

## Section 2 Example

### Consistent Local Programming and Coverage

#### **WSOY- AM – 2012 NAB Crystal Radio Award Recipient**

##### **Regularly Scheduled Community Affairs Programming**

**Byers & Co-** For nearly 16 years, Byers & Co. has been the weekday morning staple at WSOY and the #1 rated morning show in the market. Host Brian Byers, along with producer Lindsay Romano and news anchor Cory Allen lead a three-hour whirlwind of news, entertainment, politics, sports, local and national topics and high profile interviews and guests starting each morning at 6 a.m. and running until 9 a.m. . . In addition to over 25 service awards, Byers & Co. has won multiple Illinois Broadcasters Association Silver Dome awards including Broadcaster of the Year, Best Morning News Team and Best Community Service Activity. Byers & Co. has directly raised over 6 Million dollars for local charities over the past 16 years.

##### **Byers & Co Features:**

- **United Way Update-** Once a month, members of the Local United Way Board stop by to share updates on their campaign and tell the stories of how “your dollar” impacts 1 in 4 people in Macon County.
- **Economic Development Roundtable-** In a struggling economy, WSOY is committed to help spur economic development in the community. Byers & Co hosts a once a month roundtable from 7-8am. Guests, including small business owners and executives from our community’s largest employers, have an open dialog about how to create new economic opportunities and retain and strengthen the current job market.
- **Education Spotlight-** Urban schools come with their own challenges, such as poverty, crime and lack of parental involvement that can often thwart a child’s success. Decatur Public Schools District 61, the largest school district in the county, faces such challenges. Every Friday, Byers & Co. focuses on positive achievements and efforts taking place within DPS 61. This includes highlighting increased test scores, innovations in technology, encouraging parental involvement and celebrating the arts.
- **Education Coalition – Did You Know?-** Once a month, Byers & Co hosts a segment with The Education Coalition of Decatur & Macon County, a group formed with the goal of making Macon County the most educated communities in Illinois. By engaging the community in this important conversation we help give our community the skills to make sure every child in the community is Kindergarten ready, that every student masters grade level work and that every student graduates from high school with the skills and resources to enroll in college or join the workforce.
- **Arts Council Feature-** Arts are often overlooked as an important factor of a community’s quality of life. Byers & Co. is proud to highlight and support the arts with a twice a month feature with our local arts council. In this segment, we discuss upcoming exhibits and arts events.
- **City Hall Insider Paul Osborne-** The popular twice elected Former Mayor and publisher of the Decatur Tribune is a weekly guest on Byers & Co with a focus on issues facing the City of Decatur as well as City and County Government.

- **St. Mary's Hospital Feature** – The second Monday of every month, A medical professional from one of our local hospitals joins Byers & Co. to discuss health concerns, risk factors and prevention.

#### **Drive Time Dedication - 5pm Weekly Local Programming-**

- **Monday- Soy City Buzz-5-6pm** - Focus on community calendar and events. Hosted by community leaders Kevin Breheny & Gretchen Murphy, the show features light hearted banter with a strong emphasis on community service and involvement.
- **Tuesday- Pharmacy Facts With Friends-5-6pm** - Focus on physical and mental well being. Hosted by Lauren Young & Dale Colee, the show features advice and topics from local medical professionals on a wide array of topics focusing on mind, body & spirit.
- **Wednesday- Direct Line- 5-7pm** - Focus on religious programming. Hosted by Wayne Kent, the show focuses on current events from a spiritual viewpoint of many faiths. Calls and guest experts are a regular feature.
- **Thursday- Sport Talk with Mark Tupper-5-7pm** -Focus on Local & Regional Sports. Hosted by the community's leading sports editor, Mark Tupper, the show highlights the achievements of local high school athletes as well as coverage of college and regional sports.
- **Friday- Parks at 5 – 5-6pm** – Focus on Parks and Recreation –Hosted by Chris Riley, Parks at 5 allows the award winning Decatur Park District to educate residents on its nationally recognized facilities to their year-round educational & enrichment programs.

**Issues and Answers** – This community service program airs every Sunday from 7:30am-8am and is currently hosted by Cory Allen and produced by Jeff Daly. The program includes in-depth interviews with individuals, business and community leaders and non-profits. The goal of the program is to “go beyond the sound bite” and provide listeners with tools and information to help obtain assistance or become more involved. Topics have included child abuse awareness and prevention, homelessness, highlighting neighborhood coalitions and understanding property tax assessments.

#### **Religious Programming-**

- **Church of the Air-** For over 40 years, worshipers tune in every Sunday morning from 8-8:30am to hear sermons and inspirational messages from local pastors and churches.
- **Good News From Pilgrim Lutheran Church** –Pastors of Pilgrim Lutheran church share their family friendly message in this moving segment every Sunday morning from 9-9:20am.

#### **News & Weather Coverage**

From 6-9am, WSOY airs newscasts live from the newsroom twice an hour. These newscasts include 3 full minutes of local & regional news and local sports, as well as 3 min of national coverage from Fox News Radio. From 9am-5:30pm the WSOY newsroom airs a full top of the hour newscast (3 min local news and sports and 3 min Fox News Radio Network). All local news stories are posted at [www.wsoyam.com](http://www.wsoyam.com) as well as links on social media sites such as Twitter and Facebook. Weather in central Illinois is constantly changing, WSOY airs weather forecasts 4 times an hour between 6-9am as well as twice an hour from 9am-5:30pm and 5 min past the hour from 6p-midnight. WSOY also provides locally produced business reports and markets live at 7:50am as well as Businesses News with the Fox Business Report 3 times throughout the day and commodity prices & Markets from the RFD radio network 3 times daily. Listeners can sign up to receive information straight to their phone through our texting service. Only signing up for the information they want, listeners can receive breaking news alerts, severe weather information and school closings for their specific school.

## **Special Features**

**K2 Forum Town Hall Meeting-** A forum organized by WSOY to inform parents, educators and the community about the dangerous substances known commonly as “K2” and “Bath Salts”. These substances are sold legally over the counter in local convenience stores and mimic the effects of marijuana, meth and cocaine, often with dangerous or even deadly results. The forum included The Macon County States Attorneys Office, The Macon County Sheriff’s office, The Decatur Police Department, St. Mary’s Hospital & Neuhoff Media and included community question and answer. Live web stream, video & podcast of forum also featured on wsoyam.com

**News You Need. . Now** - With a flexible programming format, WSOY is able to break into any regular programming on any of our 5 stations to bring listeners the latest breaking news, weather or public safety information, including Amber Alerts. We are also committed to not only reporting news, but taking you there LIVE as its happening by offering live broadcasts of important press conferences and announcements. WSOY is unsurpassed in providing breaking news as its happening, utilizing our breaking news texting service and alerts, including school closings, severe weather alerts and more.

**Addressing The Community** – For more than 10 years, WSOY has been broadcasting the Mayor’s State of the City Address. WSOY also provides live broadcasts of the Community Leaders Breakfast, an event that draws nearly 1000 community members to hear featured speakers focusing on bringing the community together for common goals.

**Radio-thon** (conducted in Studio)

**Helping Those Here & Abroad – The United Way Blitz Day/ Fundraiser For American Red Cross Japan Earthquake and Pacific Tsunami Relief Fund – 3/25/2011-** Troubled that our local United Way was falling short of its goal, WSOY organized a United Way Blitz Day, a 12 hour radio fundraiser, in hopes of filling the gap. Then, just 2 weeks prior to the scheduled date of the broadcast, Japan was hit with one of the most powerful earthquakes in history. It was a tragedy that was hard to ignore. The decision was made at that time that a fundraiser for the American Red Cross efforts in Japan would be included in this 12 hour radio-thon. . helping not only our neighbors at home with the United Way, but those in our hearts abroad. WSOY, through on-air appeals, raised \$180,000, \$80,000 of which was directed to the United Way of Decatur and Mid-Illinois and \$100,000 of which was divided between United Way and the American Red Cross Japan Earthquake and Pacific Tsunami Relief Fund. WSOY is proud to be a company that Lives United. Those efforts are evident after being awarded the 2011 Company That Cares Award, the agency’s highest recognition and Volunteer of the Year. In addition, WSOY was awarded The United Way’s Cornerstone Award, a recognition that was given to four companies with UW investments surpassing \$100,000, including Ameren Illinois, ADM and Caterpillar.

## **Public Service Announcements**

**General Public Service Announcement-** WSOY gave away 15,000 minutes of air time dedicated to public service announcements in 2011, valued at over \$450,000.00. This does not include any of our station sponsored events or network run PSA’s.

**Crime Stoppers-** From time to time, the need arises to assist our local police department in obtaining information from the public pertaining to a case where time is of the essence. In one such example, In August of 2011, the Decatur community had an escalation of violent crimes in a one weekend period, ending in the brutal death of a 17 year old boy who was defending his

little sister from attack. With no witnesses willing to coming forward, WSOY began running a 60 second PSA asking for tips at the behest of the Decatur police. WSOY also included web assistance and text alerts featuring the Police tip line.