call or e-mail with information about family members and friends who were serving overseas, along with any requests they had received for care package items. When one letter arrived by fax with a request for a cot from a soldier who was sleeping in the sand, KTDY received a donation of 20 cots, along with the funds to ship them overseas. Other items included

everything from gum to toilet paper. “The whole thing really snowballed,” said KTDY’s Mike Grimsley. “We had no idea people would respond in the way they did.”

KWCL-FM in Oak Grove sent a big valentine to U.S. troops serving overseas with Gift from the Heart of the Delta, a one-day effort to gather letters, cards and necessities for the soldiers. The February 14 broadcast originated from a community location where the station collected care package items and valentine’s greetings in a two-ton truck provided by the National Guard. By the end of the day, the station’s listeners had filled the truck with candy, books, wipes, shampoo, lotion and more. KWCL on-air personalities interviewed area residents who came out to drop off their gifts, including a group of students who collected enough stuff for the troops to fill an entire school bus.

As the 527th Engineer Battalion of the Louisiana National Guard was preparing to leave town to participate in Operation Enduring Freedom, **KXXZ-FM in Ruston** went on the air to encourage listeners to show their support for the soldiers. The day of the deployment ceremony, KXXZ devoted its morning broadcast to the event and called on listeners to line the streets of the downtown area to give the troops a proper send-off. Then, once the troops were overseas, KXXZ on-air personalities regularly read e-mails from local soldiers about what they were doing and how much they missed the Piney Hills of North Louisiana.

Making Communities Stronger

The annual Celebration in the Oaks collected more than \$500,000 to maintain the fifth largest urban city park in the country, thanks in large part to the work of **WWL-TV in New Orleans**. During the holiday-season fundraising campaign, residents of New Orleans and the surrounding area were invited to New Orleans’ City Park to enjoy the lighting of its legendary oak trees, as well as an array of entertainment and good food. To promote the event, WWL produced a series of PSAs about Celebration in the Oaks events and broadcast live from the park on opening day. WWL also helped the organizing body, Friends of City Park, in soliciting underwriters for various activities and programs. City Park receives no city or state funds and is entirely dependent on contributions, according to WWL’s Jimmie Philips, who added that Celebration in the Oaks is the park’s biggest fundraiser all year.

Once again, **KTBS-TV in Shreveport** helped local residents understand and appreciate the contributions of individuals who make a difference in the community through volunteering, teaching and other activities. The KTBS On Your Side Jefferson Awards go to five Shreveport-area residents each year. In 2003, the station received nearly 100 nominations for the awards, and a panel of volunteers was asked to perform the very difficult task of winnowing the list down to five. Each of the award recipients was profiled in a news feature on KTBS designed to highlight the individual’s achievements and contributions. In addition, KTBS sent one award recipient to Washington, D.C. to compete with other volunteers from across the country for an award from the American Institute for Public Service. Since KTBS started the Jefferson Awards, two of its awardees have been national winners.

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Louisiana Public Affairs Summary

Introduction

Broadcasters have a mandate to serve the public interest of the communities in which they operate. Given the diversity of communities in the United States, there is a multitude of needs which could be and are addressed over the public airwaves by broadcasters. Indeed, broadcasters are recognizably in a very unique position – every station in the country is a local station and very much a part of the community it is licensed to serve.

Public affairs activities are an integral part of broadcast stations' community involvement. Through public affairs activities, stations help increase awareness of issues that affect their audiences. Radio and television broadcasters invest both programming and non-programming time and efforts to educate and involve their communities. Programming activities include, but are not limited to, public service announcements wherein stations donate valuable commercial time for messages alerting the public about health threats and other issues. Stations also produce public affairs programs featuring in-depth discussions of problems and remedies. In addition to these programming efforts, broadcasters initiate or are involved in many activities and community groups aimed at educating and involving their communities.

While the ways in which broadcasters are involved in their communities may seem similar, every local broadcaster's efforts are different. Public service campaigns undertaken by stations nationwide integrate on-air and off-air efforts. Additionally, since each station cannot address every need of its given community as its top priority, stations each focus on different needs, thus addressing overall the diversity of issues within a community. In any given community, the local broadcasters' unique responses and approaches to the diversity of issues is also supplemented by major national efforts.

Our state association, in partnership with the National Association of Broadcasters, conducted a survey of television and radio stations in Louisiana to determine the extent of station participation in public affairs activities. A variety of methodologies were employed to reach stations – with mail, fax, and Internet surveys sent out between January and April 2004. The response rate of Louisiana broadcasters was 43%, as 18 of the 28 commercial television stations licensed to the state (64%) are represented in the data, as are 79 of the 197 radio stations (40%).

The census revealed that Louisiana radio and television stations contributed approximately 173.7 million dollars worth of service to their communities during 2003. The data were collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm.

Donating Time, Raising Money, and Responding to Community Needs

- ✓ Using mean figures to derive a per-station total, responding Louisiana TV stations report running approximately 177 PSAs per week, with radio stations running 182. These figures combine all PSA spot times – from ten seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$1,137,552 a year per TV station responding, and \$458,172 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Louisiana TV stations as \$31,851,456 and \$90,259,884 for radio stations.

- ✓ Almost all responding TV stations (94%) and radio stations (99%) say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The mean amount raised by these TV stations was \$1,198,846, with responding radio stations reporting a mean of \$102,098. The projected cumulative amounts for this charitable giving is \$31,553,626 for TV stations and \$19,912,172 for radio stations who conducted some fundraising during the time period examined.

The charitable amount raised by responding TV stations ranged from \$9,485 up to \$5,000,000, with a range among radio stations of \$600 to \$3,000,000.

- ✓ More than four-in-ten responding Louisiana TV stations (43%) and eight-in-ten radio stations (80%) were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters.

As one of the results of these efforts, broadcast stations in the state reported raising over \$204,000 in direct contributions or pledges related to disaster relief during 2003.

- ✓ PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 50% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 59%.

Broadcasters Addressing Important Topics

- ✓ The following table examines some specific issues and the response by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics.

Each respondent was asked to respond whether their station aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topic areas. The numbers here are the percentages of all state TV and radio stations who say they have addressed a particular topic through one of those methods:

Issue	TV			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	56%	28%	72%	57%	56%	51%
Alcohol abuse	83%	28%	72%	88%	63%	61%
Adult educ./literacy	72%	39%	78%	85%	66%	60%
Anti-crime	94%	61%	89%	86%	78%	71%
Anti-smoking	72%	17%	83%	69%	55%	57%
Anti-violence	78%	61%	89%	85%	71%	76%
Breast cancer/other women's health	89%	44%	89%	89%	74%	69%
Children's issues	100%	50%	94%	96%	74%	72%
Drinking during pregnancy	50%	28%	67%	51%	48%	33%
Drunk driving	89%	39%	83%	100%	79%	72%
Drug use/abuse	83%	28%	78%	88%	67%	54%
Homeland security issues	72%	33%	72%	71%	76%	70%
Hunger/poverty/homelessness	78%	44%	67%	84%	72%	62%
Fund raising drives	78%	72%	72%	96%	83%	46%

Promoting Participation

- ✓ Fully 53% of responding radio stations and 43% of responding TV stations report airing public affairs programs of at least 30 minutes in length.
- ✓ The leading topics of public service campaigns by Louisiana broadcasters in 2003 included children's charities, health and disease issues (such as cancer), poverty/hunger/homelessness issues, zoos and museums, and national charities (such as Easter Seals, Goodwill, etc.). Some primary recipients included the American Cancer Society, Faith House, Life Share Blood Center, St. Jude Children's Hospital, and The United Way.

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2001, including the addition of issues such as anti-smoking and homeland security matters as possible topics for news segments, public affairs programming, and PSAs. Market size and revenue data for stations was linked to survey data, allowing for more precise weighting and sample procedures.

QUALITATIVE RESEARCH FINDINGS—MAINE

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Maine, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Maine broadcasters' public service activities in 2003.

Helping Neighbors in Need

When a paper mill in the nearby town of Millinocket closed down in early 2003, **WABI-TV in Bangor** recognized a need for action to help 1,200 newly unemployed workers. After meeting with community and government leaders to discuss what the station could do, WABI organized a 24-hour telethon that generated \$157,000 for a food and fuel assistance fund for the displaced workers and their families. The funds collected by the station were distributed by the local Rotary Club, in cooperation with churches in the area. "We delivered the message, and the community responded," said WABI's Mike Young.

In 2003, **WAGM-TV in Presque Isle** joined with Catholic Charities Maine in an ongoing effort to collect food and other items for disadvantaged residents of surrounding Aroostook County. The Feed the County campaign encourage residents to visit various food drop-off locations in the area one day each month with contributions of food, furniture, clothing and more. WAGM supports the effort with a minimum of 50 PSAs a week for two weeks letting people know the date and locations for the next collection. In addition, the station uses the two weeks after the collection to air a PSA thanking the community for its support.

The annual food drive organized by **WMGX-FM in Portland** met with incredible community response for the eleventh straight year in 2003. The WMGX Feed the Hungry Food Drive 2003 collected almost 300,000 pounds of food, enough to feed Portland's hungry for an entire year. Every year, the station collects more food and money to meet an increasing need. It is the largest food drive in southern Maine, collecting over 1.2 million pounds of food in its 11-year history.

For three days in late November, morning hosts Mike and Mike of **WKCG-FM in Augusta** and **WKSQ-FM in Bangor** lived in a 29-foot moving truck parked at a Bangor shopping mall and collected 16 tons of donated food for a local food bank. This was the stations' fifth year as sponsors of the food drive for Manna Food Cupboard, which acts as a central distribution point for food banks all over Maine. Thanks to regular on-air

appeals from the two Mikes, hundreds of area residents showed up with contributions of food and cash.

Putting Children First

The cold, mid-January waters of the St. Croix River did not stop morning show host Charlie Dix of **WQDY-FM and WALZ-FM in Calais** from jumping in for a good cause. During the annual Polar Bear Dip for the Ronald McDonald House in Bangor, Dix took the plunge with more than 400 other hardy souls. Altogether, the dippers raised more than \$18,000 for the Bangor facility, which provides free and low-cost lodging for families with children in the hospital, including many families from Calais and the surrounding area. WQDY and WALZ provided thousands of dollars worth of free airtime to the Polar Bear Dip, encouraging people to take part and, if they didn't want to get wet, at least to be there to cheer on the dippers. The stations themselves raised \$2,000 to support Dix's plunge, and the extensive promotion on WQDY and WALZ helped turn out 2,000 spectators on a cold January day.

WLBZ-TV in Bangor and WCSH-TV in Portland collected more than 47,000 coats for children all over Maine during their annual Coats for Kids campaign in 2003. On the first Saturday in December, the stations produced live remote broadcasts from seven coat drop-off locations throughout the state, as well as a special 90-minute program on the drive. WLBZ and WCSH had been promoting the event for weeks before in news coverage and PSAs. All of the collected coats were cleaned for free by the large number of dry cleaners that the stations recruited as partners in the effort. The clean coats were then distributed to children in need by the Salvation Army. As part of the effort, WLBZ and WCSH lined up 60 schools to organize their own coat collection drives.

WKSQ-FM in Bangor kicked off its 23rd annual Christmas is for Kids campaign in November. Throughout the holiday season, WKSQ appealed to listeners for contributions to purchase toys for children identified by more than 20 state agencies and charitable groups as needy cases. The station went on the air with profiles of the children, as well as information about what they wanted for holiday gifts—everything from simple toys to warm coats and blankets. By the end of the campaign, WKSQ listeners had signed on to ensure that more than 1,000 children would receive presents. "For 23 years, this has been a successful event because so many people care," said the station's Angie Butler.

An annual auction on all-sports station **WZON-AM in Bangor** raised more than \$6,000 for the Jimmy Fund, which supports the fight against childhood cancer at the Massachusetts-based Dana-Farber Cancer Institute. During the August 2003 event, the station auctioned off Boston Red Sox memorabilia and educated listeners about the life-saving work of the institute's doctors and researchers. This was the station's tenth year organizing the Jimmy Fund Radio Auction.

Embracing Education and Youth

When the cheerleading squad from Jay High School needed help putting together their signature music for the year, **WKTJ-FM in Farmington** didn't miss a beat. Seeking to assemble a professionally produced medley of a number of songs and sound effects, five of the girls spent the better part of an afternoon in the WKTJ studios. Working with station staff and taking full advantage of WKTJ's recording and editing equipment, the girls produced three minutes of music that became the foundation of their 2003 routine.

The fourth annual Cardboard Carnival sled race attracted more than 500 attendees and spectators, thanks to an intensive promotional push on **WKIT-FM in Bangor**. Each year, the Cardboard Carnival raises funds to support the Police Athletic League and its efforts to keep at-risk youngsters out of trouble through sports and other programs. During the February event on a sledding hill outside Bangor, participants showed off sleds made of cardboard and duct tape, prizes were awarded, and everyone enjoyed food and refreshments provided by the Police Athletic League. "It's a real opportunity for people to come together for a good cause, and we are proud to support it," said WKIT's Jo Ann Fisher.

Building Healthy Communities

When husband-and-wife news anchors Doug Cook and Elisa Boxer were expecting to become parents during 2003, **WMTW-TV in Portland** saw an opportunity to educate its viewers about ensuring a healthy pregnancy. Working with the March of Dimes, the station launched "It's a Baby Thing," a six-month public service campaign that included news features and PSAs on issues ranging from vitamins and exercise for the expecting Mom, to breastfeeding, proper prenatal care, and making sure Dad is doing all he can to help. By the end of the year, Cook and Boxer were proud new parents, and Portland area residents had a better sense of how to protect the health of Mom and baby. "Viewers felt they really went along with Doug and Elisa while they were going through this life-changing experience," said WMTW's Cindy Wolff Fontana.

As the official media sponsor of the local Relay for Life, **WVII-TV in Bangor** helped the American Cancer Society raise more than \$120,000. The relay, held in May at the Old Town High School Track, attracted hundreds of teams of walkers who had raised funds to take part. WVII devoted several weeks of PSA time to encouraging people to sign up for the relay and broadcast live from the high school on the day of the big event.

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QUALITATIVE RESEARCH FINDINGS—MASSACHUSETTS

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Massachusetts, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Massachusetts broadcasters' public service activities in 2003.

Building Healthy Communities

Over the past six years, an awards gala organized by **WMJX-FM in Boston** to honor women's achievements has raised more than \$100,000 for women's cancer programs at Boston's Dana-Farber Cancer Institute. In 2003, the Exceptional Women Awards drew a crowd of more than 1,000 to a local hotel for an inspiring program of tributes to some of the women featured during the previous year on the award-winning WMJX program, *Exceptional Women*. Since 1993, the show's hosts, Candy O'Terry and Gay Vernon, have put nearly 300 women in the spotlight for overcoming obstacles to achieve greatness in their lives. "These are great stories of courage and commitment, and we are delighted that we have been able to build on the success of the program to support the wonderful work of the Dana-Farber Institute," said O'Terry. WMJX also sponsors the Making Strides Against Breast Cancer Walk for the American Cancer Society, as well as a similar walk organized in Boston by Avon Inc.

Helping Neighbors in Need

With housing on Cape Cod becoming increasingly expensive, **WQRC-FM in Barnstable** has established a special charity fund to support organizations serving the homeless. The WQRC Homeless Fund has raised nearly \$250,000 to date as a result of the station's regular appeals for contributions from WQRC listeners. In addition to airing PSAs highlighting the problem of homelessness and asking for contributions, WQRC uses its weekly public affairs show, "Sunday Journal," to talk about the issue with representatives of the Massachusetts Housing Assistance Corporation and local shelters. Each year, the station selects a different shelter as the recipient of a grant from the WQRC Homeless Fund. In 2003, WQRC gave \$18,000 to a local shelter serving single-parent families that have lost their homes.

Embracing Education and Youth

When administrators of the highly respected Boston College High School told the staff at **WLVI-TV "WB56" in Boston** that they were interested in attracting more students from low-income areas of the city, the station responded by creating the WB56 Scholarship

Fund. The fund provides grants to the school to help cover the tuition costs and other educational expenses of underprivileged youth living in Boston. Founded in 1863, Boston College High School is known for its high-quality academic, athletic and community service programs. Among the 2003 events organized by WLVI to benefit the scholarship fund for the school was a roast of Massachusetts House Speaker Thomas Finneran in February. During the event, Speaker Finneran shared the stage with Governor Mitt Romney, Boston Mayor Thomas Menino and other notables.

The “High 5” news series on **WCVB-TV Channel 5 in Boston** completed its 18th year recognizing the achievements of student athletes and high school sports teams in the area. “High 5” is reported by WCVB Sports Anchor Mike Lynch, who awards two \$5,000 scholarships to deserving scholar-athletes each year. In recognition of the “High 5” program and other activities in support of local schools and students, WCVB received the 2003 Friend of Education Award from the Massachusetts Secondary School Administrators Association (MSSAA). WCVB was the first media organization to receive the coveted honor. Said MSSAA President and Needham High School Principal Paul F. Madden: “Our Awards Committee voted unanimously to recognize Channel 5’s longtime commitments in support of education through its programming, news coverage and editorial support.”

Protecting the Environment, Keeping Communities Clean

WBOS-FM in Boston drew more than 30,000 people to the banks of the Charles River for a day of music and environmental education. The tenth annual Earth Fest organized by the station featured performances by music stars such as Sheryl Crow, along with talks, exhibits and educational displays by more than 50 organizations and government agencies working on environmental and conservation issues. Among the exhibitors were state environmental agencies and environmental groups such as Clean Water Action. Adding to the appeal of the event, WBOS organized a family area with games and entertainment for children. Because of rain, attendance for the April event at the open-air Hatch Shell arena was down from its usual total of as many as 100,000 people.

Putting Children First

A holiday campaign organized by **WWLP-TV in Springfield**, in partnership with the local Marine Corps Reserve, collected hundreds of toys for children in need. To get the campaign started, WWLP purchased a top-of-the-line digital camera and distributed raffle tickets for the item in exchange for contributions of new, unwrapped toys. The station’s on-air appeals to viewers to participate in the effort attracted donations from a wide range of businesses and individuals—enough, according to Station Manager John Baran, to fill the large lobby area of the WWLP building. Baran said that WWLP has been sponsor of the Toys for Tots campaign for a number of years. “It has really touched people’s hearts and tapped into the community’s spirit of giving,” he said.

The first annual “Mix 98-5 Cares for Kids Radiothon” on **WBMX-FM in Boston** collected a whopping \$461,000 for Children’s Hospital Boston. During a 25-hour live

broadcast from the hospital in late July, WBMX listeners heard inspirational stories about area patients and families who have been treated there. Throughout the radiothon, listeners could call a special 800-number or make an online pledge on the WBMX website. Radiothon callers could choose to make a one-time donation, but many more chose to become “Dream Makers” by providing year-round care for local children with a monthly gift of \$15 or more. “The generosity of Mix 98-5 listeners is overwhelming,” said WBMX Vice President for Programming Greg Strassel. “Our goal in year one was to raise \$200,000. The fact that we more than doubled that is a testament to the level of caring that exists in the Mix 98-5 community.”

WBOQ-FM in Beverly joined with a local social service agency for the fourth year in a row to collect 1,000 toys and thousands of dollars for local families that could not afford to purchase presents for their children. During a one-day blitz, the station’s on-air staff broadcast live from a recreational vehicle that visited four towns in Massachusetts’ North Shore area. At each location, WBOQ provided entertainment, food and a visit from Santa himself. All of the toys and cash collected during the day went to Action Inc., a community-based program in Gloucester that serves people in need. “This is really an all-station effort,” said WBOQ’s Eric Rosenberger. “Everybody in the building gets involved.”

WEEI-AM in Boston, Massachusetts teamed up with the Boston Red Sox to hold an all-day radiothon in August that raised more than \$1 million for the Jimmy Fund, a local charity that supports research on children’s cancer at the Dana-Farber Cancer Institute. Hundreds of Boston-area residents called in with pledges during the WEEI Jimmy Fund Radiothon, which aired live on the station from 6 a.m. to midnight. The day-long broadcast also included an auction for a limited number of Red Sox-Jimmy Fund Massachusetts license plates.

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Michigan 

broadcasters

MICHIGAN ASSOCIATION OF BROADCASTERS

Bringing Community Service Home

COMMUNITY SERVICE & LOCALISM REPORT

Michigan Broadcasters: Connecting to their Communities

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Michigan 
broadcasters

MICHIGAN ASSOCIATION OF BROADCASTERS

Bringing Community Service Home

COMMUNITY SERVICE & LOCALISM REPORT

Michigan Broadcasters Provide \$308 Million in Community Service!



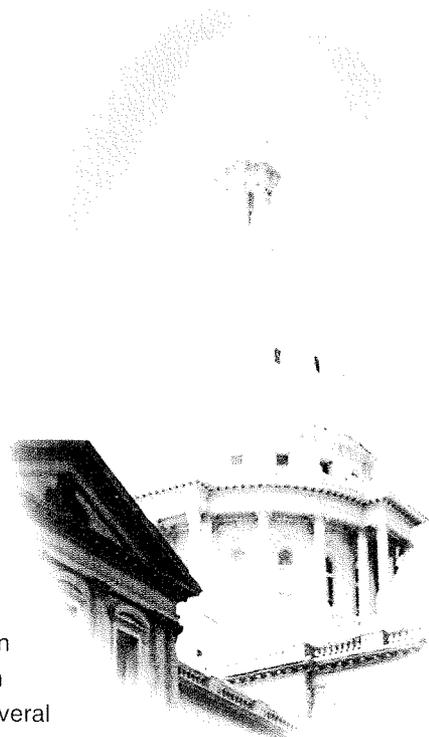
*Karole L. White
President/CEO
Michigan Association of Broadcasters*

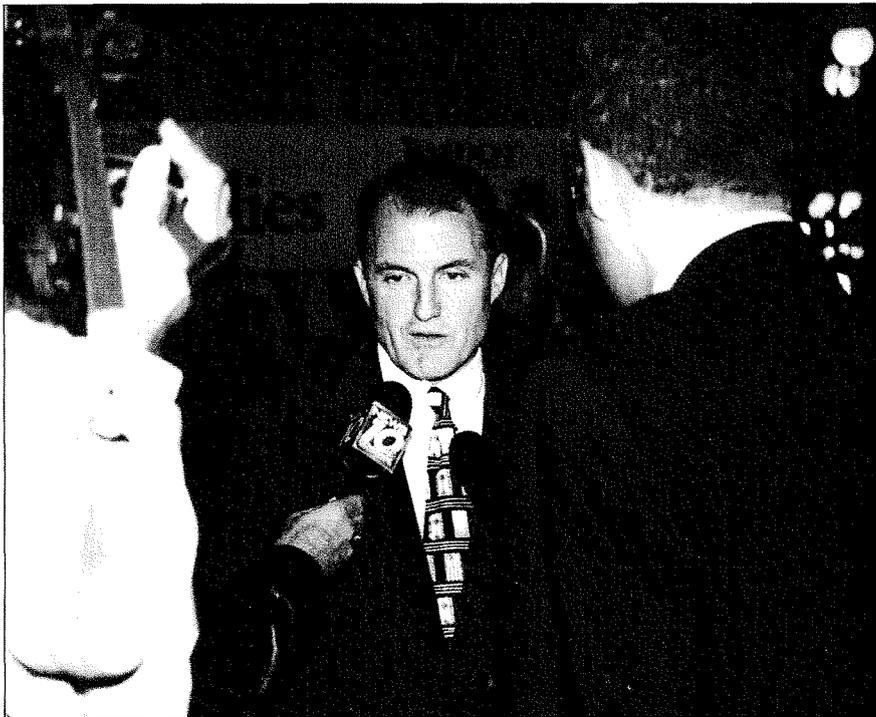
Michigan Broadcasters and the communities they serve have formed powerful and effective partnerships to fight hunger, care for the sick, provide shelter for the homeless and help people in hundreds of other ways. Each community has its own unique set of human and social needs, and each its own unique broadcasters who, though mandated to serve the public interest, go far beyond the mandate and become part of the fiber of the communities that they serve, bringing solutions and help in times of need.

Because public affairs activities are an integral part of a broadcast station's community involvement, radio and television stations work to increase awareness and understanding of local issues. They accomplish this through a variety of means including regular news coverage of issues, public service announcements, and public affairs programs with in-depth discussions of local problems and remedies. In addition to their "on the air" activities, broadcasters often provide valuable support through outreach and education efforts.

There are similarities from one station to another, and from one community to another, but a closer look reveals the unique characteristics of every station, issue and community. As communities define their own issues, broadcasters are there to help formulate a response. Often the response takes the form of special programming designed to involve and educate the audience. Sometimes, the response takes on a more tangible form as broadcasters organize efforts to provide basic needs such as food, clothing, and medical care, or raise funds for charities.

In partnership with the National Association of Broadcasters, the Michigan Association of Broadcasters conducted a comprehensive survey of television and radio stations in Michigan to determine the extent of station participation in public affairs activities. Several methods were used to gather information from stations. Mail, fax and electronic surveys were sent out between January and April 2004. The response rate of Michigan Broadcasters was 49 percent; 21 of 32 commercial television stations and 153 of 326 commercial radio stations participated in the survey and are represented in the data. The data were collected, tabulated and analyzed by Public Opinion Strategies, a research firm based in Alexandria, Virginia.





*Michigan's First
Gentlemen Daniel
Granholm Mulhern is
interviewed after the
Amber Alert press
conference*

**"Michigan
stations
raised
more than
\$308 million
in community
service in one
year."**

The results are impressive. The survey showed that Michigan radio and television stations contributed approximately \$308 million in service to their communities in 2003.

Radio and television stations across Michigan raised more than \$46 million for local charities.

Stations donated more than \$285 million in air time for public service announcements.

100 percent of reporting television stations and 98 percent of reporting radio stations helped raise money for charities.

Michigan broadcasters not only work for their own communities, they also work on statewide campaigns that address issues which affect all of us. The following are a few examples of how Michigan broadcasters put aside competition and joined together to serve our state:

Amber Alert

A child is abducted. Law enforcement officials confirm the circumstances. Within minutes, broadcasters in the region are flooding the airwaves with names, physical descriptions, license plate numbers and other relevant information. Thousands of citizens are quickly enlisted in the search. Through a cooperative effort with the Michigan State Police, the Michigan Sheriffs' Association, MDOT and the Michigan Chiefs of Police, broadcasters have helped to locate 57 children successfully.

Michigan Army National Guard

In the past year, broadcasters have gone above and beyond and have rallied the community to support our activated Guard men and women who are serving in the war against terrorism. Michigan stations have organized the donation of phone cards and care packages to be sent overseas to provide comfort and support to those who serve on behalf of us all. Additionally, broadcasters are there to welcome home soldiers with celebrations of recognition for their service and commitment.

Child abuse prevention and improved parenting skills are important to Michigan's future. The MAB and its members endorsed CTF as one of its statewide community affairs programs. As a result, CTF received over \$800,000 in contributions to support the prevention of child abuse in Michigan.

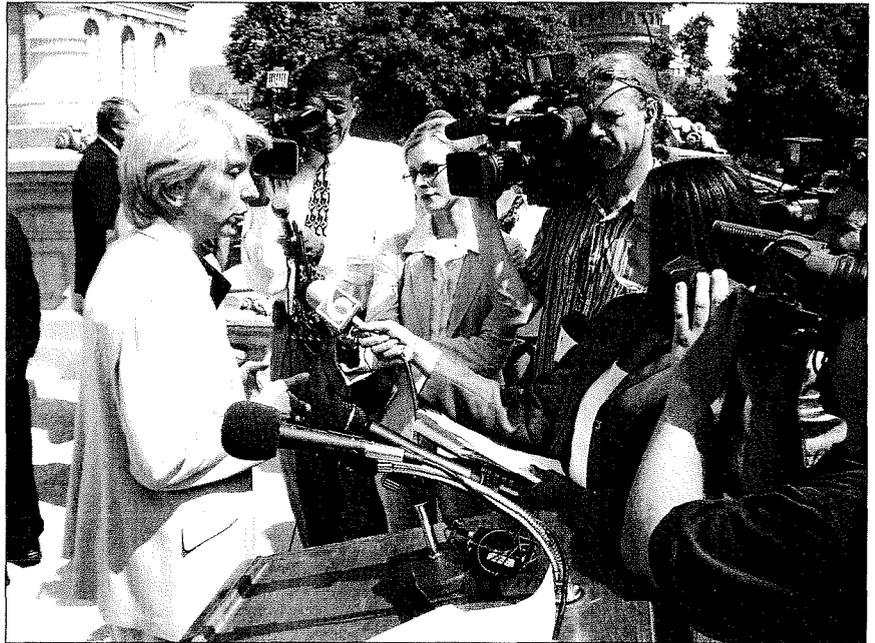
MAB members joined together to help the Harvest Gathering. Michigan broadcasters jointly aired PSAs and promoted the Michigan regional food banks. Because of their participation, Harvest Gathering raised more money and collected more food than any other other year.



**An Immediate Response System
For Abducted Children.**

Secretary of State's Vertical Identification Program (VIP)

The Michigan Association of Broadcasters (MAB) joined Michigan Secretary of State Terri Lynn Land to help promote the new vertical driver's license to safeguard minors and businesses in Michigan. MAB member stations aired special messages targeted at promoting this new campaign titled "We Check to Protect." The program allows for citizens under age 21 to receive a new vertical driver's license versus the horizontal license used by anyone over age 21. The goal of the Vertical Identification Program (VIP) is to keep minors from buying alcohol, tobacco and other age-restricted products and gives retailers and law-enforcement officers an instant visual so that they can correctly identify a license-holder's age.



Michigan's Secretary of State Terri Lynn Land is interviewed during the launch of the State's new Vertical Identification Program in which MAB and its members participated by airing PSAs.

Governor's State of the State

Every year the Michigan Association of Public Broadcasters (MAPB) make it possible for local broadcasters to cover the Governor's State of the State address through a statewide uplink system.

Project Great Start

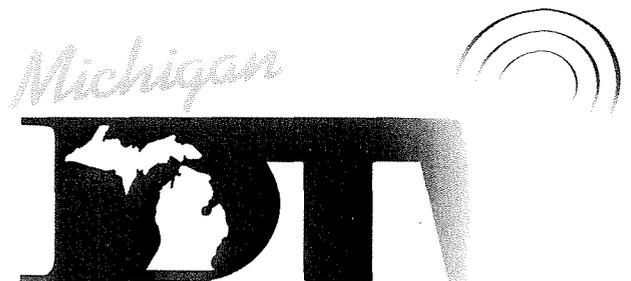
Governor Jennifer Granholm looked to broadcasters to educate the public on the need of reading to young children for a minimum of 30 minutes a day. Project Great Start provided Michigan broadcasters with a handbook of early childhood development programs, fund-raising ideas and PSAs. Michigan public broadcasters offered to create a series of half-hour Michigan-specific children's television programs on reading books to children up to the age of 5.

Emergency Alert

MAB sought and received a FEMA grant to strengthen the emergency alert program of early warnings. This grant made it possible to increase reliability and get the signal out throughout the state of Michigan including the Upper Peninsula.

Michigan DTV For Me!

Michigan broadcasters promoted and educated citizens about digital television through the MAB's digital television consumer awareness campaign. The official campaign kicked off in March 2004 and stations began airing PSAs on what to expect with digital television including tips on how to purchase a digital TV. In addition, the MAB launched a web site: www.michigandtv.com which answers questions for anyone wanting to learn about the digital conversion.



The MAB Community Service Survey for 2003 compiles impressive numbers for radio and television stations on either an individual or collective basis. Beyond the numbers there are hundreds of stories about caring people, enthusiastic efforts and encouraging results. Michigan Broadcasters have demonstrated their commitment to their communities by creating powerful partnerships, engaging in effective, multi-faceted campaigns and delivering lasting improvements to their communities. They have acknowledged the unique role they play in their communities and have met and exceeded the challenge of serving them well.