



Quincy Broadcasting Company, Inc. • 513 Hampshire St • Quincy, IL 62301 • 217-228-6600

# 2020 1st Quarter Community Involvement Report

At WGEM, we feel it is very important to have a connection with the communities we serve. We do that by telling stories that “Make A Difference.” Our broadcasts included stories of how our communities are helping each other by making masks for essential workers, donating food surplus’ and fire departments hosting birthday parades. ⇒ ⇒ ⇒ ⇒



While we recognize how important our local businesses are, and we strive to promote them throughout the business shutdowns. As part of his daily briefings, Illinois Governor J.B. Pritzker shared a story we did on how a community member was supporting local restaurants on Facebook.

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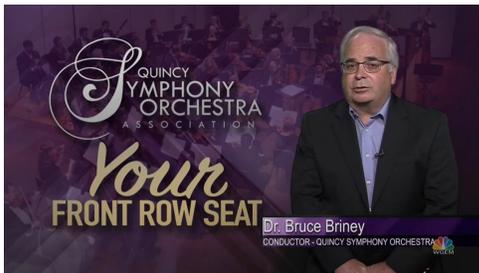
Many of our advertisers and local businesses in the Tri-State area were generous in their support of our station by continuing to air commercials with us across our platforms. To thank them for their loyalty, we developed an ad to let our viewers know how important we think they are and to support them when possible. ⇒ ⇒ ⇒ ⇒



A long-standing WGEM tradition has been to visit local stores throughout the Tri-States to program weather alert radios for our viewers. While we were not able to get out in the public to do that this year, we did partner with Farm & Home Supply stores to promote the importance of being weather prepared.

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WGEM has televised the Dogwood Festival Parade for several years. Due to our inability to have a parade in Quincy in 2020, our production team of Marketing Manager, Shawn Dickerman and Operations Manager, Jim Lawrence edited a Dogwood Festival Parade Classics that aired on our NBC station in place of the live event, hosted by morning anchors Natalie Will and Don Dwyer.



Another organization we have partnered with during these unusual times is the Quincy Symphony Orchestra. They asked us if we would air a special program to highlight some of their past concerts. We ended up airing three specials on NBC to showcase their performances. This allowed their members and our viewers to enjoy their talents. The concerts were also simulcast on WGEM-FM.

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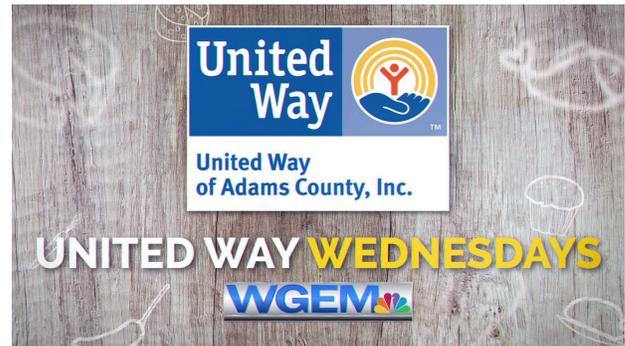


Recognizing that our area high schools and colleges were not going to be able to have their traditional graduation ceremonies, we were able to work with Quincy High School to broadcast their graduation. We also aired promotions for other area high schools that highlighted their valedictorians and salutatorians.



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Several promotional spots were made this quarter to highlight fund-raising for many of the organizations that are busy assisting those who are impacted by the COVID-19 pandemic. Campaigns that we featured included the Red Cross 12 Hours of Giving, United Way Restaurant Days and the Quincy Community Theatre Ghostlight.



Thanks to suggestions from conversations with General Managers within Quincy Media, the WGEM team produced a Severe Weather Guide that was distributed at area Farm & Home Stores throughout the viewing area. Additionally, guides were available in an edition of the Herald Whig and Hannibal Courier Post. The guides contained useful information about severe weather preparedness and also information about past severe weather episodes. ⇒ ⇒ ⇒ ⇒



Congratulations to WGEM on their recognitions from the Illinois, Missouri and Iowa Broadcasters Associations.

Illinois:

**Best TV Newscast**

- WGEM News at Six
- WGEM News at Ten

**Best Local Radio Newscast**

- WGEM News with Don Dwyer

**Best TV Spot News Coverage**

- A Scramble for Sandbaggers

**Best TV Sportscaster**

- Tony Cornish, Jr.

**Best TV Community Service Activity**

- Drive to Stay Alive

Missouri:

**Best Newscast**

- WGEM News at Six-2<sup>nd</sup> Place
- WGEM News at Ten-1<sup>st</sup> Place

**Breaking Weather**

**Breaking News- 1<sup>st</sup> Place**

**Investigative Reporting- 2<sup>nd</sup> Place**

**Station Sponsored Community Event**

- Drive to Stay Alive-2<sup>nd</sup> Place
- WGEM Bucket Blitz-1<sup>st</sup> Place

**Commercial Series-SIU Medicine- 2<sup>nd</sup> Place**

**Special Program-WGEM Academic Challenge- 2<sup>nd</sup> Place**

Iowa:

**Political Coverage- 1<sup>st</sup> Place**

- Election Night

**News Photography- 1<sup>st</sup> Place**

- Living Through the Flood

**Sports Coverage- 1<sup>st</sup> Place**

- Sports in Focus-Nick Trotter

**Play by Play- 1<sup>st</sup> Place**

- Crosstown Rivalry Basketball

**Overall Excellence- 3<sup>rd</sup> Place**

- WGEM News

**Newscast- 2<sup>nd</sup> Place**

- WGEM News at Six

**Spot News- 2<sup>nd</sup> Place**

- Levee Fails

**Flood Coverage- 2<sup>nd</sup> Place**

- The Flood of 2019

**Sportscast- 2<sup>nd</sup> Place**

- Tony Cornish, Jr.

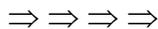
**Weather Coverage- 3<sup>rd</sup> Place**

- WGEM StormTrack Weather

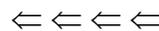
**Excellence in Anchoring- 3<sup>rd</sup> Place**

- Natalie Will and Don Dwyer

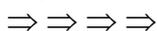
WGEM has partnered with the City of Macomb for many years to televise the annual Heritage Days Parade. Due to our inability to have a parade in Quincy in 2020, our production team of Marketing Manager, Shawn Dickerman and Operations Manager, Jim Lawrence edited a Heritage Days Parade Classics that aired on our NBC station in place of the live event, hosted by morning anchors Natalie Will and Don Dwyer.

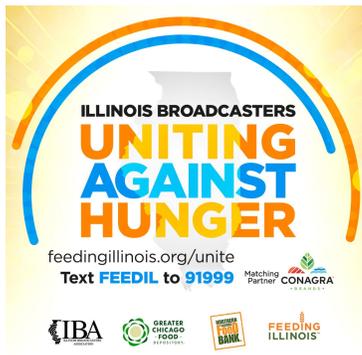


Another organization with whom we regularly partner for fund-raising activities is the YMCA. As they too were impacted by COVID this year, they held a virtual fund-raiser to support their annual Bridge The Gap campaign. General Sales Manager Ben Van Ness was present for the check presentation from Quincy Medical Group for \$37,000 from this event.



Because of the COVID-19 restrictions, Honor Flights, which WGEM has been a sponsor of for over 11 years, were not able to be scheduled. When we heard of a WWII veteran who resided at the Illinois Veterans Home but had not gone on a previous Honor Flight, we presented him with a Great River Honor Flight shirt, cap, lanyard and quilt in appreciation to his service.





Anticipating the need, IBA Chairman John Idler created a statewide campaign to raise funding for the food banks and depositories throughout Illinois. Chairman Idler and his ABC 7 team worked with **Feeding Illinois** to create a campaign that reached from Chicago to Cairo. IBA-member TV stations and dozens of radio stations, including WGEM, participated in the month-long effort.

As is evidenced by the daily newscasts on both the national and local level, the Coronavirus Pandemic is far from over. This section of the report details some of the steps WGEM took to accomplish our goal of educating the public about this unprecedented situation.

When COVID-19 information was changing minute by minute, WGEM continued hosting experts during our 6 pm newscast through April 16<sup>th</sup>. We spotlighted our Digging Deeper segment answering questions from our viewers. The conversation continued each night on WGEM-FM 105.1 for 30 minutes. ⇒ ⇒ ⇒ ⇒



WGEM collaborated with the Quincy Media Iowa stations to air the virtual Iowa Democratic Senate Forum.

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We continued to stream all of the White House Coronavirus Task Force briefings and all of the state briefings for Illinois, Iowa and Missouri on our website and on Facebook. The state briefings were also carried on WGEM-FM. ⇒ ⇒ ⇒ ⇒



The Quincy Media Capital Bureau team has been leading the way on significant stories. They were the only ones to capture a Saturday Reopen Illinois rally on the capital lawn that grew to 800 people. The story was picked up by CNN.

The Capital Bureau team were also the only team to travel to Clay County and report live from a hearing on a lawsuit against the Governor's Stay-At-Home order. This story was also picked up by CNN.