

QUANTITATIVE RESEARCH FINDINGS

Michigan Broadcasters Donated Over \$263 Million in PSA Airtime

Using mean figures to derive a per-station total, responding Michigan TV stations report running approximately 103 Public Service Announcements (PSAs) per week, with radio stations running 229.

These figures combine all PSA spot times – from 10 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 \$1,283,776 a year per TV station responding, and \$681,512 per radio station responding. The cumulative statewide totals based on these data show the total PSA value for Michigan TV stations as \$41,080,832 and \$222,172,912 for radio stations. Michigan broadcasters donated a combined \$263,253,744 in PSA airtime. This is an increase of 9 percent, or \$21,789,810, over the amount from two years ago when the survey was last conducted.

\$308 Million Equals...

\$263,253,744 PSAs Aired

\$44,141,514 Raised for Charity

\$1,116,211 Disaster Aid

\$308,511,469 Total

Michigan Stations Raised \$44 Million for Charity

All responding TV stations (100 percent) and almost all radio stations (98 percent) 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 \$244,250, with

responding radio stations reporting a mean of \$113,702. The projected cumulative amounts for this charitable giving is \$7,816,000 for TV stations and \$36,325,514 for radio stations who conducted some fund-raising during the time period examined. The charitable amount raised by responding TV stations ranged from \$54,000 up to \$500,000, with a range among radio stations of \$666 to \$2,100,000. All radio and TV stations combined raised \$44,141,514.

Broadcasters Rallied Their Communities to Aid Victims of Disaster

More than four-in-ten responding Michigan TV stations (44 percent) and over half of radio stations (55 percent) were involved in either on-air campaigns – 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 \$197,120 and radio stations raised \$919,091 in direct contributions or pledges related to disaster relief during 2003. Combined, all radio and television stations in Michigan raised \$1,116,211 to aid victims of disaster relief efforts.

Improving the Survey

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 were linked to survey data, allowing for more precise weighting and sample procedures.

“Thank you to MAB for your heartwarming and consistent coverage of Michigan National Guard deployments and homecomings. From Detroit to the U.P., you have shown your unwavering support through the stories of our soldiers and their families.”

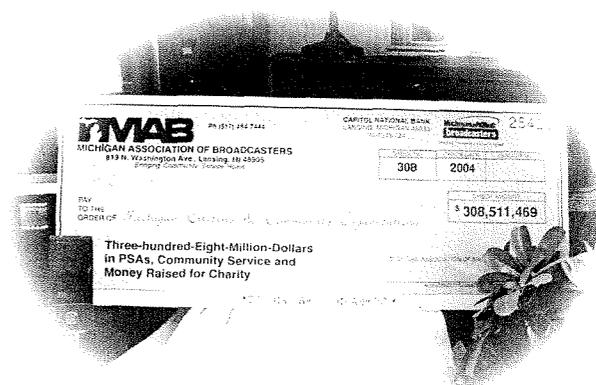
CPT Dawn Dancer
State Public Affairs Officer,
Michigan National Guard

Broadcasters Address Important Topics

The PSAs aired by Michigan broadcasters focused largely on local issues. Among responding TV stations, respondents said that an average of 51 percent of PSA time was devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 62 percent. 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 said they had addressed a particular topic through one of those methods:

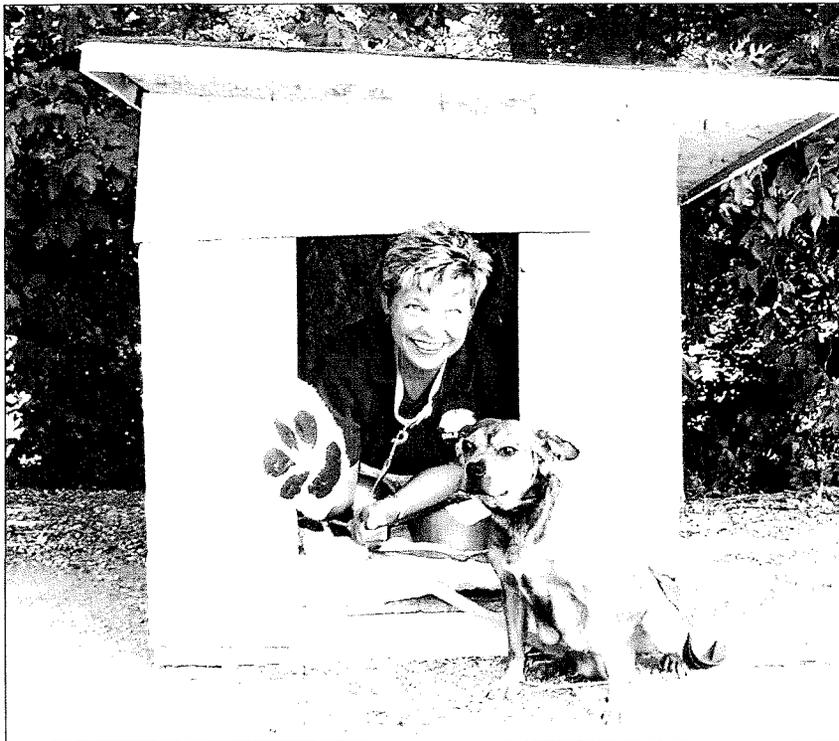
Issue	Television			Radio		
	Public Service Announcement	Public Affairs Program	News Segment	Public Service Announcement	Public Affairs Program	News Segment
AIDS	76%	10%	76%	69%	40%	70%
Alcohol abuse	95%	33%	76%	84%	59%	68%
Adult educ./literacy	67%	19%	52%	75%	58%	66%
Anti-crime	76%	43%	71%	78%	59%	75%
Anti-smoking	86%	29%	62%	79%	54%	61%
Anti-violence	95%	38%	76%	86%	69%	77%
Breast cancer/ other women's health	95%	29%	76%	90%	61%	81%
Children's issues	95%	29%	71%	86%	72%	78%
Drinking during pregnancy	48%	5%	38%	47%	37%	43%
Drunk driving	86%	19%	71%	93%	64%	81%
Drug use/abuse	95%	38%	71%	91%	72%	73%
Homeland security issues	86%	33%	67%	68%	55%	70%
Hunger/poverty/homelessness	90%	57%	67%	84%	67%	68%
Fund raising drives	90%	67%	71%	93%	82%	68%

Fully 55% of responding radio stations and 41% of responding TV stations reported airing public affairs programs of at least 30 minutes in length. The leading topics of public service campaigns by Michigan broadcasters in 2003 included poverty/hunger/homelessness issues, health and disease issues (such as cancer), national charities (such as Easter Seals, Goodwill, etc.), children's charities, and literacy and adult education. Some primary recipients included the American Cancer Society, Habitat for Humanity, Big Brothers Big Sisters, Caring House Domestic Violence Shelter, The Salvation Army, and United Way.



QUALITATIVE RESEARCH FINDINGS

The previous quantitative information only tells a portion of what Michigan broadcasters do for their communities. The statistics on broadcasters' community service are impressive; however, they do not tell the whole story. To illustrate the true diversity of local broadcasters' public service, MAB gathered qualitative stories from a number of Michigan stations to show the countless ways stations in different Michigan communities are devoting money, airtime, staff and more to address the unique needs of their communities. The following are the stories collected.



WLEN-FM's, Adrian, Lori Sallows is in the "Doghouse" for a charity event. Photo courtesy of WLEN-FM

Adrian WLEN-FM's Lori Sallows helped secure over \$7,000 in pledges for the Lenawee County Humane Society while being caged in a dog pen for 24 hours. In addition to the funds raised, four animals were adopted and awareness was raised for the animal shelter and the programs and services of the Lenawee County Humane Society.

Alpena WATZ-FM raised \$1,900 for The St. Bernard's Friendship Room during an auction for an official University of Michigan football game helmet. Last year, a football signed by the Wolverines brought in \$1,500 for the same charity.

Alpena WBKB-TV hosted a celebrity golf tournament at the Thunder Bay Resort in Hillman to benefit the Huron Humane Society in Alpena. The entire Upper Great Lakes News Network (UGN) staff from WBKB-TV in Alpena and from WBUP/WBKP-TV in Marquette participated in the event that raised nearly \$6,000 for the struggling Humane Society.

Ann Arbor WQKL-FM brought in 117 tons of food plus cash during the "Rockin' For The Hungry" food

drive. The station exceeded its goal of 107 tons. All of the proceeds went to the Food Gatherer's food rescue program in Ann Arbor.

Big Rapids To promote safety among area children during Halloween as well as increase awareness of downtown businesses, WYBR-FM hosts a downtown trick-or-treating the Saturday prior to Halloween that allows children to safely trick-or-treat during the daytime at participating businesses. Last year more than 50 businesses and more than 1,600 children participated. This event helps promote safety as well as boosts the local business economy.

Eastland/Traverse City WWTW-WWUP-TV's "9&10 News Helping Hands" and Munson Healthcare sponsored the 2003 Remembrance Run/Walk on October 4. More than \$5,000 was raised for The Women's Cancer Fund at Munson Medical Center. The annual 5K/1 Mile Remembrance Run/Walk honors and remembers women with breast cancer. All proceeds from this event were donated to The Women's Cancer Fund at Munson Medical Center to help women with cancer who have special needs. In addition to the run/walk, there was a Breast Health Fair including exhibits that emphasized prevention, detection and treatment of breast cancer and related women's health issues. Health care professionals also were available to answer questions.

WDIV-TV and Art Van Furniture launched a new community initiative titled Connecting With Kids. Connecting With Kids is a series of nationwide television specials created to open dialogue between children and their parents, teachers, and communities. The specials provide a sense of reality and truth by focusing on everyday issues pertinent to children.

WMUZ-FM hosted a very successful American Red Cross Blood Drive, collecting a total of 375 pints of blood from the station's listeners, topping last year's total of 364 pints. This year's Blood Drive was the 10th Annual event.

"We appreciate WXYZ-TV working closely with our organization over the years, to promote health during our annual Project Healthy Living campaign."

Karen DeShields,
Assistant Director,
United Health
Organization, United
Way Community
Service Agency

Detroit WWJ-AM helped raise \$209,607 for The Heat And Warmth Fund during a two-day "WWJ Newsradio 950 Winter Survival Radiothon for THAW." Local utilities matched contributions dollar for dollar, making for a total of \$419,214 that aided those that need assistance in paying their winter utility bills.

Detroit A special concert to benefit the Sabrina Black Fund, hosted by WRIF-FM, raised over \$23,000. The money will help to pay for the care and recovery of former Clear Channel Sports WDFN-AM news anchor Sabrina Black who continues her treatment for Hodgkin's lymphoma.

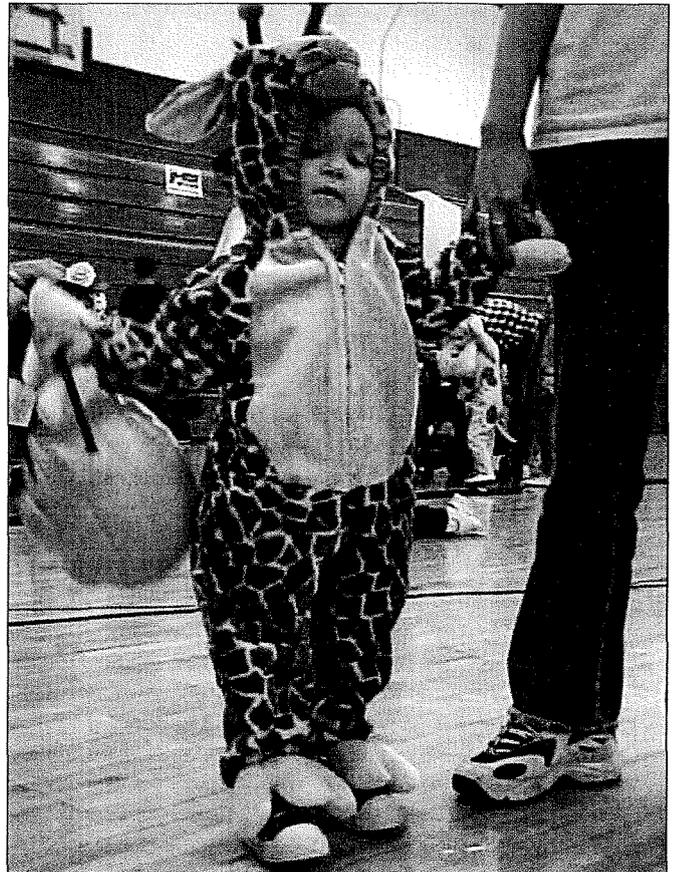
Detroit WYCD-FM wrapped up its fourth annual "99.5 WYCD Hunt for a Cure to Benefit St. Jude Children's Research Hospital" fundraiser. The event, held at Southland Center in Taylor, raised \$340,000. Over the course of two days, Detroiters heard how St. Jude has helped 147 Michigan children beat cancer.

Detroit WJBK-TV's "FOX 2 Problem Solvers" have joined with the city of Highland Park, Project Safe Neighborhoods and Highland Park Weed & Seed to help the city reclaim its streets and restore safe neighborhoods. WJBK-TV's Charles Pugh moderated a two-part "Call To Action" Law Enforcement Town Hall meeting. The panel featured U. S. Attorney Jeffrey G. Collins, Wayne County Sheriff Warren Evans, Drug Enforcement Administration Agent-in-Charge Michael Braun, and Highland Park Director of Public Safety Melvin Turner. Prior to the town hall meeting, WJBK-TV also interviewed Jerome Drain, Executive Director of Highland Park's Weed & Seed Program and Perrin Emmanuel, Vice President of Highland Park Development Corporation (DEVCO) about the goals and objectives of this initiative. In addition, U. S. Attorney Jeffrey Collins also joined WJBK-TV to issue a LIVE "call to action" to everyone concerned with the future of Highland Park.

Detroit WJR-AM's Paul W. Smith helped to promote travel and tourism throughout Michigan for the summer by broadcasting live and on the road to showcase some of Michigan's greatest cities and tourist locations. Smith's morning show was broadcast live in April from the Kalamazoo Air Zoo, Harbor View Marina in Ludington, Grand Hotel on Mackinac Island, Traverse City Convention and Visitor's Bureau and Pedaler's Eatery at Frankenmuth River Place.

Detroit WPHS-FM, Cousino High School student radio station, raised \$4,000 for PAWS with a Cause during their 76-hour radio marathon. Every year WPHS holds a radio marathon to raise money for a local charity; this year students chose PAWS with a Cause. The 13th annual radio marathon was held the week before their spring break. Students stayed on the air the whole 76 hours, taking turns at the microphone, sleeping and eating. Teachers and advisors were on hand to supervise and to encourage the young broadcasters throughout the more than three-day event. PAWS trains assistance dogs for the handicapped and disabled. These dogs are trained to help with anything from picking up dropped items, to helping with getting dressed, laundry, getting into bed, answering the door, and alerting their owners when something is wrong.

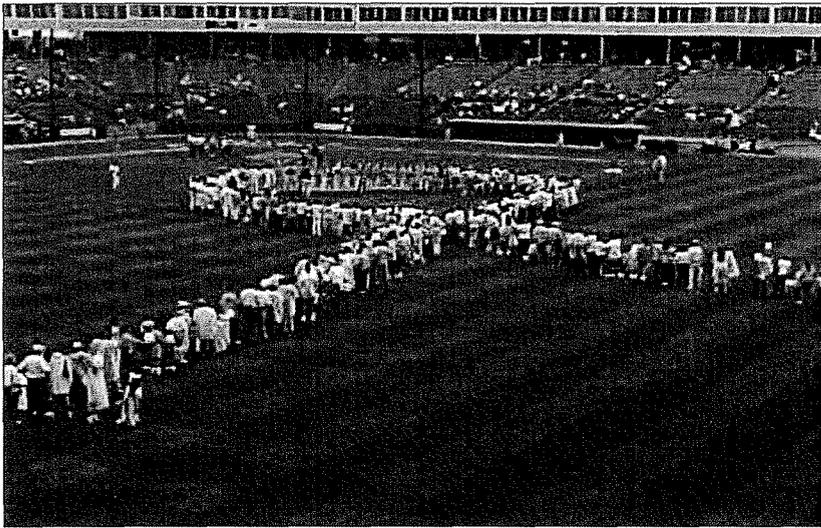
WOMC-FM and The Salvation Army in metro Detroit joined forces again this year as WOMC listeners and sponsors helped raise over \$1,530,836 in 16 hours to feed and shelter Detroit's homeless and hungry. The 17th Annual Dick Purtan Radiothon was broadcast live. Donations benefited The Salvation Army Bed and Bread Program. The Radiothon was dedicated to one of Purtan's People, Mark "Doc" Andrews, who passed away from colon cancer six days prior to the event. The Salvation Army Bed and Bread Program provides hot meals, shelter and compassion to the homeless, hungry and destitute in Detroit. Over 4,000 meals are served a day.



WYBR-FM, Big Rapids, hosts their annual trick-or-treating the Saturday before Halloween to promote safety and local businesses. Photo courtesy of WYBR-FM

**"Michigan
stations raised
over \$1 million
in disaster
relief aid."**

**-MAB/NAB
Community
Service Survey**



WODJ-FM, Grand Rapids, hosted the "Support our Servicemen" campaign that culminated with listeners gathering to create a giant human yellow ribbon. Photo courtesy of WODJ-FM.

"You (WLEN-FM) have given us more than the financial gift, a public awareness that we could not have gotten by any other way."

Dr. Howard Pennington,

Chairperson,

Lenawee

Therapeutic Riding

Detroit WDFN-AM held their sixth annual Stoney & Wojo Radiothon for the Leukemia and Lymphoma Society of Michigan. Named for WDFN-AM radio hosts, Bob "Wojo" Wojnowski and Mike "Stoney" Stone, the 28-hour show raised more than \$120,000. In addition to the live broadcast, the radiothon featured special auction items such as game tickets, getaway weekends and sports collectibles.

Detroit ABC News' "Good Morning America," WXYZ-TV and Art Van Furniture recently teamed-up to bring *Book Drive America* to Southeast Michigan. *Book Drive America* is "Good Morning America's" nationwide grass-roots effort to refill America's empty bookshelves and bring much-needed books to children's homes, schools, libraries and other reading programs around the country that are in desperate need of reading materials. More than 109,000 books were collected as a result of this event. Additionally

WXYZ-TV aired a series of public service announcements featuring Diane Sawyer, Charles Gibson and Tony Perkins encouraging viewers to drop off new or gently used books for children ages 5-12 years-old at any Art Van Furniture store in Michigan during the month of April. As another part of Michigan's *Book Drive America*, Art Van Furniture has provided funding for 15,000 new books through *First Book*, a national non-profit literacy organization. These books were distributed to elementary schools in the Greater Detroit area.

Detroit WDWB-TV raised \$1,660,592 locally as part of the 38th annual Jerry Lewis Telethon for Muscular Dystrophy Association. As a whole, the telethon hit a new high with \$60.5 million, a jump from \$58.3 million in 2002. The Muscular Dystrophy Association is a voluntary health agency, a dedicated partnership between scientists and concerned citizens aimed at conquering neuromuscular diseases that affect more than a million Americans.

Detroit WMGC-FM hosted a day of live broadcasts in support of the Capuchin Soup Kitchen and helped raise over \$32,000 along with two and half trucks filled with a variety of items in just six hours.

Flint A four-day radiothon sponsored by Hurley Medical Center and WWCK-FM raised \$85,573 for the Children's Miracle Network. The third annual radiothon was broadcast from Courtland Center in Burton. The radiothon included stories from families about their experiences at Hurley, a Children's Miracle Network hospital. Some donors called in their contributions, while others dropped them off in person.

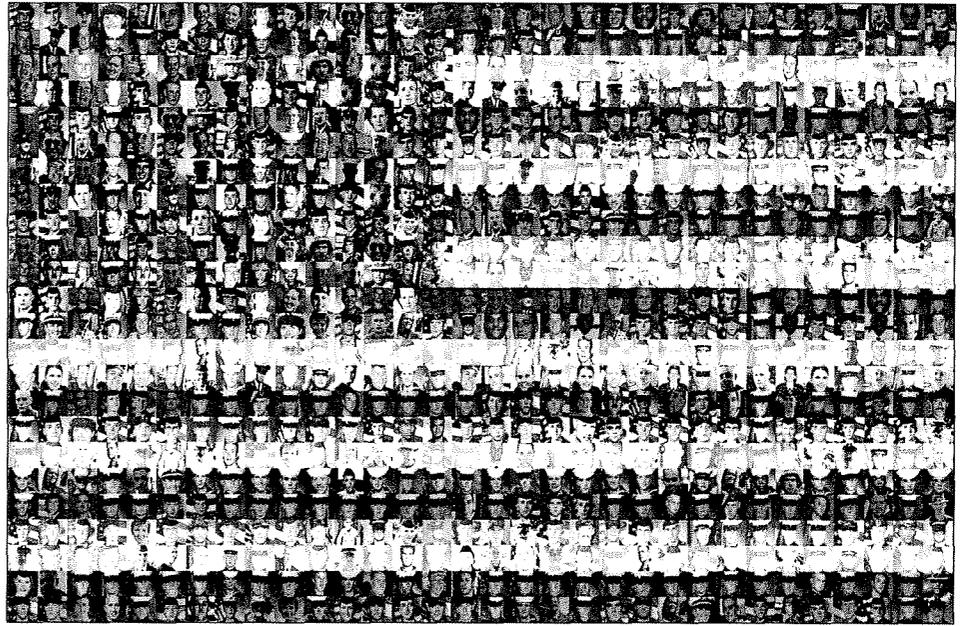
Flint WJRT-TV's local Children's Miracle Network 2004 Celebration Telethon raised \$993,156 to help children who are treated at Hurley Medical Center. The 10-hour telethon on WJRT-TV topped last year's \$773,038 total.

Flint WWBN-FM helped raise \$6,500 in cash and toys during the 21st Annual Whaley Christmas Jam. Proceeds benefit the Whaley Children's Center of Flint, which houses severely abused kids and works to get them placed in foster homes

Flint WDZZ-FM along with the Urban League of Flint raised more than \$3,000 during a golf outing to support the Urban League's youth development programs. The event took place September 12 at IMA Brookwood Golf Course in Burton.

Flint WCRZ-FM morning show host Rod Prahin wrapped up the 13th annual "Cruise for Cans" food drive raising \$20,860.11 plus a truckload of non-perishable foods. Benefiting the Food Bank of Eastern Michigan, the campaign took place in Grand Blanc. Last year WCRZ-FM set a goal of \$10,000 in cash donations and surpassed that goal by bringing in over \$15,000. This year the bar was raised yet again - setting out to beat the previous record for donations. WCRZ-FM set a goal of \$20,000 and again achieved it, making this the most successful year ever.

Grand Rapids WOOD-TV asked viewers to send in a picture and information about their loved ones serving in the military. Each person was then featured on-air and online. To date, WOOD-TV has received more than 650 pictures of service men and women and are still receiving information. From this outpouring of support, WOOD-TV also created a commemorative poster with the faces of more than 225 West Michigan troops designed to look like an American flag. About 300,000 flags were distributed in The Grand Rapids Press, The Muskegon Chronicle and the Kalamazoo Gazette.



WOOD-TV, Grand Rapids, gathered pictures of area service men and women for a commemorative poster. Photo courtesy of WOOD-TV.

Grand Rapids WXMI-TV's "FOX 17 Charities Fund," a fund of the McCormick Tribune Foundation, granted \$49,000 to three West Michigan food banks as a result of the "Holiday Round-Up" campaign conducted with partnering Burger King Restaurants. The local food banks who received grants from the FOX 17 Charities Fund include Second Harvest Gleaners Food Bank of West Michigan (\$33,000), Kalamazoo Loaves and Fishes (\$11,000), and the Food Bank of South Central Michigan in Battle Creek (\$5,000). "Holiday Round-Up" ran from November 28 to December 24 at 71 West Michigan Burger King locations. Burger King Restaurants collected over \$34,000 by asking their patrons to "round up" their bill by 50 cents. The funds were then donated to the FOX 17 Charities Fund and matched at a significant percentage by the McCormick Tribune Foundation.

Grand Rapids WLAV-FM's broadcast live from Studio 28 in Wyoming during the Call for the Cure Radiothon raised more than \$22,000 for the Leukemia/Lymphoma Society. WLAV personalities interviewed cancer survivors, auctioned off numerous donations, as well as promoted donation packages each hour. An autographed Def Leppard guitar went for \$1,900. In another fund raising campaign, WLAV's morning show personality Tony Gates' Sportsmen Against Hunger Food Drive collected more than 38,000 pounds of food during the 12-hour live broadcast, breaking the record for the third year in a row. Gates broadcast live from a parked R.V. in downtown Grand Rapids, collecting food for God's Kitchen.



WXMI-TV, Grand Rapids, grants \$49,000 to three West Michigan food banks. Photo courtesy of WXMI-TV.



WLAV-FM, Grand Rapids, collected more than \$22,000 for the Leukemia/Lymphoma Society. Photo courtesy of WLAV-FM.

Grand Rapids WKLQ-FM reported that 60 boxes of collected goods and merchandise were shipped out to U.S. troops in Iraq as a result of the station's "Thanks To The Troops" 60-hour marathon broadcast during the Thanksgiving holiday. The station hit their goal of \$50,000 in cash and goods. The drive also generated 10,000 Christmas cards. The materials were packed and shipped with the cooperation of the Army, National Guard and U.S. Marines. The gifts were targeted for troops from Michigan.

Grand Rapids WZZM-TV along with area firefighters and police, raised \$23,000 for Special Olympics during the Plane Pull event at the Gerald R. Ford International Airport on August 16. The participants were asked to pull a 155,000 pound 727 airplane across the tarmac. The WZZM-TV team took first place in the "heavy weight" media division.

Grand Rapids WGRD-FM on-air personality Amanda hosted Dog Day Afternoons, a monthly event where local pet owners could learn about proper pet

care. Among the attractions were an obstacle course for dogs provided by the Grand Rapids Agility Club, as well as games and prizes for people and pets of all kinds. Participants also could learn about pet adoption from the No Kill Shelter, Second Chance for Greyhounds and other groups. Thanks to the fantastic response by the community, the station is planning a second year.

Grand Rapids WODJ-FM recently hosted the "Support Our Servicemen" campaign. For three weekends in March and April, WODJ-FM hosted a number of events including pancake breakfasts where they raised more than \$2,300 for the USO, and a final gathering on April 19 to create a giant yellow human ribbon at Fifth Third Ballpark, home of the Grand Rapids White-caps minor league baseball. Everybody who wore yellow received free bleacher seats and were given yellow ponchos to go out on the field and become part of a giant human yellow ribbon. WODJ-FM had a plane fly overhead and take pictures which will be sent to the troops overseas courtesy of the USO.

Grand Rapids WWMT-TV raised \$13,000 for the U.S. Marine Corp Toys-for-Tots program the past holiday season through the "3 Cares Santa Cause" online auction. In addition, WWMT-TV, along with the U.S. Marine Corp, held simultaneous parties in Kalamazoo and Battle Creek, where kids received gifts "from Santa," WWMT goody bags and food gift baskets. The online auction offered items for bidding that were not readily available elsewhere. Items included a Red Wings Luc Robitaille puck, Tom Izzo basketball, a Derek Jeter autographed jersey and a "Judging Amy" autographed script.

Marquette WCXT-FM has worked with the Andre Bosse Center since it's start in 1998 to help protect children from abuse and neglect by raising awareness for the Center through PSAs and other volunteer-driven events. Most recently, the station helped gather volunteers for the center's Court Appointed Special Advocate Program (CASA) which is a volunteer-driven program committed to serving abused and neglected children in Oceana County. CASA represents the voice of abused and neglected children.

Marquette WJNR-FM, Frog Country, worked with the Michigan National Guard Family Support Group to travel with the troops on their way home from active duty. The service men and women were in Iraq for 24 months and then flew to Fort McCoy in Wisconsin where WJNR met them and rode along with them on the bus to Pontiac for a memorial service and to meet Governor Jennifer Granholm. During this time the station aired updates as well as placed pictures and stories of the trip on their web site.

"We are very fortunate to have Jackson Radio Works in our community! They have truly helped us build awareness for Junior Achievement programs and all our special events."

Lindy L. Wilson,
Special Events/
Funding Development
Director,
Junior Achievement of
Michigan Edge, Inc.

Kalamazoo WKZO-AM raised \$30,016 for Kalamazoo Loaves and Fishes over the holidays. The money was raised by selling cookbooks. The cookbook, Lori Moore's Potluck Pals "Holiday Dish to Pass," was a compilation of WKZO-AM listeners' favorite recipes. More than 6,700 books were printed and all of them were sold.

Kalamazoo WQLR-FM played an important part in the success of a charity walk that raised more than \$100,000 for the American Diabetes Association. In addition to participating in the Diabetes Walk with other station staff, WQLR President and General Manager Stephen Trivers served as corporate chairman of the October event.

Lansing WLGH-FM, along with the Capital Area Salvation Army, distributed more than 360 Easter food baskets to needy families during the Easter season. Churches, organizations, businesses and individuals donated the food.

Lansing For the past three years, WHZZ-FM has been working with Angel House to help build a facility for children. In the fall, they hosted a "Bachelor Auction" to raise money. The 2003 auction raised \$15,000. In addition, WHZZ also donates items to the silent auction that takes place during the event. Throughout the year, WHZZ hosts small fund-raisers for Angel House by tying them into appearances with clients where a portion of the sales go to Angel House.

Lansing WILX-TV helped raise \$1,644,860 during the 2003 Children's Miracle Network telethon. The money went toward Sparrow Hospital's Regional Children's Center in Lansing, a new pediatric emergency room and equipment for the Regional Neo-natal Intensive Care Unit.

Lansing WSYM-TV partnered with Ingham County as part of Project Impact which helps citizens prepare for natural disasters. WSYM-TV produced and aired a series of PSAs in 2003 on the subject. Topics of the seasonal spots included preparing for winter weather, wildfires, tornadoes and thunderstorms. The station aired the PSAs more than 250 times during the year. In addition, WSYM broadcast a half-hour special on tornado preparedness twice during the evening hours.

Marquette WLUC-TV's annual "TV6 Canathon" food drive experienced another successful year collecting food for the needy in Upper Michigan. The 2003 "TV6 Canathon" collected over 145,000 pounds of food plus \$8,432 in monetary donations. Since the event began in 1982, the WLUC-TV "TV6 Canathon" has collected over 1,745,000 pounds of food for the needy. All food collected stays in the local communities where it was donated. All food donated to the annual "TV6 Canathon" is distributed through local St. Vincent DePaul's, Salvation Armies and other, food pantries throughout Upper Michigan and represents these organization's largest single external collection effort throughout the year.

University Homes The on-air personalities of WCFX-FM broadcast live from a modular home at University Homes every year during the third week of January. They ask listeners to bring in essential items to live on for that week - food, clothing, toiletries, household items, cash and any other items needed to live. All items are donated to area care organizations including the Soup Kitchen, Food Pantry and Salvation Army. This event is sponsored every year by University Homes, Isabella Community Transit Center and the Saginaw Chippewa Indian Tribe. Last year WCFX raised over four complete truck loads of items for the Salvation Army, three truck loads for the Food Pantry and 1,136 pounds of food for the Soup Kitchen, as well as a significant amount of cash donations.



Governor Granholm talks with troops as WJNR-FM, Iron Mountain, staff travels along to support the returning service men and women on their trip home to Michigan. Photo courtesy of WJNR-FM.

**"Michigan
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\$44 million for
local charities"**

**-MAB/NAB
Community
Service Survey**



WIOG-FM, Saginaw, helped support our troops with a giant billboard of well-wishes. Photo courtesy of WIOG-FM.

“Through their enthusiasm and philanthropic spirit, FOX 47 (WSYM-TV) has enabled Catholic Social Services/St. Vincent Home to provide thousands of gifts to needy families during the holidays in addition to helping raise thousands of dollars through campaigns, media partnerships and agency promotion.”

Dawn Kroeger
Events & Marketing
Director, Catholic
Social Services/
St. Vincent Home

Port Huron WPHM-AM raised over \$200,000 through its 46th annual “Jail and Bail” fund-raiser for the March of Dimes. The day-long event, founded in 1957 and held this year at Port Huron’s Masonic Temple, was halted for moments of silence several times throughout the broadcast to remember the astronauts of the space shuttle Columbia and their families.

Saginaw WIOG-FM, Saginaw, along with Lamar Advertising, hosted the “Give Our Troops a Hand” campaign. The campaign was held at the Fashion Square Mall in Saginaw where over 1,000 families signed well-wishes on a billboard that was then posted on I-675 near the Saginaw County Events Center in downtown Saginaw. The billboard remained up for three weeks. In addition to signing the billboard, WIOG-FM broadcast interviews with soldiers, families and touching moments of patriotism.

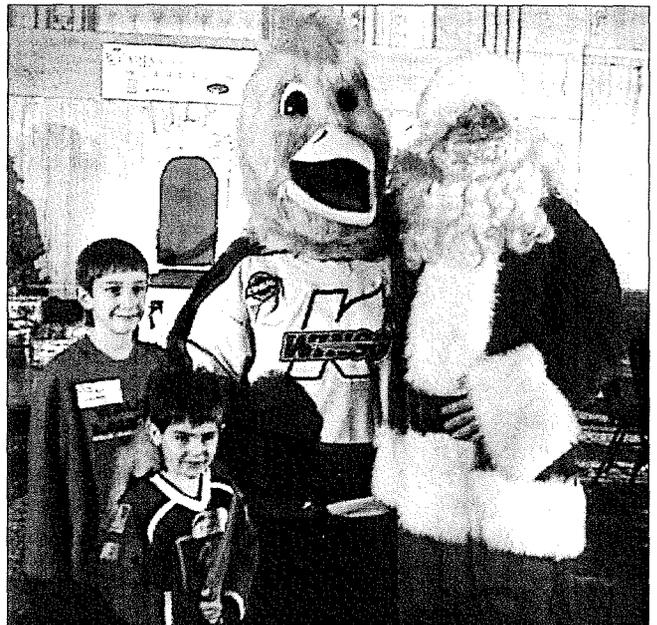
Saginaw WCEN-FM helped raise over \$142,000 during its first-ever “Moose Country Cares for St. Jude Kids” Radiothon.

Saginaw WKQZ-FM’s morning show Joe and the Poorboy raised \$5,000 for the Easter Seals of Michigan during a 12-hour radiothon. The Easter Seals of Michigan helps children and adults with disabilities and other special needs. The morning team collected the money through on-line auctions, hourly on-air auctions and from the air staff collecting money from people on the streets.

Traverse City WTCM-AM/FM recently wrapped up “Bowl for Kids Sake,” an annual fund-raiser for Big Brothers/Big Sisters of Northwest Michigan. The events, held in Traverse City, Boyne City, Cadillac and Charlevoix May 4-9, raised more than \$90,000. In addition, WTCM also sponsored two “Country Nights.” According to David Barr, marketing director for WTCM these nights raised over \$10,000 in their first year.

Special thanks to the following people and organizations for providing photographs:

Cathy Ottarson
WCRZ-FM
WILX-TV
WIOG-FM
WJNR-FM
WKZO-AM
WLAV-FM
WLEN-FM
WODJ-FM
WOMC-FM
WOOD-TV
WPHS-FM
WPRJ-FM
WWMT-TV
WXMI-TV
WXYZ-TV



WWMT-TV raised \$13,000 for the United States Marine Corps’ Toys for Troops program. Photo courtesy of WWMT-TV.

Localism Report

In addition to serving their communities in a multitude of ways, Michigan broadcasters are focused on localism – services and activities specifically targeted to benefit a station's local community.

Regardless of the location of a station's corporate headquarters, Michigan broadcasters employ local people to work at their stations. In fact, more than 5,000 individuals are employed in broadcasting and associated industries in Michigan.

MAB membership records indicate that not only are stations locally operated, but more than 70 percent also are Michigan-based small businesses.

The individuals working at radio and television stations across our state live in the communities they serve – they attend the local churches, send their children to local schools and volunteer with local organizations.

Great expense goes into testing, monitoring and measuring local opinion so that stations' programming may appeal to local citizens. Though viewers or listeners may not find everything to their liking, the wide variety of stations, formats and programs available today offer something for almost everyone throughout Michigan.

There is no other industry or business that takes "local" to the extreme that broadcasting does and still appeals to such a wide variety of individuals.

Far beyond the normal schedule of most businesses, broadcasters are on call all day, all night and all year. In good times and in times of emergencies, Michigan broadcasters are always there - always on, always there when you need us.

**“Michigan
broadcasters
are always
there - always
on, always
there when you
need us.”**



QUALITATIVE RESEARCH FINDINGS—MICHIGAN

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 Michigan, 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 Michigan broadcasters' public service activities in 2003.

Helping Neighbors in Need

The 22nd annual TV6 Canathon sponsored by **WLUC-TV in Marquette** collected 145,000 pounds of canned goods and other nonperishable items for area food pantries. Since the event was established in 1982, WLUC has collected 1.75 million pounds of food. The Canathon is a four-week campaign that kicks off in November and culminates in a one-hour, commercial-free special broadcast live from the WLUC studios. WLUC enlists the help of local charities, businesses, schools and individual residents to assist in collecting food throughout Upper Michigan. Once the food is collected, it is distributed through St. Vincent DePaul Food Banks, the Salvation Army and local food pantries affiliated with various church organizations.

A cookbook published in 2003 by **WKZO-AM in Kalamazoo** served up \$36,000 for Loaves and Fishes, a local food bank. Beginning the Friday after Thanksgiving, WKZO offered the cookbook to individuals attending station appearances in the community. The cookbook featured recipes from WKZO listeners and staff, as well as local celebrities, and was on sale for just three weeks between Thanksgiving and Christmas. This was the station's third year as sponsor of the fundraising effort.

WJRT-TV in Flint teamed up with the Food Bank of Eastern Michigan and other community partners to raise more than \$400,000 to help feed hungry residents during the holidays. Thanks to the food bank's special purchasing arrangements, the contributions enabled it to purchase more than \$5 million worth of food for distribution in 22 counties. WJRT is a founding partner of the food bank's Holiday Campaign and devotes extensive PSA and news coverage to encouraging viewers to make a donation.

In eight days in January, **WTCM-AM/FM in Traverse City** filled two tractor trailers with food donations to restock a local food pantry after it was depleted during the holidays. In the stations' first year as media sponsor of the Father Fred Frostbite Food Drive, WTCM helped the organizers collect twice as much food as they did the previous year. The stations broadcast live from the collection site for the duration of the drive, with WTCM announcers asking school groups, businesses and individuals to come by with their donations of food and cash. "It was the greatest food drive they ever had," said

WTCM's Jack O'Malley, who noted that the station will continue to support the effort in years to come.

Putting Children First

WXYZ-TV in Detroit joined with the Detroit Department of Health and other partners to give thousands of children in the city a "boost." During the 26th annual Healthy Living for Kids event, children received free immunizations against polio, rubella, measles, mumps, and other childhood diseases. Since the event was established in 1977, the station and its partners have offered free immunizations to 50,000 children. To increase the appeal for kids, the 2003 event, held August 24, included entertainment and other attractions—from bike helmet fittings and bike safety tips to balloons, desserts, and other treats. Other services offered during the day included free lead testing, substance abuse information for parents, and sign-ups for state and federal programs offering food and low-cost health insurance for disadvantaged families.

The Cars Critters promotion on **WCRZ-FM in Flint** collected around 10,000 stuffed animals for disadvantaged children in the community in 2003. During two appeals in the spring and fall, WCRZ asked retailers in the community to place collection boxes in their stores, and then the station went on the air to ask listeners to drop off stuffed critters that were distributed to local charities serving children.

Building Healthy Communities

WQLR-FM in Kalamazoo played an important part in the success of a charity walk that raised more than \$100,000 for the American Diabetes Association. In addition to participating in the Diabetes Walk with other station staff, WQLR President and General Manager Stephen Trivers served as corporate chairman of the October event. To ensure a high level of participation, WQLR devoted a lot of up-front coverage to the walk, interviewing representatives of the Diabetes Association, as well as individuals and families who have suffered from the disease. In addition, as corporate chairman, Trivers coordinated the work of area businesses that were making donations and fielding walking teams for the event.

When Disaster Strikes: Answering the Call

As a Project Impact partner with surrounding ~~Ginghan~~ **Ginghan County**, **WYSM-TV in Lansing** produced and aired a series of PSAs in 2003 on how local residents could prepare for natural disasters. Topics of the seasonal spots included preparing for winter weather, wildfires, tornadoes and thunderstorms. According to WYSM Operations Manager Bill Shipley, who serves on the county committee for Project Impact, the station aired the PSAs more than 250 times during the year. In addition, WYSM broadcast a half-hour special on tornado preparedness twice during the evening hours, and the station's meteorologist regularly peppers his weathercasts with preparedness tips for local residents. Project Impact is a campaign launched by the Federal Emergency Management Agency (FEMA) to help local communities prepare for disasters.

Supporting Local Charities

Since it was established in 1999, the Fox 17 Charities Fund administered by **WXMI-TV in Grand Rapids** has disbursed more than \$1.2 million to local nonprofit organizations working to address hunger and youth development. The fund's grantees in 2003 included several area food banks, as well as VSA Arts of Michigan/Grand Rapids, which exposes special-needs students to the arts through touch, music and dance. WXMI raises money for the fund during fundraising events throughout the year. Local contributions are then matched by gifts from the McCormick Tribune Foundation.

WDIV-TV in Detroit lent crucial media support to a first-ever fundraiser by the local United Way in which residents bought raffle tickets for one of three brand new cars. In addition to airing PSAs and news stories about the effort, WDIV played a starring role in handing over the keys to the vehicles. Together with a WDIV camera crew, the station's popular weather anchor, Chuck Gaidica, surprised the raffle winners at their homes or offices by delivering the vehicles and offering his congratulations on behalf of the United Way.

Supporting Our Troops

Just days after combat operations began in Iraq, **WWTV-TV and WWUP-TV in Traverse City** joined with the American Red Cross, the Marines and other community partners to collect care-package items for U.S. troops stationed overseas. As the sole media sponsor of the Treats for Troops campaign, WWTV and WWUP aired PSAs and regular appeals during the stations' news coverage urging viewers to visit various drop-off locations in the community with contributions of clothes, books, shaving cream, soap and other items. The Marines then picked up the donated items and delivered them to the Red Cross, where they were packed for delivery overseas. "This was our idea at the station, and we really had an overwhelming response," said WWTV/WWUP Marketing and Public Relations Manager Jennifer Reagan.

Promoting the Humane Treatment of Animals

On the morning of Thursday, July 17, Marketing Consultant Lori Sallows of **WLEN-FM in Adrian** was locked up in a dog pen and vowed not to come out until listeners donated \$5,000 to the Humane Society of Lenawee County. By early the next morning, Sallows and WLEN secured more than \$7,000 in pledges. In addition to the monies raised, Sallows' promotion resulted in the adoption of four animals from the shelter, as well as a higher level of public awareness about its programs and services. This was Sallows' third off-the-wall fundraising promotion in as many years. Previously, she raised funds for a local soup kitchen by jumping out of an airplane and camping out on the roof of a local restaurant.

Making Communities Safer

After two tragic house fires killed 10 people in western Michigan in the span of a week, **WOOD-TV in Grand Rapids** orchestrated a campaign that provided more than 3,000 free smoke detectors to residents and families throughout the area. The station's efforts were spurred by a comment by the fire chief of Grand Rapids in a WOOD-TV interview that the smoke detector in one of the homes that burned had not been working. This prompted the station to contact local fire stations and other community partners to organize free smoke detector giveaways throughout the WOOD-TV viewing area. WOOD-TV also produced and broadcast a PSA about the importance of having working smoke detectors in your home.

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QUALITATIVE RESEARCH FINDINGS—MISSOURI

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 Missouri, 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 Missouri broadcasters' public service activities in 2003.

Building Healthy Communities

KPRS-FM, KPRT-AM and KCKN-AM in Kansas City drew more than 2,500 local residents, most of them from low-income communities in the city, to a free health fair at the Samuel U. Rogers Clinic. During the event, participants took advantage of a wide array of free health screenings—including tests for heart disease, cancer, diabetes and other ailments—while enjoying music and other entertainment provided courtesy of KPRS, KPRT and KCKN, as well as food supplied by local police and fire departments. To ensure the highest possible turnout for the event, the stations aired four weeks of live and recorded PSAs that were broadcast up to nine times per day in all day parts. KPRS, KPRT and KCKN also welcomed doctors from the clinic into the stations' studios for interviews about the fair and key health topics.

During the tenth annual Heartland Blood Drive sponsored by **KFVS-TV in Cape Girardeau** and the American Red Cross, more than 1,200 donors braved the rain and cold weather to give the gift of life. The drive collected a total of 1,051 units of usable blood over a three-day period in January, thanks in large part to extensive promotion on KFVS. "We're happy to have a regional partner like KFVS on board to help because they're able to get the word out to nearly everyone in our area," said Dave Palmer of Red Cross Donor Services. "We feel that as long as people are aware of the critical need for blood, they will be willing to help." Over the last decade, the drive has collected more than 10,000 units of blood.

Over the past several years, **WIL-FM in St. Louis** has joined with a local grocery chain to raise awareness and funds for Special Olympics. In 2003, the partners lent crucial support to the Law Enforcement Torch Run for Special Olympics, selling legs of the cross-Missouri run to sponsoring partners for a total of \$26,000 in contributions to the cause. In addition, WIL and its partner joined with other sponsors and the I-55 Raceway in Pevely, Missouri to organize and promote a special race night that netted \$13,000 for the charity. And, last but not least, a September bowling tournament organized by WIL and the grocery chain raised another \$13,500 for Special Olympics.

Saying No to Drugs

With surrounding Adair County ranking first in the country in the manufacture and distribution of methamphetamine, **KTVO-TV in Kirksville** joined with law enforcement and others to say enough is enough. “Stop the Infestation, Exterminate Meth” was the theme of a series of eight PSAs recorded by leaders from the police and sheriff’s offices, the highway patrol, high school principals, the head of the local housing agency and others. The message: community leaders were united in wanting to rid the county of meth. All of the PSAs encouraged residents to report any drug-making or suspicious activity and included an 800-number that viewers could call with tips. KTVO aired the spots over a period of several months, along with extensive news coverage of the meth problem. Police officials have told the station they made several busts as a direct result of tips called in to the hotline number that was featured in the PSAs.

When Disaster Strikes: Answering the Call

After a series of deadly tornadoes ripped through the area in May, **KOMG-FM, KKLH-FM, KOSP-FM and KQRA-FM in Springfield** organized a community rally to pay tribute to those who lost their lives, and to thank everyone who was helping with the clean-up. The Renew and Remember event was held in a church in Battlefield, a town hit hard by the twisters. The event attracted hundreds of area residents for a pancake meal and remarks from local ministers and the mayor, who paid tribute to all the volunteers who had been working so hard to get the community back on its feet. The radio stations even arranged for amusements for kids so that Renew and Remember could be an event for the whole community. “We just wanted to do something to recognize that this community was really hurting, and that a lot of people were working so hard,” said the stations’ general manager, Rick McCoy.

Putting Children First

The second annual Children’s Miracle Network Radiothon on **WVRV-FM “101.1 The River” in St. Louis** helped raise more than \$726,000 for Cardinal Glennon Children’s Hospital and St. Louis Children’s Hospital, the two leading pediatric hospitals in the city. The 56-hour “River of Miracles” broadcast originated at the hospitals, where WVRV personalities Trish Gazall and Vic Porcelli introduced listeners to many of the children and families whom the Children’s Miracle Network facilities had helped.

KSHB-TV in Kansas City joined with the local Marines for the second year in a row to collect holiday gifts for children in need. The Santa Cause Toys for Tots campaign was spearheaded by star Kansas City Chiefs running back Priest Holmes, along with KSHB sports announcer Lisa Holbrook. In addition to producing and airing a PSA in support of the effort, KSHB broadcast live from a local shopping center for an entire day, encouraging people to come out and buy a toy for a needy child. By the end of the day, the station had collected more than 1,000 toys. KSHB also used its website to show people where in the community they could contribute, and the station provided promotional support for a special Toys for Tots day during a Chiefs game at Arrowhead Stadium that netted almost \$12,000 in contributions and 1,800 more toys.

WSSM-FM in St. Louis hosted a Stuff the Bus drive for school supplies to help St. Louis public schools. Broadcasting all day from a local office supply store, WSSM on-air personalities asked listeners to come out and donate new supplies—from pens and paper to backpacks—for use by schools in disadvantaged communities. At the end of the day, WSSM listeners had filled more than 20 shopping carts full of supplies valued at more than \$12,000. The donated goods were subsequently presented to the principal of Laclede Elementary School, with some of the supplies going to Stowe Middle School as well.

Helping Neighbors in Need

As the promotional sponsor of the Check Out Hunger campaign, **KTXY-FM, KCLR-FM, KCMQ-FM, KSSZ-FM and KTGR-AM in Columbia** helped the Central Missouri Food Bank collect \$25,000 from generous shoppers throughout the area. Check Out Hunger asks area residents to visit local grocery stores during the holiday season and use a special check-out card to make a donation to the food bank. Each of the radio stations broadcast at least eight PSAs every day in support of the campaign; the total value of the donated airtime was nearly \$125,000. The proceeds from the event, which is one of the top sources of revenue for the food bank, enabled it to purchase more than 500,000 pounds of food for Columbia-area residents in need.

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QUALITATIVE RESEARCH FINDINGS—NEBRASKA

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 Nebraska, 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 Nebraska broadcasters' public service activities in 2003.

Helping Neighbors in Need

KSWN-FM and KIOD-FM in McCook developed a PSA campaign in 2003 that resulted in a significant increase in clients for a nonprofit organization serving people in need. The stations' general manager, Jay Austin, estimated that the station donated more than \$10,000 worth of airtime to Community Action Partnership of Mid-Nebraska, in addition to production services for the PSAs. The PSA series highlighted the wide range of services provided by the organization, including childhood immunizations, child abuse prevention, and food, coats and toys for needy individuals and families. "You have done an outstanding job of capturing the real mission of what Community Action Partnership stands for," wrote the agency's Sherri Hanson in a letter to the stations. Hanson went on to note that the radio campaign had resulted in a number of calls from people requesting the agency's services. "Changing lives is what we are all about and because of folks like you, our job is made a little easier," she added.

After a tragic house fire in the community took the lives of two young girls, **KCSR-AM in Chadron** launched an on-air campaign to help the girls' family make ends meet. The girls had come from Iowa for their grandfather's funeral and were asleep in their grandparents' house when the fire started around 10 p.m. one night in September. Shortly after the tragedy, members of the girls' extended family appeared on KCSR to talk about their loss and to appeal to the community for help for the girls' parents and surviving brothers. The station organized a number of fundraisers for the family and placed information on the KCSR website, and "the response was incredible," according to KCSR President Dennis A. Brown. "This was not a wealthy family, and it was such a tragedy that people really were eager to help," he said.

A Thanksgiving campaign for the Salvation Army on **KSID-AM/FM in Sidney** collected more than 1,500 pounds of food for residents in need. The station launched its "Pile on the Pounds" campaign on the KSID morning show, "Swap Shop," hosted by Suzy Ernest and Jason Lockwood. Every morning for two weeks, Ernest and Lockwood asked viewers to bring donated food items either directly to the station or to a collection van parked in downtown Sidney. The appeals also were included on the "Daily Reminder Sheet" for all KSID on-air hosts to read throughout the broadcast day. All of the

collected food items went to the Salvation Army's local food pantry. Ernest and Lockwood regularly use their program to promote an array of causes, from local blood drives to fundraising efforts for community charities. "We basically do anything anyone needs us to do," said Ernest, who also serves as KSID's general manager.

Making Communities Stronger

KGFW-AM in Kearney played a key role in the success of a June gala that raised \$10,000 toward the construction of the Kearney Performing Arts Center. In a renovation project spearheaded by the Kearney Public Schools Foundation, a construction team started work last year on a project to turn an existing classically styled theater in Kearney into a state-of-the-art performance space for local schools and the community. For one month before the gala, KGFW went on the air with a series of PSAs promoting the event and drawing people's attention to the project. Then, on the night of the 1920s-themed party, KGFW provided its equipment and staff to MC the event in the style of an old-time radio broadcast. KGFW also used its daily interview program, "Talk of the Town," to educate people about the renovation effort and its value to the community.

Putting Children First

A 12-hour radiothon on **KKAR-AM in Omaha** collected more than \$81,000 for a summer activity program for children in city parks. When the station received word that the Sundawgs program administered by the Omaha Department of Parks and Recreation was losing its funding, KKAR went on the air to encourage its listeners to help keep the program alive. In addition to the radiothon, the station produced and aired a series of PSAs and used its website to promote the program and solicit contributions. Thanks to the station's hard work, children in Omaha once again benefited from the Sundawgs program in 2003.

KLTQ-FM in Omaha collected a grand total of 6,000 Valentine's Day cards, as well as other items, for patients at Omaha Children's Hospital. "Normally these kids would be in school exchanging Valentine's with their friends," explained KLTQ's director of marketing, Julie Hanson. "We wanted to make sure they didn't feel left out." After approaching the hospital staff with the idea and receiving an enthusiastic response, KLTQ went on the air with a series of PSAs encouraging people to send in Valentine's cards. According to Hanson, entire schools adopted the effort, as did businesses and individuals. And, by the time Valentine's Day rolled around, the KLTQ lobby was full of not just cards but candy, stuffed animals and more. The Valentine's Day haul was then delivered to the hospital by a posse of KLTQ on-air personalities and staff. "A lot of the kids' beds were covered with these things. It made their day," said Hanson.

KHUB-AM and KFMT-FM in Fremont raised thousands of dollars for the Make-A-Wish Foundation during 2003. Throughout July, KHUB aired a series of PSAs about children in Nebraska with life-threatening illnesses who had made a wish request to the foundation. The spots ran during morning drive time, according to News Director Jessica Meistrell, and encouraged KHUB listeners to call the foundation and pledge their

support. KHUD's sister station, KFMT, did its part for Make-A-Wish by organizing a live remote broadcast in the community, with the station's on-air personalities appealing to listeners to drop by and make a donation.

During the summer, **KQKY-FM in Kearney** teamed up with **KOLN-TV and KGIN-TV in Lincoln/Grand Island** to raise more than \$20,000 for Make-A-Wish of Nebraska. In a unique radio-TV partnership, the stations organized a two-week public awareness campaign for the charity, which benefits Nebraska children with life-threatening illnesses. Every night in their combined evening newscast, KOLN and KGIN profiled a different child who was sick and had made a wish request to the charity. The next morning, another child was featured on the KQKY morning show, "Morning Zoo," and the station repeated a two-minute profile of the child six times a day. This was the first year of the stations' "Share the Magic" campaign, which promises to be an annual event.

The "Country Cares for St. Jude Kids Radiothon" on **KRNY-FM in Kearney** raised more than \$33,000 to support the St. Jude Children's Research Hospital in Memphis, Tennessee. For two full days, KRNY interspersed its regular music programming with informational pieces about the hospital's services for children with cancer and other life-threatening diseases, as well as regular appeals for donations.

"7 Can Help Kids" is an ongoing campaign on **KETV-TV Channel 7 in Omaha** to make a positive difference in the lives of Heartland children. KETV viewers can tune into the station's evening newscast for regular "7 Can Help Kids Reports" that focus on the health, safety and educational issues facing children and their parents. In addition, KETV holds community service projects that raise and distribute money and materials for local children in need. In 2003, for example, thousands of disadvantaged students started the school year with new backpacks and supplies thanks to the station's Back to School program. In other activities, the station has contributed more than \$7,000 to Make-A-Wish Nebraska through sales of KETV news anchor Julie Cornell's Italian cookbook.

Building Healthy Communities

KNEN-FM in Norfolk helped a statewide anti-AIDS group make strides with its annual charity walk. The September event at Norfolk's Skyview Park attracted more than 100 walkers, with all proceeds going to the Nebraska AIDS Project. KNEN ran a series of promotional ads in advance of the walk, provided the public address system and broadcast live from the park on the day of the event.

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QUALITATIVE RESEARCH FINDINGS—NEVADA

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 Nevada, 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 Nevada broadcasters' public service activities in 2003.

Supporting the Troops

Shortly after the start of combat operations in Iraq, **KAME-TV in Reno** approached Nevada Governor Kenny Guinn to offer its support for a fund he established for the families of Nevadans killed during the war. Specifically, the station offered to record a PSA on behalf of the fund for use on KAME and other stations across Nevada. Once the governor responded enthusiastically to the idea, KAME arranged a taping in the governor's office and, within days, had the spot on the air. The Nevada Patriot Fund was established in April to support the families of Lance Captain Donald John Cline and Second Lieutenant Fred Pokorney, both Nevadans, who were among the first soldiers killed in action during Operation Iraqi Freedom. The fund also will help other Nevada families with family members who die or suffer a permanent disability as a result of their service in military action. By the end of 2004, the fund had raised \$84,000 and had distributed \$42,000 to families of Nevadans killed in Iraq.

Helping Neighbors in Need

Just three months after the Salvation Army's main warehouse in the city burned to the ground, **KKLZ-FM, KSTJ-FM and KJUL-FM in Las Vegas** joined with a local supermarket chain to collect \$20,000 worth of donated food to help the charity meet the needs of hungry and poor citizens during its busiest season. Each of the sister stations hooked up with a different supermarket on the campaign, making it easy for residents in all parts of the city to take part. With a contribution of \$10 at the checkout counter, shoppers received a pre-packed bag of food to drop off in a collection bin placed outside each of the participating stores. To support the campaign, KKLZ, KSTJ and KJUL produced and aired PSAs and organized live remote broadcasts from the food collection locations.

A one-day food drive organized by **KTVN-TV in Reno** collected nearly 50,000 pounds of food for the Food Bank of Northern Nevada. Held at a local hotel, the Share Your Holiday Drive-By Food Drive encouraged KTVN viewers to come out in their cars and drop off donations of canned goods and other nonperishable items. KTVN broadcast live from the hotel on the day of the drive after educating residents about the December event

through a combination of up-front PSAs and news coverage. This was the station's 11th year as sponsor of the effort, which is the largest contributor to the Food Bank of Northern Nevada's annual November-December food drive.

KOZZ-FM in Reno joined with the Regional Transit Commission to collect busloads of donated coats, food and other items for individuals and families in need. During the station's sixth annual Stuff a Bus campaign, KOZZ morning personalities broadcast live for three days from inside a bus parked in the community, promising not to get out until the bus was full of donated goods. By the end of the three days, the station had collected not one but three busloads of contributions. All items collected during the drive were distributed by the Salvation Army.

Building Healthy Communities

For the past decade, **KVBC-TV in Las Vegas** has been a major sponsor of Baby Your Baby, a public-private partnership that seeks to increase the number of Nevada women receiving early and continuous prenatal care. The centerpiece of the campaign is a special statewide hotline for information and referrals to prenatal care providers. KVBC's support for the effort includes messages that promote the hotline and emphasize the importance of quality prenatal care. In addition, the station regularly airs news coverage and interviews on the topic. Since the launch of Baby Your Baby, tens of thousands of women and families have used the campaign hotline. In the same period, rates of infant mortality and low birthweight in the state have declined, while the frequency of early prenatal care has been on the rise.

The Buddy Check 8 campaign on **KLAS-TV in Las Vegas, Nevada** encourages viewers to call a buddy on the eighth day of each month to remind her to do a breast self-exam. Buddy Check 8 is a project of KLAS news anchor Paula Francis. In addition to on-air reminders about breast self-exams, the campaign encourages viewers to call in for informational materials and breast exam shower cards from the Susan G. Komen Breast Cancer Foundation.

KSNE-FM "Sunny 106.5" in Las Vegas is a major force behind the success of Safe Street, a trick-or-treating event that attracted more than 30,000 children and their families in 2003 and raised more than \$75,000 for Opportunity Village, a Southern Nevada nonprofit organization serving people with disabilities. For three evenings, KSNE on-air personalities and staff were on-site at the event on the Opportunity Village campus. In addition to promoting Safe Street with an intense schedule of PSAs, the station broadcast live from the site and contributed the money for the purchase of all of the candy that made its way into the Safe Street visitors' Halloween bags. Tom and Nicole, from the "Sunny 106.5 Morning Show," dressed in costume to greet trick-or-treaters every night.

Embracing Education

KONE-AM, KPTT-AM, KOZZ-FM and KDOT-FM in Reno are strong supporters of the University of Nevada at Reno, regularly lending their support to the school's

fundraising efforts. During 2003, the stations produced and aired PSAs, as well as live remote broadcasts in the community, in support of a raffle organized by the university in which people bought a chance at winning a new home. Through sales of the \$100 raffle tickets, the university raised a grand total of \$200,000 for its athletic association.

Making Communities Safer

The morning show staff on **KOMP-FM in Las Vegas, Nevada** were designated as honorary members of the Metro Police Department for their role in the recovery of stolen cars in the region. Each year, more than 12,000 cars are stolen in metropolitan Las Vegas; Nevada ranks third in the country in the number of stolen vehicles. In response, KOMP DJs Andy Kaye, Craig Williams and Sweet Al Miller, along with producer Douglas Marsh, regularly air information about vehicles that have been stolen and encourage the station's listeners to call authorities if they see them. Last year alone, the quartet helped recover 15 stolen cars, leading the police department to name them honorary officers.

Connecting Citizens and Government

KELK-AM and KLKO-FM in Elko welcome the mayor to their studios every Tuesday to talk about issues facing the local community. The mayor's half-hour appearance on the mid-day program, "Elko Live," is just one aspect of the stations' wide-ranging commitment to keeping residents informed about their local government. Each Wednesday, the featured guest on "Elko Live" is one of the county commissioners; and the program features the superintendent of schools on the first Monday of every month. "These public officials see the show as a real opportunity to connect with citizens," explained "Elko Live" host Lori Gilbert, adding that the show combines an interview format with opportunities for listeners to call in with questions.

When Disaster Strikes: Answering the Call

KQOL-FM in Las Vegas collected more than 18,000 pounds of clothing and household items, plus \$4,000 in cash, for the victims of the wildfires in California. During a two-day live broadcast at a local shopping center parking lot, the station's on-air personalities appealed to listeners to bring money, food, clothes or anything else they could spare to help their neighbors to the west. With the donated goods loaded up in a moving truck, KQOL morning host Jim Zippo headed to San Diego to make an in-person contribution to the Salvation Army on behalf of the station's generous listeners.

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QUALITATIVE RESEARCH FINDINGS—NEW HAMPSHIRE

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 New Hampshire, 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 New Hampshire broadcasters' public service activities in 2003.

Embracing Education and Youth

Big Brothers Big Sisters of New Hampshire was the beneficiary of the 2003 Year of Service campaign administered by **WOKQ-FM in Dover, WPKQ-FM in North Conway and WSAK-FM in Hampton**. Every year, the stations select one community organization as the recipient of \$100,000 worth of free airtime, as well as other promotional support. In addition to producing and airing PSAs encouraging area residents to become Big Brothers and Big Sisters, WOKQ, WPKQ and WSAK used their morning shows to interview representatives of the statewide charity. As a result of the stations' support, more than twice as many people stepped forward as mentors for youth in 2003, compared to the year before. "It has impacted us in a very big way," said Dick Ingram of Big Brothers Big Sisters of the Greater Seacoast. "We rely on awareness in the community to achieve our mission, and these radio stations enabled us to engage in an unprecedented promotional campaign that achieved real results."

Making Communities Stronger

The Community Champions program on **WMUR-TV in Manchester** draws public attention to a different community-serving nonprofit organization every quarter. The program was launched in 2001 in cooperation with a local bank. WMUR's role in the ongoing effort is to produce a PSA and news feature about the work of the organizations selected as Community Champions. Each of the honorees also receives a \$25,000 contribution from WMUR's partner, Citizens Bank. Among the organizations that benefited from the program in 2003 were a local food bank; an agency that provides transitional housing for women and children; and an organization that renovates homes for sale at affordable prices. According to WMUR's Jeff Bartlett, the station aired more than 600 PSAs on behalf of its Community Champions in 2003 for a total of \$45,000 in airtime. In addition, WMUR met with all of the charities to determine what other promotional services they might need, from website design to marketing assistance.

Protecting the Environment, Keeping Communities Clean

Over a period of 16 years, the annual Chowderfest organized by **WLKZ-FM in Wolfeboro** has lapped up nearly \$50,000 in contributions for a local charity working to

conserve pristine and wild lands in the Lakes Region of New Hampshire. The Chowderfest is a one-day event on the shores of Lake Winnepesaukee where residents pay a minimal fee to sample chowders cooked up by area restaurants. Proceeds from the event support the Lakes Region Conservation Trust. The October 2003 Chowderfest attracted more than 2,200 people and generated \$2,500 in contributions to the trust.

Putting Children First

The fifth annual WZID Christmas is for Kids Auction on **WZID-FM in Manchester** raised more than \$75,000 to fulfill the holiday wishes of children in need throughout New Hampshire. Broadcasting live for two days in early December from the Mall of New Hampshire, WZID auctioned off an array of donated items, including vacation packages, concert tickets, spa treatments, home improvement services and much more. In keeping with tradition, the auction also featured on-air interviews with the many community members who turned out to help with the event. Proceeds from the auction went to Child and Family Services, a statewide nonprofit organization that provides an array of services for children in poverty and those who are victims of abuse and neglect. In the weeks following the auction, nearly 100 caseworkers from the agency mobilized to deliver gifts to their clients. According to a local care provider, "These gifts are much greater than the boxes they come in. These are gifts of hope, wrapped in a community that cares."

An annual auction on **WLNH-FM in Laconia** raised a record sum of \$144,000 for local charities serving children and families. The WLNH Children's Christmas Auction has collected more than \$1 million in its 20-year history. During the five-day broadcast, WLNH on-air personalities auction off items donated by individuals and businesses throughout the Lakes Region of New Hampshire. Among the organizations selected in 2003 as beneficiaries of the auction dollars were a local agency that provides clothing and toys to needy children over the holidays and an organization offering speech therapy, physical therapy and other services for children from disadvantaged backgrounds.

Helping Neighbors in Need

WMWV-FM "Magic 104" in Conway collected 2.5 tons of food for a local service agency during a one-day food drive in November. During the WMWV Magic 104 Community Food Drive, the station's on-air personalities broadcast live from the Vaughan Community Health Services building and encouraged listeners to come by with donated groceries. The 12-hour broadcast netted hundreds of bags of food in its second year. All donations were then distributed to local food pantries that provide holiday dinners to individuals and families in need.

During the month of December, the morning show team on **WOQL-FM in Winchester** set up shop once a week next to a Salvation Army kettle in the community. The goal: to encourage listeners to support the charity's annual holiday fundraising drive. This was the first year the station has teamed up with the Salvation Army to promote "kettle awareness," according to WOQL General Manager Bruce Lyons. The WOQL broadcasts

originated from kettle locations outside a local grocery store, a donut shop and other places throughout the station's listening area.

WQLL-FM "COOL 96.5" in Manchester collected five tons of turkeys for individuals and families in need during a one-day promotion in November. And that's not all the station did to serve its community in 2003, according to the newsletter of the local social service agency, New Horizons. "It wasn't enough for COOL 96.5 to hold the Tons of Turkey drive this Thanksgiving and raise over 10,000 pounds of turkey for New Horizons' Soup Kitchen and Food Pantry programs. No, they keep giving," the newsletter reported. "COOL 96.5 has just agreed to be the Media Sponsor for the Irish Rovers Concert to Benefit Angie's Shelter for Women. This pivotal sponsorship will surely boost ticket sales and bring much-needed aid to the women who depend on Angie's as they work toward self-sufficiency."

The Feed a Friend campaign organized by **WKNE-FM in Keene** collected \$15,000 in cash and food donations for the Keene Community Kitchen, which serves individuals and families in need. During live appearances outside a local grocery store throughout November and December, the station's on-air personalities encouraged area residents to stop by with their donations. WKNE added to the fundraising total by handing out collectible Mary Meyer teddy bears in exchange for cash contributions. This was the station's 15th year as sponsor of the Feed a Friend campaign.

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QUALITATIVE RESEARCH FINDINGS—NORTH DAKOTA

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 North Dakota, 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 North Dakota broadcasters' public service activities in 2003.

Helping Neighbors in Need

In the 15th year of its Christmas Wish campaign, **KTLA-FM in Fargo** granted approximately \$20,000 worth of wishes for individuals and families in need. KTLA raises money for the effort at events throughout the year, including a one-day summer fundraiser where the station sells Wishburgers in the parking lot of a local shopping mall. The station also produces a fall request-a-thon that asks residents to make a contribution to the Christmas Wish fund in exchange for getting a requested song on the air. Between Thanksgiving and Christmas Eve 2003, KTLA granted at least one wish every day—everything from help with medical costs to a new set of tires for someone's truck. Leading the effort for the station is KTLA morning show host Jane Alexander.

Building Healthy Communities

For 61 hours over a chilly September weekend, the morning show team from **KPFX-FM in Fargo** camped out on a local billboard to raise more than \$61,000 for the Roger Maris Cancer Center. The "61 for 61" campaign is organized every year in honor of the Fargo legend best known for hitting 61 home runs in 1961. Any person who makes a donation during the drive can specify a name of someone who has died of cancer, is currently fighting the disease or is in remission, and all names are written on the billboard. "It is both gratifying and heartbreaking to see the billboard fill up with names," said KPFX's Anne Philbian. The 61 for 61 effort also includes a bike rally, a run/walk event and a silent auction. The funds raised in 2003 will go to the construction of a new palliative care facility at the Fargo-based cancer center.

Building Stronger Communities

For four years, **KQDY-FM, KBMR-AM and KSSF-FM in Bismarck** have teamed up with the United Way to sponsor an annual effort aimed at recruiting volunteers for community projects. During the 2003 Day of Caring, more than 500 area residents turned out for jobs including painting fences in local parks, picking up trash and repainting playgrounds. The high turnout was, in part, due to aggressive promotion of the Day of Caring for more than six weeks on KQDY, KBMR and KSSF. Each of the

three stations even fielded its own team of six to 12 volunteers, who demonstrated their hands-on commitment to making their community a better place to live.

Embracing Education and Youth

In September 2003, **KBTO-FM in Bottineau** launched a campaign to raise funds to replace the 40-year-old wooden floor in the Bottineau High School gym. The station arranged to have collection boxes for the effort in stores throughout the local area and went on the air with a full-fledged campaign of PSAs and news features about the effort. The Gym Floor Roundup campaign encouraged residents to “round up” their purchases from local merchants and drop their change in the collection boxes on their way out. KBTO teamed up with the marketing club at the high school to ensure maximum exposure for the effort, which was shooting to collect \$100,000 as the campaign proceeded into 2004. At the end of 2003, KBTO’s Jean Schempp estimated that they were halfway there.

More than 200 local youngsters got a firsthand taste of what it takes to produce a TV news show thanks to the Students Do the News campaign sponsored by **KFYR-TV in Bismarck**. During the October public service effort, budding journalists from grades four through nine brought scripts or sketched-out ideas to station staff operating from a portable set in a local shopping mall. Concepts were fleshed out, words were tweaked and, when the features or news stories were ready, “we turned the cameras on the kids,” said the station’s general manager, Holly Steuart. Every student was taped, with first-place winners in each category getting their features on the air.

Putting Children First

In its 17th year, the Coats for Kids drive organized by **KVLY-TV in Fargo** collected more than 13,000 winter outerwear items for children in need in 49 communities in eastern North Dakota and northwest Minnesota. KVLY arranged for drop-off locations and lined up people and businesses to clean the donated items in each of the participating communities. To spread the word, the station went on the air with PSAs, news coverage and live broadcasts from drop-off locations featuring the station’s meteorologist, Tom Szymanski. Over its 17-year history, Coats for Kids has collected a grand total of 180,000 coats, snowsuits, boots, mittens and scarves.

The third annual Cares for Kids radiothon on **WDAY-FM in Fargo** raised more than \$60,000 for the city’s Meritcare Children’s Hospital. During the three-day fundraiser in March, the station set up a phone bank and broadcast numerous stories about the services the hospital provides for children with cancer and other life-threatening illnesses. The station also sponsors Cares for Kids luncheons at a local restaurant throughout the year, with all proceeds going to the hospital.

A holiday toy drive organized by **KXMB-TV in Bismarck** collected more than 500 toys for children from disadvantaged families. The station teamed up for its annual Toyland

Express effort with the Salvation Army and the Bismarck Ronald McDonald House, which distributed the collected toys to appreciative children throughout the area.

Reducing Violence

KVOX-FM in Fargo joined with the local YWCA to sponsor two events that collected much-needed supplies for the charity's local shelter for women and children fleeing violent homes. The All-City Baby Showers were held in the summer and fall and gathered truckloads of donated diapers, wipes, bottles, clothing, toys and more. Because most of the women and children served by the shelter leave home with very little in the way of supplies, the baby showers meet an urgent need every year.

Supporting U.S. Troops

KEYZ-AM and KYYZ-FM in Williston played an instrumental role in a local effort to send care packages to U.S. troops serving overseas. "Our community is the home to a large National Guard unit that has been deployed," explained the stations' general manager, Larry Timpe. "Our stations are very active with all the groups involved in providing assistance not only to the soldiers but to their families as well."

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QUALITATIVE RESEARCH FINDINGS—OHIO

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 Ohio, 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 Ohio broadcasters' public service activities in 2003.

When Disaster Strikes: Answering the Call

After a November tornado destroyed or damaged nearly 20 homes, **WTUZ-FM in New Philadelphia** organized several media organizations in the area to sponsor a fundraiser for the affected families. Joining with **WJER-AM/FM and WBTC-AM**, the station raised \$20,000 to help the tornado victims cover the costs of food, hotel accommodations, blankets and whatever else they needed. The campaign followed WTUZ's round-the-clock coverage of the tornado itself. "With the power out and most communications down, we had people reporting from the sheriff's local command center and providing listeners with the information they needed to ride it out," said WTUZ's Ed Shumacher.

Building Healthy Communities

The 35 Degrees of Caring campaign organized by **WLIO-TV Channel 35 in Lima** raised \$35,000 for Allen County Health Partners. The station kicked off the campaign in mid-November in support of the charity's work to provide primary health care services to medically underserved residents of the county. With reports showing that half of Lima's residents do not have access to a family doctor, WLIO's decision to support Allen County Health Partners was an easy one to make, according to the station's president and general manager, Bruce Opperman. In all, 260 individuals and companies donated to the 35 Degrees of Caring Campaign, which included PSAs, news coverage and other outreach. Every year, WLIO selects a different local charity as the beneficiary of the campaign.

WHIZ-AM/FM AND WHIZ-TV in Zanesville auctioned off 400 cakes on behalf of the Alfred Carr Center, raising more than \$175,000 to support the charity's services for children and adults with physical and mental disabilities. Every year, the stations collect cakes contributed by businesses and individuals in the area, and all cakes are offered for auction along with bidding incentives ranging from a free set of golf clubs to a weekend getaway vacation. Broadcasting for two days from a local shopping mall, the stations take bids and auction the cakes at a rate of as many as 30 per hour. One of the cakes that traditionally garners the highest bids is the one offered by WHIZ-AM/FM and WHIZ-TV themselves, which is offered along with \$2,500 worth of advertising airtime on the

stations. Over the past 18 years, the annual Carr Center Cake Auction has collected about \$1.6 million for the Zanesville charity.

WKYC-TV in Cleveland made breast cancer prevention and treatment its signature cause in 2003, airing countless news stories and PSAs on the topic while once again sponsoring the Northeast Ohio Race for the Cure. The station, which has been a Race for the Cure sponsor for six years, helped the organizers at the Susan G. Komen Breast Cancer Foundation raise \$1 million during the event. But it wasn't just about the money. By promoting the race with informative PSAs and news coverage, and by airing a monthly news story called "Friend to Friend," WKYC made a point of educating its viewers about the importance of early breast cancer detection and treatment.

Helping Neighbors in Need

In December, **WQIO-FM in Mount Vernon and WMVO-AM in Mansfield** raised \$148,000 and filled 56 pickup trucks with donated food items during the stations' annual Food for the Hungry drive. Now in its 23rd year, Food for the Hungry is an annual drive that collects food and revenue for the Knox County branches of the Salvation Army and Interchurch Social Services.

In the fifth year of its partnership with the Society of St. Vincent de Paul, **WXIX-TV in Cincinnati** helped collect 87,000 pounds of food for families in need. As part of the annual Food from the Heart campaign, WXIX works with a local grocery store chain to place collection barrels in its stores. The station then goes on the air in PSAs and news stories to encourage viewers to fill the barrels with canned goods and other nonperishable foods. In 2003, WXIX aired the campaign kick-off live, and weather anchors Maria LaRosa and Paul Horton regularly broadcast from food collection sites in the community. The station's news coverage of the effort included stories about the Society of St. Vincent de Paul and its work to serve disadvantaged residents throughout the Cincinnati area. "The overwhelming outpouring of kindness and generosity from your viewers in the form of donations was simply overwhelming," wrote Liz Carter, executive director of the local council of the society in a letter to WXIX. "We surpassed our goal by 60 barrels!" she continued. "We couldn't have done it without you!"

Embracing Education and Youth

WKRC-TV in Cincinnati has teamed up with a local public school in an effort to enrich the lives of its students. Frederick Douglass School is a year-round, K-8 neighborhood school that is considered one of the city's poorest, with more than 95 percent of its students participating in the free and reduced-lunch program. During 2003, employees of WKRC volunteered to participate with the students through reading programs and adopted several families during the holidays, providing gifts to students who might otherwise have gone without. Frederick Douglass School also was the beneficiary of a December promotion on WKRC that collected early education books to stock the libraries in the school's elementary-grade classrooms.

Putting Children First

A mid-June telethon on **WFMJ-TV in Youngstown** collected \$150,000 for Tod Children's Hospital, a division of Forum Health Care. From late on a Friday until Sunday afternoon, WFMJ broadcast for 20 minutes live from the hospital each hour, with the station's news, sports and weather personalities interviewing doctors and patients and asking viewers to call in with pledges. The remainder of the broadcast featured the national Children's Miracle Network telethon. In a related effort, WFMJ weather reporter Frank Marzullo was "locked in jail" in his office for four days and only came out after listeners had pledged \$11,000 to Tod Children's Hospital.

A three-day radiothon on **WHKO-FM in Dayton** raised more than \$210,000 for the city's Children's Medical Center. During the week of Thanksgiving, the WHKO morning team of Jim and Nancy broadcast live from the medical center lobby between the hours of 5 a.m. and midnight, taking a five-hour overnight break to sleep in the hospital. With a phone bank at the lobby to take pledges, Jim and Nancy called on listeners to contribute to the cause, while interviewing hospital officials, patients and family members. This was the sixth year in a row for the radiothon, said WHKO Operations Manager Nick Roberts, who called it "a very emotional event."

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Ohio Broadcasters: Serving Local Communities

Summary

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 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 every broadcast station's 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 across the country combine both on-air and off-air efforts. 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 are also supplemented by major national efforts.

The Ohio Association of Broadcasters, in partnership with the National Association of Broadcasters, conducted a survey of television and radio stations in Ohio 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 Ohio broadcasters was 58%, as 26 of the 38 commercial television stations licensed to the state (68%) are represented in the data, as are 173 of the 307 radio stations (56%).

The census revealed that Ohio radio and television stations contributed approximately 265 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.

Broadcasters Donating Time, Raising Money, and Responding to Community Needs

- Donating Airtime – using mean figures to derive a per-station total, responding Ohio TV stations report running approximately 80 PSAs per week, with radio stations running 164. 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 \$909,688 a year per TV station responding, and \$535,704 per radio station responding.

The cumulative statewide total based on these data show the total PSA value for TV stations of \$34,568,144 and \$164,461,128 for radio stations. Combined, Ohio broadcasters contributed a projected total of \$199,029,272 in airtime for public service announcements in 2003.

- Raising Funds for Charity – almost all responding TV stations (92%) 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 \$549,136, with responding radio stations reporting a mean of \$146,631. The projected cumulative amounts for this charitable giving is \$19,197,794 for TV stations and \$44,565,559 for radio stations who conducted some fundraising during the time period examined.

These figures combine for a projected total of \$63,763,353 raised for charity by radio and television stations in Ohio.

- Providing Support in Times of Crisis – more than half of responding Ohio TV stations (54%) and radio stations (53%) were involved in either on-air campaigns – 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 \$213,408 and radio stations raised \$2,171,690 in direct contributions or pledges related to disaster relief. Broadcasters statewide raised \$2,385,098 to help victims of disaster during 2003.

- Responding to Local Issues – among responding TV stations, respondents say that an average of 61% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 68%.

Fully 71% of responding radio stations and 55% of responding TV stations report airing weekly public affairs programs of at least 30 minutes in length.

- Supporting Community Causes – public service campaigns undertaken by Ohio broadcasters in 2003 focused upon a wide variety of causes important to local communities, including national charities (such as Easter Seals, Goodwill, etc.), poverty/hunger/homelessness issues, health and disease issues (such as cancer), blood donations, and children's charities. Some primary recipients included the American Cancer Society, American Red Cross, Big Brothers

Big Sisters, Children's Miracle Network, Rehabilitation Center of North Central Ohio, and The United Way.

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		
	Public Service Announcements	Public Affairs Program	News Segment	Public Service Announcements	Public Affairs Program	News Segment
AIDS	41%	15%	74%	70%	59%	60%
Alcohol abuse	74%	30%	78%	83%	68%	66%
Adult education / literacy	59%	33%	78%	82%	60%	70%
Anti-crime	78%	63%	85%	80%	76%	79%
Anti-smoking	74%	26%	63%	83%	60%	47%
Anti-violence	67%	67%	81%	86%	75%	74%
Breast cancer/ other women's health	78%	41%	85%	89%	60%	78%
Children's issues	93%	59%	81%	90%	77%	79%
Drinking during pregnancy	11%	30%	67%	40%	47%	56%
Drunk driving	81%	19%	89%	91%	64%	77%
Drug use/abuse	74%	33%	85%	86%	75%	66%
Homeland security issues	74%	44%	63%	66%	75%	56%
Hunger/poverty/ homelessness	74%	63%	74%	78%	63%	67%
Fund raising drives	81%	59%	63%	93%	78%	50%

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of 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.

Oklahoma 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 Oklahoma 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 Oklahoma broadcasters was 66%, as 15 of the 22 commercial television stations licensed to the state (68%) are represented in the data, as are 108 of the 165 radio stations (66%).

The census revealed that Oklahoma radio and television stations contributed approximately 110 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 Oklahoma TV stations report running approximately 123 PSAs per week, with radio stations running 233. 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 \$955,760 a year per TV station responding, and \$397,488 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Oklahoma TV stations as \$21,026,720 and \$65,585,520 for radio stations.

- Y Almost all responding TV stations (86%) 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 \$559,390, with responding radio stations reporting a mean of \$77,352. The projected cumulative amounts for this charitable giving is \$10,583,658 for TV stations and \$12,635,449 for radio stations who conducted some fundraising during the time period examined.

The charitable amount raised by responding TV stations ranged from \$37,560 up to \$1,000,000, with a range among radio stations of \$100 to \$795,000.

- Y Nearly half of responding Oklahoma TV stations (43%) and radio stations (48%) 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 are projected to have raised over \$679,000 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 48% 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

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:

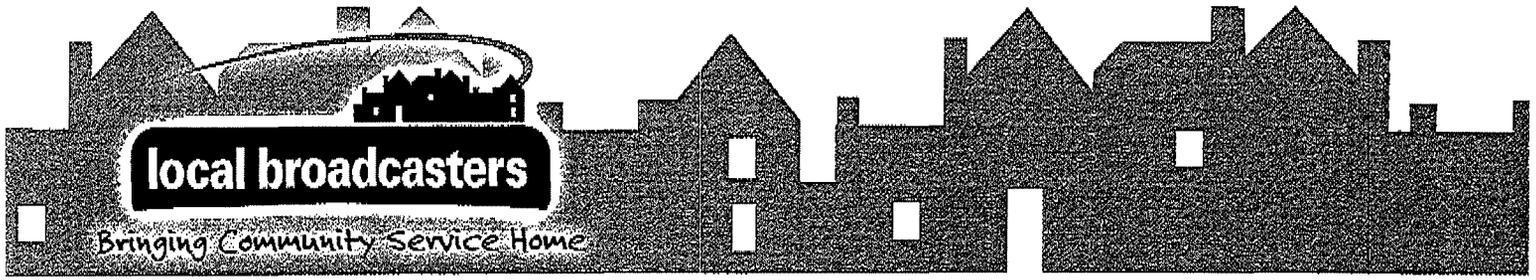
Issue	TV			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	47%	20%	47%	49%	29%	46%
Alcohol abuse	47%	13%	78%	90%	61%	67%
Adult educ./literacy	73%	20%	78%	84%	64%	60%
Anti-crime	67%	27%	80%	73%	57%	68%
Anti-smoking	73%	7%	80%	75%	57%	59%
Anti-violence	87%	20%	67%	82%	69%	66%
Breast cancer/other women's health	67%	27%	80%	93%	61%	69%
Children's issues	93%	40%	73%	93%	77%	76%
Drinking during pregnancy	27%	7%	40%	54%	42%	43%
Drunk driving	67%	13%	73%	91%	61%	72%
Drug use/abuse	73%	33%	73%	94%	65%	65%
Homeland security issues	67%	33%	73%	68%	55%	58%
Hunger/poverty/homelessness	73%	33%	53%	72%	58%	58%
Fund raising drives	80%	60%	60%	89%	72%	61%

Promoting Participation

- Y Fully 54% of responding radio stations and 43% 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 Oklahoma broadcasters in 2003 included health and disease issues (such as cancer), national charities (such as Easter Seals, Goodwill, etc.), local schools, drunk driving, and poverty/hunger/homelessness issues. Some primary recipients included the American Heart Association, Children's Miracle Network, Community Food Bank, March of Dimes, 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.



June 14, 2004

www.broadcastpublicservice.org

Dear Local Broadcaster:

The results are in ... **\$9.6 billion** in a single year of community service!

In cities and towns across America, local broadcasters contributed \$9.6 billion in community service in 2003, attracting attention and resources to an array of important local causes and helping people cope and survive in times of crisis. All across America, local broadcasters like you are hard at work *Bringing Community Service Home*.

As you know, the National Association of Broadcasters (NAB)—in partnership with the broadcast associations from all 50 states—conducted a census of the industry's community service. Enclosed is a copy of the "National Report on Local Broadcasters' Community Service" that features both the quantitative and qualitative census findings. Thanks to your ongoing commitment, local broadcasters contributed \$9.6 billion worth of community service in a single year. Looking beyond the number, the true nature of our industry's commitment shines through in hundreds of stories from America's cities and towns.

We encourage you to review and use the enclosed report. For additional copies, contact jlivengood@nab.org or (202) 429-5447. Together we can continue to promote the true spirit of broadcasting and ensure a vibrant future for our wonderful industry.

Kindest regards,

Edward O. Fritts
President & CEO
National Association of Broadcasters

QUALITATIVE RESEARCH FINDINGS—OREGON

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 Oregon, 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 Oregon broadcasters' public service activities in 2003.

Youth and Education

KSJJ-FM in Bend built on its longstanding partnership with local 4-H clubs in 2003 by organizing a new fundraiser that netted more than \$14,000 to support their youth education efforts. The Million Penny Radio Roundup was a three-day event that kept KSJJ personalities Brad Logan and Donna James confined in a horse trailer for as long as it took to raise at least 1 million pennies (or \$10,000) from area listeners. The trailer moved around to various sites in central Oregon, with Logan and James broadcasting their morning show live from inside, as well as cutting into KSJJ programming all day and night with updates on the fundraising effort. "We had big barrels where people could bring all their change, and lots of folks came in with larger donations," said James, who came up with the idea for the Roundup. "The idea was to get these 4-H clubs a big infusion of funds so they aren't always having to struggle just to have basic supplies."

Every week, **KKCW-FM in Portland** joins with its listeners to honor some of the Portland area's foremost teachers through the "Educator of the Week" award. Listeners nominate educators for the award via the K103 website and by fax, and the winning teacher receives an all-expenses-paid weekend at a downtown Portland hotel, as well as an engraved crystal apple *and* a \$1,033 check for the general fund of his or her school. Each week, John Erickson of the K103 morning show phones the person who nominated the winner to talk about what makes that person a great teacher.

When something's happening at Wallowa County schools, it's a good bet **KWVR-AM/FM in Enterprise** is there to cover it. "Our kids are very special to us here in Northeast Oregon," explained the stations' owner, Lee Perkins. In addition to extensive coverage of the three local high schools' sports programs, KWVR regularly goes on the air with information about school carnivals, bake sales and other events. "Either we go to these events and interview people, or we promote the heck out of them," says Perkins, noting that the station's support for local schools stems from working in a small community where "everyone's a neighbor."

Drunk Driving Prevention

The “Drugs. Drinking. Driving. Don’t.” campaign sponsored by **KRKT-AM/FM, KLOO-AM/FM and KEJO-AM in Albany/Corvallis** seeks to “drive home” for area residents the dangers of impaired driving. During 2003, station personalities and staff attended as many as 30 community events along with a police officer and two sets of “fatal vision” goggles—one that blurs an individual’s vision so things appear as they would if that person had a blood alcohol content (BAC) of 0.08, the legal limit in Oregon; and another that simulates a BAC of 0.13. Wearing the goggles, individuals are invited to try to drive through a special obstacle course, gaining firsthand understanding of how alcohol affects their ability to drive safely. The stations also team up with AAA of Oregon and Mothers Against Drunk Driving to hand out educational materials about the issue. A separate partnership with the Oregon Department of Transportation shows people at station events what happens when someone is in a crash without a seatbelt.

Putting Children First

The Kids Giving radiothon on **KGON-FM, KRSK-FM, KNRK-FM, KFXX-AM and KKSN-FM in Portland** collected more than \$111,000 for local charities serving children. Held every November, Kids Giving is a 28-hour radio auction that encourages the stations’ listeners to phone in their bids on a wide array of donated items, from guitars to cars. The beneficiaries of the 2003 radiothon were the Community Transitional School—which is dedicated entirely to the needs of children whose families are homeless, in transition and experiencing chronic poverty-related crises—and Kids on the Block, an Oregon nonprofit that uses life-size puppets to help children learn to understand and accept differences in one another and to protect themselves in difficult situations. “One of the most exciting things about Kids Giving is that the money we raise makes a significant difference in the quality of the services these important charities provide to children here in our own community,” said the stations’ Judy Combs.

The Charlie Bear promotion organized by **KMTK-FM in Bend** collected a grand total of more than 4,000 brand new stuffed animals for children admitted to local hospitals and emergency rooms in 2003. Marking its fourth year, the promotional campaign centered on appeals from KMTK on-air personalities for stuffed animal contributions, which could be dropped off at various locations in the community. In a related effort, KMTK organized an auction and party that raised \$23,000 for the local Ronald McDonald House, which provides a place to stay for families with children in the hospital. During the first annual Silver Spur Benefit Ball, more than 200 revelers were able to bid on holiday ornaments signed by country music stars such as Willie Nelson and Alan Jackson, as well as other memorabilia.

In 1987, **KEX-AM in Portland** recognized that many children in the local community were falling behind in their studies due to a lack of basic vision and hearing care. In an attempt to give back to the community, the station established the Needy Kids Fund, a nonprofit organization that provides free vision and hearing care for children up to 21 years of age. Since its inception, the Needy Kids Fund has raised well over \$1.5 million dollars and has expanded its service area to help more than 16,000 needy children in 14 counties in Oregon and southwest Washington. During its annual radiothon for the

Needy Kids Fund in 2003, KEX collected \$56,000; the fund also received proceeds from the sale of KEX's annual charity CD, which featured holiday favorites from local, well-known artists. "The important thing to me is that despite whatever economic and personal problems we may be experiencing ... our listeners have never failed to step up," said KEX personality Paul Linnman, host of the "Needy Kids Fund Radiothon."

The first annual "Make-A-Wish Radiothon" hosted by **KAKT-FM in Medford** raised nearly \$25,000, as well as more than 132,000 frequent flier miles, to help grant the wishes of terminally ill children in Oregon. Broadcasting live from 6 a.m. to 6 p.m. on Friday, August 2, KAKT personalities Cano and Brian O'Connor interviewed children and their families about their wishes and spoke with representatives of the Make-A-Wish Foundation about its amazing work—all while encouraging listeners to phone in with their pledges of support. "We couldn't be more pleased with the outcome of this event," said Andrew Asato, director of the Make-A-Wish Foundation of Oregon. "With special thanks to (KAKT), the Southern Oregon community has joined together to fund five entire wishes and several airplane tickets. We are so grateful for everyone's help."

KATU-TV in Portland joined with a national child safety education program in 2003 to educate local children and parents about how to stay safe. As part of its partnership with KinderVision, KATU combined broadcast vignettes about child safety with community events where the station hands out videotapes and other educational materials. At one of the events, KATU distributed more than 450 of the videos, which include personalized footage of the recipients' children as an added incentive to get the whole family to watch.

Over just three years, **KWJJ-FM in Portland** has collected more than \$850,000 for Doernbecher Children's Hospital during the station's annual radiothon for the Children's Miracle Network facility. Doernbecher Children's Hospital is the first full-service children's hospital in the Pacific Northwest. "You can take pride in what you have done to improve the quality of life for kids and families," wrote Children's Miracle Network Founder Mick Shannon in a letter to the station.

Drug Abuse Awareness and Prevention

"One Voice: Media United Against Drugs" is an unprecedented campaign launched in 2000 by **KVAL-TV, KEZI-TV, KMTR-TV, KLSR-TV and KEVU-TV in Eugene** to focus their community's attention on the local drug crisis. In 2003, the stations came together to sponsor their fourth on-air town hall meeting on the topic. During the 60-minute program, anchors from each station spoke with a live audience and call-in questioners about drug prevention, intervention and treatment, with the discussion interspersed with preproduced segments on the drug problem and local solutions. In addition to the town hall meeting, the stations worked with police and local nonprofit service agencies throughout the year to use news coverage and PSAs to spotlight various aspects of the drug problem, while at the same time spotlighting local anti-drug resources.

American Heart Association

As a major sponsor of the Fourth Annual American Heart Walk in Memory of Pattie Bills, **KTVL-TV in Medford, Oregon** helped the American Heart Association raise \$150,000 while paying tribute to a beloved community leader who died in 1999. Thanks in part to KTVL's intense promotion of the event, more than 1,500 walkers turned out to show their support for research and education to combat heart disease, which is a factor in 40 percent of deaths in Medford and the surrounding Jackson County. The annual event also provided an opportunity for local residents to remember the wonderful work of Pattie Bills, who served as director of the Medford Visitors and Convention Bureau and invented the town's Huggy Bear mascot and slogan, "We hug visitors in Medford."

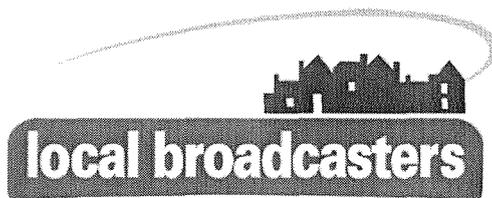
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The South Carolina Broadcasters Association

Presents

Research Findings on Broadcaster Public Service in South Carolina

January 1, 2003-December 31, 2003



Bringing Community Service Home

Public Service of South Carolina Broadcasters

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Executive Summary

South Carolina Public Service

Executive Summary

Prepared June 2004

For local radio and television stations across South Carolina, community service is more than a passing concern. It is a way of doing business. Every day in South Carolina, from the biggest cities to the smallest towns and everywhere in between, broadcasters are going to bat for community charities, educating residents about important local issues, and delivering life-saving information and relief in times of crisis or disaster. Non-profit groups across the state know they can turn to their local radio and television stations for a helping hand. The South Carolina Broadcasters Association wanted to take this opportunity to share some data with you, of which we are quite proud.

The SCBA, in partnership with the National Association of Broadcasters (NAB), conducted a quantitative survey of television and radio stations in South Carolina to determine the extent of station engagement in public service activities. Mail, Internet and fax surveys were completed between January and April 2004. The survey took into account community service work performed between January and December of 2003. Fourteen commercial television stations and 100 radio stations in South Carolina replied to the survey.

The results are impressive. South Carolina local broadcasters contributed a total of \$133 million in service to their communities in 2003. Stations across the state raised more than \$35 million for charities and disaster relief. \$98 million was donated in airtime for Public Service Announcements on a wide variety of topics including health issues, drug & alcohol abuse, crime and violence, adult literacy, and hunger and homelessness.

But, statistics can't tell the whole story of how broadcasters contribute to community development. The second part of the research program involved a series of interviews with the General Managers and Community Affairs Directors of television and radio stations around the state. The breadth and depth of the information collected was extraordinary. I know you'll enjoy the recap of the many interesting ways local broadcasters found to support their communities. Most compelling of all are the attached letters from recipients of the broadcaster public service.

The tradition of community service by South Carolina broadcasters is unmatched by any other industry – and one that we pledge to uphold in the years ahead.

Quantitative Research Findings
