



**Midwest
Communications**

DOCKET FILE COPY ORIGINAL

RECEIVED & INSPECTED

NOV 1 - 2004

FCC - MAILROOM

Market Served: Holland, Michigan

Call Letters: WHTC - WYVN

Date: 10/28/04

Prepared By: Brent Alan

Address: 87 Central Ave.

City: Holland

State: MI

Zip Code: 49423

Phone Number: 616-392-3121

Contact E-Mail: brent@whtc.com

Comments regarding MB Docket No. 04-233

Local News

- *Provide details on your stations investment in local news.* WHTC has a full time news director employed by WHTC/WYVN who provides excellent local coverage 6 days per week.
- *How many local newscasts are aired per week?* 87
- *Do you allow on-air time for breaking news and local emergency information? Yes Give examples.* We break into regular programming as necessary. Some examples would be an amber alert, a bank robbery about a month ago as well as a large layoff at a local manufacturing plant.
- *Give examples of how your website is used to enhance local news coverage.* All local stories are loaded into both the WHTC and WYVN websites.

Local Public Affairs

No. of Copies rec'd _____
List ABOVE

- *Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs.* Both stations carry the public affairs program "Perspectives", a 10 minute program with interviews from newsmakers on issues that directly involve the Holland area. This program airs every Sunday morning.
- *Are there regularly scheduled segments on local public affairs included in your local newscasts?* No regularly scheduled public affairs segments run in regular newscasts, but issues are tackled with interviews from newsmakers on regular programming.

Creating or Selecting Programming

- *Describe your stations efforts and practices for determining the types of programming you air. For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* WHTC has a policy of giving a voice to the community. Airtime is available and used by a myriad of people covering hundreds of local issues such as school, political and social issues.
- *Preemptions: Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* WHTC pre-empted network programming for coverage of President Bush' visit to Holland in September. We also pre-empt to cover local sports such as Hope College and our local high school sports.

Emergency Programming

- *Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community.* WHTC constantly covers all local emergencies. As an example, this past summer a gunman was hold up in a home on Holland's southside. News Director Gary Stevens and myself were on the scene doing live reports and letting listeners know what streets were closed due to the incident.
- *Describe your stations weather forecasting service.* WHTC uses a state of the art digital weather system that delivers our listeners accurate forecast info and current stats 24 hours a day, 7 days a week.

- *Do your stations participate in AMBER or EAS? Yes, both.*

Political Programming

- *Describe all candidate debates sponsored or aired. WHTC carried all 3 presidential debates this season as well as the vice-presidential debate.*
- *Do your stations offer candidates other types of free airtime? Give examples, and include examples of candidates declining offers of free airtime. Candidates are offered free air time during several of our shows including "The WHTC Morning Show", "Talk of the Town" and "On The Air". Most candidates are eager to get their message out on WHTC, few decline.*
- *Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? Yes*
- *Do your stations cover local campaign and /or convention events? Yes*
- *Describe your stations participation in promoting voter registration drives. WHTC promotes local voter registration by giving free air time for folks in our area running these drives. We also put a link on our website at www.whtc.com for listeners to see if they are registered to vote, as well as where they vote.*
- *Give examples of how your websites are used to enhance political coverage. We put political stories on whtc.com for listeners as well as information on candidates visits to the holland area.*

Civic, Cultural and Other Community-Responsive Programming

- *Please list examples of programming targeted to raise funds for local charity organizations. WHTC does much work for and with local charity organizations. The Ottawa County Red Cross, The Holland Center For Women In Transition and a local fundraiser for a local man dying of brain cancer to name a few.*
- *Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events. WHTC covers many local events such as Hope College sports, high school sports, Tulip Time festival including 3 parades, The Ottawa County Fair, The Christmas Parades in Holland and Zeeland as well as many other local events every month.*
- *Please list the number of Public Service Announcements aired per week. Approx 400*
- *Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues.*

WHTC covers local issues such as flu-shot availability, local drinking and driving initiatives conducted by the Holland police dept as well as other social issues.

Music

- *Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Yes, periodically Give examples.* WHTC has had several local artists on Alegria Latina (our weekly Hispanic music and news program) Talk of The Town. This past summer we had members of the Zeeland High School Jazz Band and Thom Ellis, a local country artist.
- *What percentage of your music programming is generated locally? 90%*
- *Do your stations research the market to determine the type of music they want to hear locally? Yes Give examples.* Being a small market station we do not have the budget to do a lot of market research. The research we do is more direct contact with listeners such as requests as well as whtc.com questions asking listeners what they would like to hear on WHTC.

Station Participation in Community Activities

- *Give examples of your stations support and involvement with non-profit and charity initiatives.* WHTC supports non-profits such as Habitat For Humanity, Ottawa County Red Cross, Holland Chorale etc. We give them free air time and public service time to get their message out.
- *Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.* WHTC covers and promotes local Hispanic events such as Tulipanes, Hispanic Festival that kicks off Tulip Time, weekly local blood drives, health screenings, community fundraisers. This fall we also partnered with the Ottawa County Red Cross to collect disaster funds for the hurricane victims in Florida.