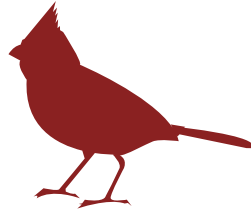




# HELPING HOOSIER COMMUNITIES







# IBA CARDINAL **COMMUNITY SERVICE AWARDS**

The Indiana Broadcasters Association represents more than 250 radio and television broadcasters throughout the Hoosier state.

Broadcasters are the eyes and ears that keep Hoosiers informed, entertained and protected, but also lend their hands to provide secure, healthy, prosperous communities for those they serve.

This year's recipients of Cardinal Community Service Awards raised more than \$3.5 million for various causes including flood relief, meals for the food insecure, school supplies for those who can't afford them, and support for those battling diseases such as cancer.

We are honored to recognize the work of the 2018 Cardinal Community Service Award recipients.



**Dave Arland**  
*Executive Director*



**J Chapman**  
*IBA President*



# 1<sup>st</sup> CONGRESSIONAL DISTRICT

## WYIN-TV (Gary)

### Lake County Community Conversation

Lakeshore PBS and the Legacy Foundation brought together more than 1,500 local residents at 133 sites across Lake County on one day. The diverse group included small businesses, non-profit organizations, neighborhood groups and community residents who talked about ways to make their neighborhoods stronger, safer and more dynamic.



## WIMS-AM (Michigan City)

### Stuff A Bus

WIMS along with First Trust Credit Union, Salvation Army of Michigan City, and Al's Supermarkets partner for an event called "Stuff A Bus" to raise money and collect food for families in La Porte County. Over the course of several weeks, listeners and businesses stuff bags with food donated by Al's. These bags are sold for \$5.00 each to customers who, in return, donate back to the cause.



# 2<sup>nd</sup> CONGRESSIONAL DISTRICT



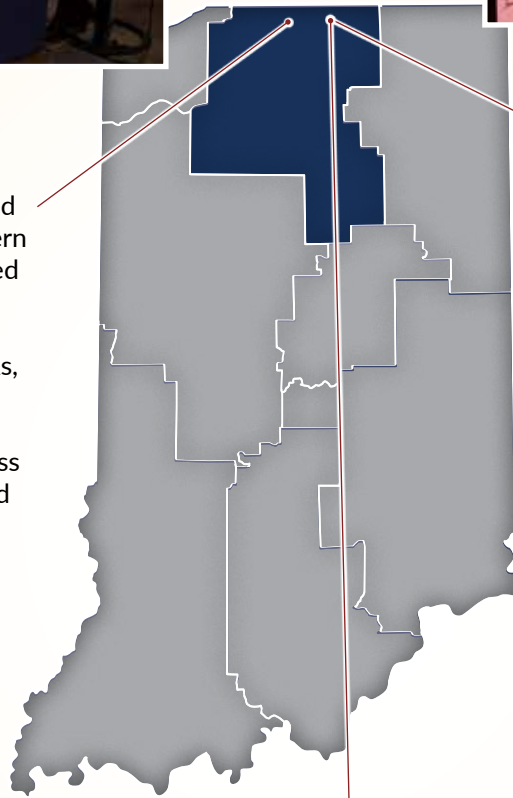
## WNDU-TV (South Bend) Flood Victims Relief

When late-February floods devastated parts of Northern Indiana and Southern Michigan, thousands of Hoosiers faced temporary homelessness and a long recovery once they returned to their flood-damaged homes. Through PSAs, news coverage, web site support, a continuous on-air crawl and phone bank, WNDU-TV helped the Red Cross raise more than \$56,000 to help flood victims in Northern Indiana.



## WBYT-FM (Elkhart) Martin's Super Markets

WBYT's (B100) Deb Miles and Martin's Super Markets teamed together to sell a pink tervis tumbler for \$12 during the Drink Pink Campaign. A portion of the proceeds went to Riverbend cancer services which deals with the mind and spirit of local cancer patients. In 2017, the Drink Pink Campaign generated a \$6,396.28 donation.



## WTRC-FM (Elkhart) St. Margaret's House Support

Michiana's Morning News host Mark McGill and afternoon host Casey Hendrickson hosted the 4th annual St. Margaret's House Radiothon to support the local women and children's shelter. The 2017 radiothon resulted in more than \$53,000 raised for St. Margaret's House.



# 3<sup>rd</sup> CONGRESSIONAL DISTRICT

## EPTA-TV (Fort Wayne)

### Coats For The Youth

EPTA-TV, Fort Wayne's NBC, ran PSAs encouraging viewers to drop off new or gently used coats for youth in need. More than 5,000 warm winter coats were distributed in December 2017 to children in the area. Those distributions reached more than 80 local schools and social services agencies the Fort Wayne community.



## WPTA-TV (Fort Wayne)

### Battle of the Badges

WPTA-TV teamed up with the American Red Cross for the "Battle of the Badges" blood drive, an initiative in partnership with local firefighters, police and first responders. The campaign received nearly 700 donations during the one-week campaign. These donations could help save the lives of nearly 2,100 people in the area.



## WBOI-FM (Fort Wayne)

### Issues and Ales

WBOI hosts events called "Issues and Ales," which are panel discussions focused on issues pertinent to the region in a laid-back atmosphere. WBOI partnered with the Downs Center for Indiana Politics to organize a discussion around why civic engagement is important and what can be done to engage citizens in public concerns, politics, and deliberation.



## WRWT-LP (Syracuse)

### Hurricane Relief Fundraiser

Wawasee High School Warrior Leadership Committee students hosted a live show on the school's radio station, 93.7 FM The Mix WRWT-LP, raising money for people affected by the late 2017 hurricanes. Donations were collected through Crowdrise, a website associated directly with the Red Cross. More than \$1,300 dollars was raised.



## WBYS-FM (Fort Wayne)

### LeBOWLski Bowl-a-thon

WBYS (98.9 The Bear) held its Big LeBOWLski bowl-a-thon for The Muscular Dystrophy Association (MDA). The MDA set a goal of \$3,500 for the night, but the station doubled their expectations, raising \$7,000.



# 3<sup>rd</sup> CONGRESSIONAL DISTRICT

## WOWO-AM (Fort Wayne)

### Penny Pitch

WOWO's Penny Pitch campaign provides grants to disadvantaged individuals and not-for-profit organizations serving Northeast Indiana. Over the course of 2017's Penny Pitch efforts, WOWO raised \$176,407 for The Shepherd's House in Fort Wayne, Indiana. The organization provides temporary housing for homeless military veterans living with addictions.



## WLAB-FM, WCKZ-FM, WYJW

(Star 88.3) (Fort Wayne)

### Give Love Campaign

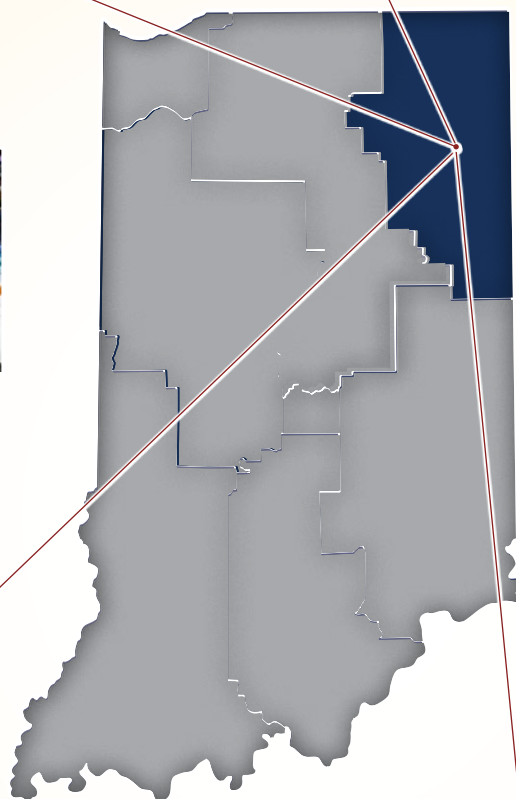
STAR 88.3's Give Love campaign is an outreach opportunity to reach a group of people from a variety of backgrounds that have gone through heartache, loss or great challenges. Each recipient is given encouragement through a large gift basket full of gift cards, gifts for the individual or family and prayer from the radio station team. More than 50 people are served during this campaign.



## WMEE-FM (Fort Wayne)

### Big Brothers and Big Sisters of Northeast Indiana

WMEE-FM produced promos promoting Big Brothers Big Sisters of Northeast Indiana's Bowl for Kids Sake. On-air personalities also emceed all the bowling times in Allen and Huntington counties. Over the course of that time, the organization raised more than \$180,000 to benefit the kids in communities of Northeast Indiana.



## WANE-TV (Fort Wayne)

### Habitat for Humanity

WANE-TV partnered with Fort Wayne's Habitat for Humanity to help build a home in Habitat's front porch community, Fuller's Landing. This community is on Fort Wayne's north side and provides families a path to home ownership. Staff was encouraged to volunteer for four hours of paid time and 19 WANE-TV staffers volunteered, working together to help frame, do trim work, and put up vinyl siding on homes in Habitat's 115-lot neighborhood.



# 4<sup>th</sup> CONGRESSIONAL DISTRICT



## WRIN-AM/WLQI-FM (Rensselaer)

### Miracle Tree

WRIN/WLQI Radio, in conjunction with six area banks and Rensselaer Rotary Club, sponsor the "Miracle Tree." Area residents are asked to select a tag from one of the local banks, purchase a gift, wrap and return to that local bank. The Miracle Tree is tagged with a child's name that range in ages up to 16 years. This effort helps a child not to be forgotten at Christmas time.

## WMRS-FM (Monticello)

### White County United Way Campaign

WMRS hosted the kick-off for the White County United Way Campaign by encouraging Random Acts of Kindness. WMRS donated a live remote from 10am-noon and had listeners participate by doing Acts of Kindness. The United Way raised a total of \$30,000 throughout this campaign to receive a matching grant of \$30,000.



## WLQQ-FM (West Lafayette)

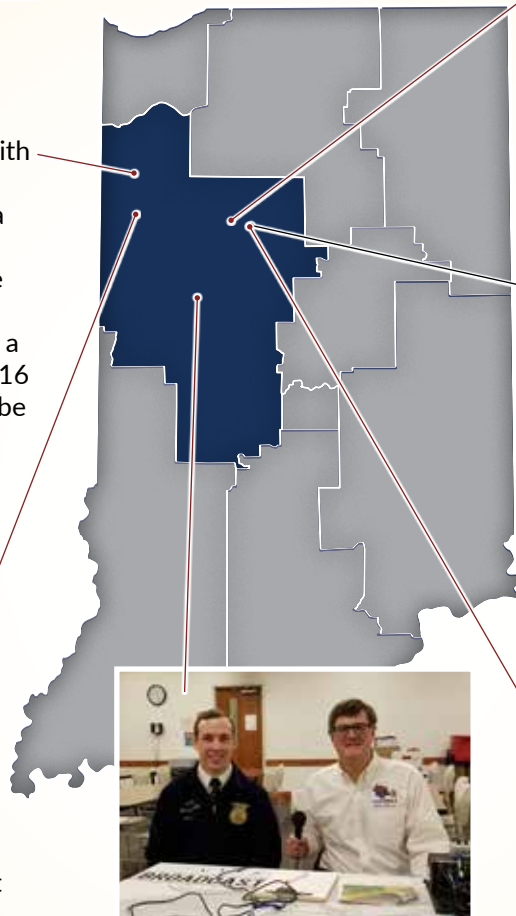
### Donut Dash

WLQQ-FM worked with Area IV Agency on Aging and Community Action Programs, Inc on a Donut Dash. The organization is a private, not-for-profit organization working to make the best use of federal, state, and local resources in the form of programs or services. WLQQ aired more than 300 promos for Area IV as well as mentions on the daily blog and social media posts.

## WLF1-TV (Lafayette)

### Tools for School & Coats for Kids

To help keep low-income children warm and ready for school, WLF1 produced the "Tools for School", and "Coats for Kids" campaigns. Staff members distributed coats and school supplies to finish the drive. In 2017, WLF1 collected hundreds of coats, and brought in thousands of school supplies helping kids in the community.



## WKOA-FM/WXXB-FM/WASK-AM/FM (Lafayette)

### Riley Radiothon

Neuhoff Media's Riley Radiothon with Riley Children's Foundation raised more than \$53,000 for Riley Hospital for Children in Indianapolis. This 18-hour event was broadcast live from Center Court of the Tippecanoe Mall and combined all staff from the three stations.



## WIMC-FM/WCDQ-FM/WCVL AM-FM (Crawfordsville)

### FFA Chapters Broadcasting Event

Every year, WIMC, WCDQ and WCVL highlight the FFA Chapters at Southmont and North Montgomery during FFA Week. The station's staff talks to students and teachers and edit the comments into on-air announcements. They also report on events during the week. Both chapters are very successful.



# 5<sup>th</sup> CONGRESSIONAL DISTRICT

## WZWZ-FM (Kokomo)

### Little Black Dress Event

WZWZ Z92.5 and The Family Service Association of Howard County have partnered for the past five years for the Z92.5 Little Black Dress Event. This event was created by Z92.5 to raise money and awareness for the domestic violence shelter including to help pay off the mortgage for the Shelter. Over the past two years, the Z92.5 Little Black Dress Event has raised \$45,000 with the proceeds going towards the mortgage.

## WTTV-TV (Indianapolis)

### CBS4 Our Veterans Campaign

CBS4 has made serving vets a pillar of its community service including its "CBS4 Our Veterans" campaign. Altogether, CBS4 has produced nearly 50 veteran-related stories over the past year and provided volunteers to repair the home of a National Guard veteran who was no longer able to do work around the house because of a series of strokes and seizures.



## WXIN-TV (Indianapolis)

### Pack the Pantries

Over a 13-hour telethon in April, FOX59's Pack the Pantries food drive brought in more than \$100,000 in cash donations, enough to provide more than 300,000 meals for hungry Hoosiers.



## WZPL-FM (Greenfield)

### Make-A-Wish Request-a-thon

Every year, the Smiley Morning Show has a 36-hour request-a-thon to raise money for Make-A-Wish Ohio, Kentucky, and Indiana. This year they were able to beat last year's record.



## WBKQ-FM (Alexandria)

### Cook and Belle Christmas Show Fundraiser

WBKQ BLAKE-FM teamed up with local artists Bret Cook and Michelle Belle for the annual Cook and Belle Christmas Show. Local musicians come together to help raise food and cash for those in need. Concertgoers were encouraged to bring canned goods for the food pantry at Fairlawn Church of Christ. The two evening concerts also raised \$4,000 to be donated to Christian Daugherty, a young boy from the Eaton/Albany area, to help with his medical bills.



## WMXQ-FM (Hartford City)

### Secret Families Christmas Charity

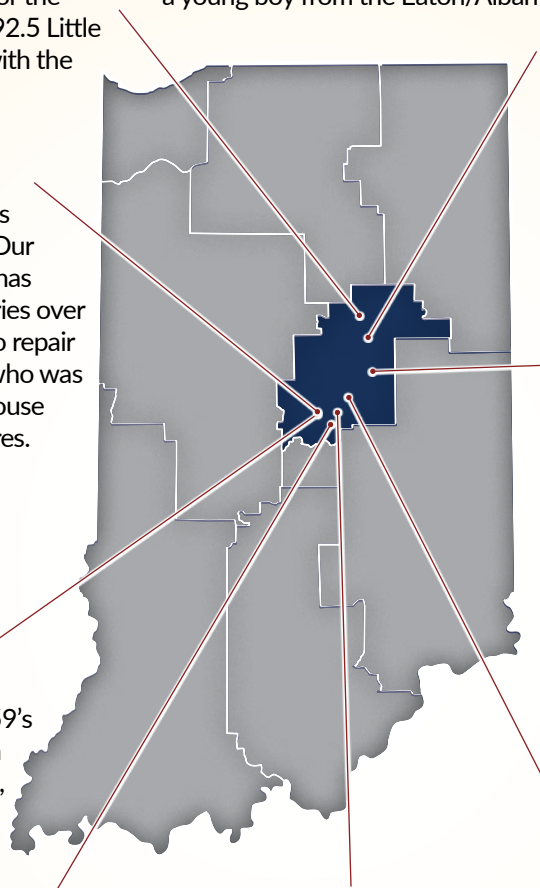
WMXQ "MAX-FM" participated in Secret Families Christmas Charity. This event is the largest single-day charitable event in the county and includes providing wrapped presents, a Christmas tree, a gift card, and bible to 360 families.



## WHBU-AM (Anderson)

### Kids Talk- Stand Up For Kids Fundraiser (Aspire)

Through live interviews and promos, WHBU-FM attracted a record-breaking crowd of 370 to the historic Paramount Theatre in Anderson for Kids Talk's 3rd Annual Stand Up For Kids fundraiser. Kids Talk is a part of Aspire Indiana, providing a child-friendly location where children can report sexual or physical abuse, neglect, or their memory of a violent incident in a safe and comforting environment.



## WEEM-FM (Pendleton)

### Arabians Care Fund Support

The students and staff of WEEM created the Arabians Care Fund (ACF) to support students in the South Madison Community School Corporation during times of need like classmate Abby David who was diagnosed with Hodgkins Lymphoma. The students, staff and volunteers have raised and donated thousands of dollars for the students through the ACF.



# 6<sup>th</sup> CONGRESSIONAL DISTRICT



## WLBC-FM (Muncie)

### Radio Charge Campaign

WLBC's Radio Charge campaign included efforts to end generational poverty in the county. In the end, \$1,427,079 was raised for Delaware County United Way.



## WERK-FM (Muncie)

### Walk a Mile in My Shoes

WERK-FM was the media sponsor for "Walk a Mile in My Shoes" with the Muncie Mission, a local not-for-profit. The event raised \$76,000 and an estimated 2,000 walkers participated. The money raised goes to daily, free lunches offered at the mission and a food pantry.



## WMDH-FM (New Castle)

### Colin and Anna's Book Club

WMDH Hosts Colin & Anna have been reading to kids in elementary schools all across East Central Indiana. By reading their favorite children's books, Colin & Anna hope to inspire a love and importance of reading in students. Colin records each classroom saying a little message all together, so the kids can hear themselves on the radio the next day.

## WSCH-FM (Aurora)

### Ohio River Flood Recovery and Support

After the worst flood of the Ohio River since 1997 hit Aurora in February and March, WSCH Eagle Country 99.3 became a key source of important flood-related information for residents and organizations. Station employees put on work boots and contributed an entire work day cleaning up the city's riverfront park and helping property owners clean out flooded basements.





# 6<sup>th</sup> CONGRESSIONAL DISTRICT

## WHON-AM (Richmond)

### Wayne County Weekends

The Wayne County Area Chamber of Commerce and 101.7 The Point (WHON) teamed up to support local communities with Wayne County Weekends. The station volunteered 48 weekend man hours, 320 30-second messages as well as weekly social media and studio visits to support Wayne County Weekends with approximately \$15,520 in media and resources.



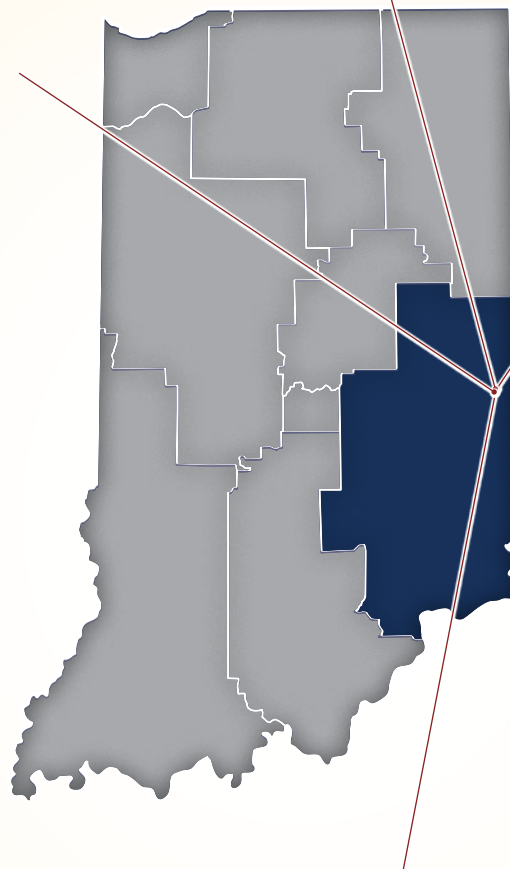
## WFMG-FM (Richmond)

### Richmond Parks and Recreation Support

WFMG partners with Richmond Parks and Recreation (RPR) to provide commercials and promotion for their events and programs. The station provides a week's worth of commercials for 14 of their events throughout the year, and we provide three live broadcasts and commercials for three additional events. An estimated \$10,000 is donated in-kind each year for commercials and promotional support.

## WQLK-FM (Richmond)

**Pledge to Not Text and Drive Community Campaign** WQLK KICKS 96 partnered with VanVleet Insurance for W8\*2\*TXT encouraging the community to pledge not to text & drive. KICKS 96 dedicated more than \$9,000 in airtime and resources.



## Sunny 95.3 (Richmond) (W237AT)

### Fight Against Opioid Abuse

Sunny 95.3 (W237AT) teamed up with Susan Sexton Wood from Unchained Praises to join the fight against Opioid Abuse. Susan encouraged the community to choose recovery through a series of interviews and community service messages on Sunny 95.3. The station supported this initiative with more than \$2,500 in media and marketing resources.



# 7<sup>th</sup> CONGRESSIONAL DISTRICT

## WNOV-FM (Speedway)

### Joe & Alex Holiday Wrap Up Show

The Joe and Alex Show Holiday Wrap Up was a huge success as families from all over the Indy-area came to the Greenwood Park Mall to have their gift wrapped with a donation to the Ronald McDonald House of Indiana. Joe and Alex were able to raise more than \$2,000 on air and on site for Ronald McDonald House of Indiana.



## WNOV-AM/FM, WTLC-AM/FM, WHHH-FM, WDNI-TV, W275BK (Speedway)

### Renovate and Recreate for Indy Inner-city Parks

The stations of Radio One Indy partnered with local businesses, community leaders, local churches, the city of Indianapolis, and the Indy Parks Department to renovate and create events at an inner-city park for five weeks during the summer. The final week had more than 5,000 people in attendance.



## WISH-TV (Indianapolis)

### Gr8 Paper Push

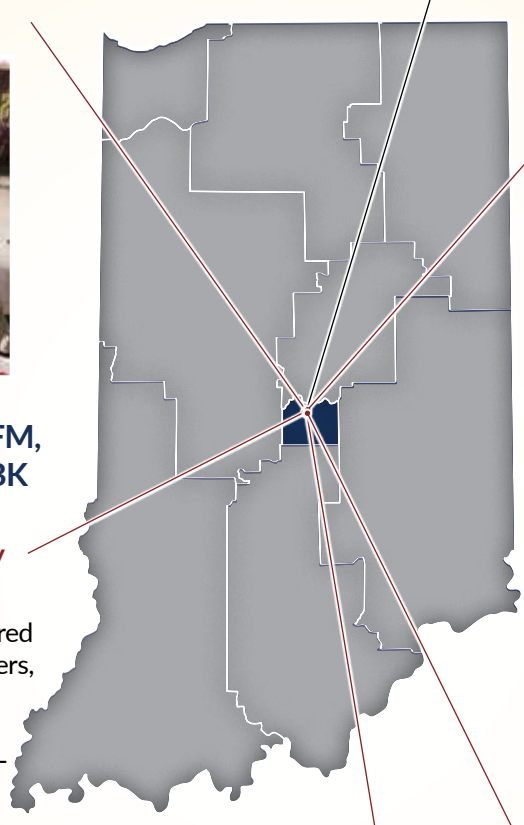
Two teams of WISH-TV talent and camera crews travel to gather donated paper and school supplies from businesses and organizations that have tweeted the station in advance to arrange supply pick-up. The Gr8 Paper Push impacts the 272 Marion County Schools with the highest level of financial need.



## WNOV-AM/FM, WTLC-AM/FM, WHHH-FM, WDNI-TV, W275BK (Speedway)

### Victims of Hurricane Harvey and Hurricane Irma Relief

All Indianapolis media outlets teamed up with key community and business leaders to give Hoosiers another important way to help victims of Hurricane Harvey and Hurricane Irma. Items filling these trucks amounted to more than \$670,000 in goods for hurricane relief. In addition to the items collected in the trailers, the stations raised more than \$45,000 in cash donations from corporate donors and people in the community.



## WIBC-FM (Indianapolis) Salvation Army Bed & Bread Club Benefit

WIBC's Radiathon Benefitting the Salvation Army Bed & Bread Club raised \$250,000 for the Salvation Army over 36 hours.

## WFNI-AM (Indianapolis)

### Tom Dakich Memorial Golf Outing

The Tom Dakich Memorial Golf Outing is an annual event hosted by 1070 The Fan's Dan Dakich

in honor of his father, Tom, who passed in 2014. In the past two years, they have raised more than \$15,000 for the American Lung Association.





# 7<sup>th</sup> CONGRESSIONAL DISTRICT

## WICR-FM (Indianapolis) Arts Council of Indianapolis Promotion

WICR joined with the Arts Council of Indianapolis beginning in January 2018 to promote the arts in Central Indiana through the WICR Arts Organization of the Month program. Each month the Arts Council selects a small deserving arts organization.



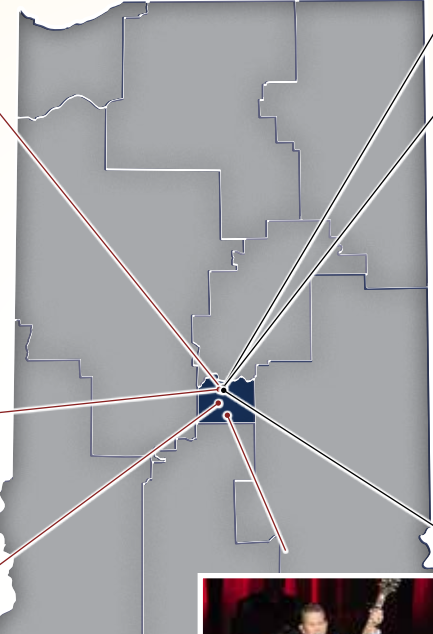
## WRTV-TV (Indianapolis) Jefferson Awards Foundation Promotion

The Jefferson Awards Foundation mission is to inspire and celebrate public service in communities. As the central Indiana media partner, RTV6 tell the stories of people who are making a difference in the community. The station also sends one of the local winners to Washington D.C. to compete for a national Jefferson Award.



## WFYI-TV (Indianapolis) Side Effects

WFYI created a 60-page standards-based curriculum and a public discussion guide to stimulate conversations about race relations in Indianapolis.



## WTHR-TV (Indianapolis) Texas and Florida Hurricane Relief

When hurricanes struck Texas and Florida in 2017, WTHR produced five separate promos that ran in heavy concentration. Two hundred :30 second spots aired during that time as well as extensive coverage in all newscasts. Approximately \$172,000 in donations were collected, eight tractor trailers were filled and sent to Texas and Florida.



## WTLC-FM (Greenwood) Black Santa at Madame Walker Theatre

Every year, 106.7 WTLC holds Black Santa at the Madame Walker Theatre to give families a little something extra for Christmas. WTLC and The Madame Walker Theatre give out toys and pictures with Santa to families. In 2017, more than 700 kids attended and received toys and pictures with Santa.



## WDNI-TV and W286CM (Indianapolis) Santa Comes to Town at Indiana State Fairgrounds

Telemundo and La Grande 105.1 partnered with the Latino Community Development Corporation for Santa Comes to Town at the Indiana State Fairgrounds. It provided the Latino community health care services, Christmas presents, and a visit with Santa. More than 250 families and close to 1,000 people attended and attendance grows each year.

## WFYI-FM (Indianapolis) Bright by Text

In 2017, WFYI launched Bright by Text so parents, families, friends, and neighbors could receive free, age appropriate, high quality text messages and related resources to nurture children birth to five years. Bright by Text helps fill a gap by providing parents and caregivers with quality, free, accessible information that supports child development and, ultimately, build graduation rates in the state.



## WTTS-FM (Bloomington) Rock to Read

WTTS “Rock To Read” is an ongoing collaboration between the station and the Indianapolis Public Library Foundation as well as the Monroe County Public Library. In total, the WTTS “Rock To Read” concert series has raised more than \$150,000 for children’s reading programs.



# 8<sup>th</sup> CONGRESSIONAL DISTRICT

## WTWO/WAWV-TV (Terre Haute)

### Relief for Hurricane Harvey Victims

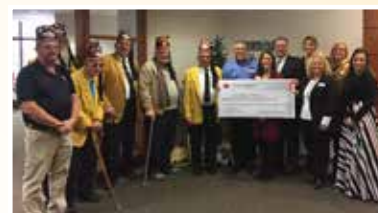
WTWO and WAWV partnered with the Salvation Army in response to relief efforts for Hurricane Harvey victims with a one-day event at a local grocery store and solicited items and monetary donations throughout the day. At the end of the day, the station filled one semi-truck, a large U-Haul, and a pick-up truck with goods and raised more than \$24,000 dollars to assist in the relief efforts.



## WITZ-FM/WQKZ-FM (Jasper)

### Quest For A Million Pennies

WITZ and WQKZ have collected pennies for Quest For A Million Pennies since 2001. Each year, the stations have met their goal. Since 2001, the stations have raised more than \$213,000 to benefit the Hadi Shriners's Children's Hospital Local Transportation Fund.



## WAMW-FM (Washington)

### The Taste of Daviess County

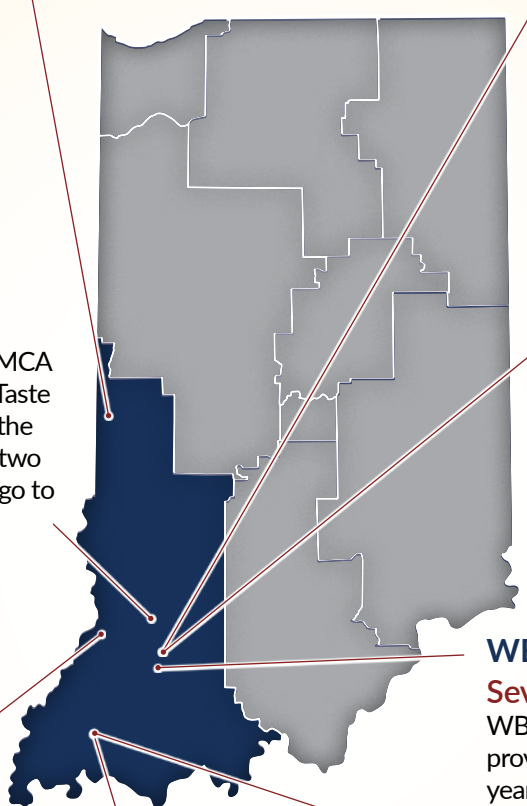
Memories 107.9 WAMW-FM has collaborated with the Daviess County YMCA for over 10 years to help promote "The Taste of Daviess County" each year. In 2017, the effort raised nearly \$3,000 to send that two to three low-income kids will be able to go to summer camp this year.



## WVUB-FM (Vincennes)

### Pack The Park

In 2017, Blazer 91.1 WVUB collaborated with the Vincennes Parks & Recreation Department. The station brought "Pack The Park" and "Gear Up For Kids" to listeners. Both events focused on community outreach, active lifestyles, and healthy family living. Volunteers helped collect a truckload of items which were cleaned and distributed from the Vincennes Salvation Army. More than 40 families in need were given 'new to them' sports equipment donated through "Gear Up For Kids."



## WEHT/WTWV - TV (Evansville)

### Easterseals Telethon

WEHT and WTVW host the annual Easterseals Telethon. The six-hour live telethon is broadcast on WEHT and simulcast on WTVW during the last hour. In 2017, the stations raised more than \$1,000,000 to help disabled children and adults in the tri-state area.



## WJTS-TV (Jasper)

### WJTS in Form

WJTS TV 18 records a nightly 10-minute segment that is part of its local news entitled "WJTS in Form". It is a simple interview program highlighting local events, community leaders, or special programs that have a positive impact on life in the viewing area.



## WBDC-FM/WAXL-FM (Huntingburg)

### Severe Weather Awareness Promotion

WBDC and WAXL partner with area schools and provide Tornado Safety Tip Cards to children. Last year, the stations distributed almost 14,000 cards to schools in six Indiana counties in the area. This campaign coincides with Severe Weather Awareness Month, during which they air hundreds of PSAs promoting tornado safety.



## WEVV-TV (Evansville)

### LIFT Campaign

WEVV created the LIFT campaign. Leading Indiana in the Fight against Trafficking (LIFT), is an on-air awareness campaign about Human Trafficking in Indiana. The station raised \$15,000 in matching funds from local businesses to help support this on-air campaign.





# 9<sup>th</sup> CONGRESSIONAL DISTRICT

## WSLM-AM/FM (Salem)

### Say Yes to the Prom Dress

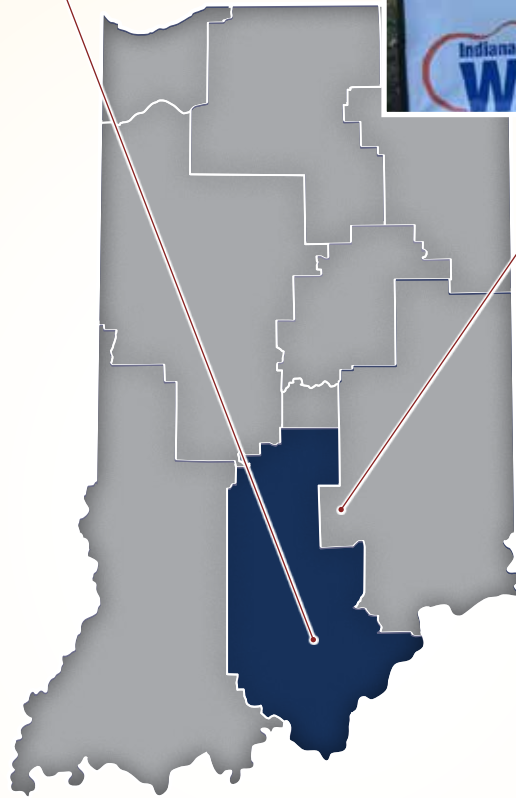
WSLM's Say Yes to the Prom Dress helps girls get new or nearly new dresses, shoes, purses, etc. In the past five years, WSLM's program has helped collect more than 500 dresses from department stores and donations. They have given away more than \$75,000 worth of prom dresses, shoes and accessories.



## WKKG-FM (Columbus)

### Kamp out for Kids

Over the past five years, WKKG has partnered with the Columbus Firemen's Cheer Fund to collect toy and monetary donations for families in need at Christmas time. The Cheer Fund is the oldest charity in Bartholomew County that depends solely on public donations for its existence. WKKG hosts an annual live broadcast, "Kamp out for Kids", to help the organization collect donations and spread the word.



**1<sup>st</sup> Congressional District**




**Ron Miller**  
WEFM-FM

**2<sup>nd</sup> Congressional District**





**Aaron Ramey**  
WBND-TV

**John O'Brien**  
WNDU-TV

**3<sup>rd</sup> Congressional District**





**Jim Allgeier**  
Federated Media

**Merry Ewing**  
Assistant Secretary /  
Treasurer  
WPTA/WISE-TV

**4<sup>th</sup> Congressional District**





**Marc Elliott**  
WLF1 TV


**Chris Fleming**  
Neuhoff Media

**5<sup>th</sup> Congressional District**




**Jamie Aitken**  
WTTV/WXIN TV

**8<sup>th</sup> Congressional District**

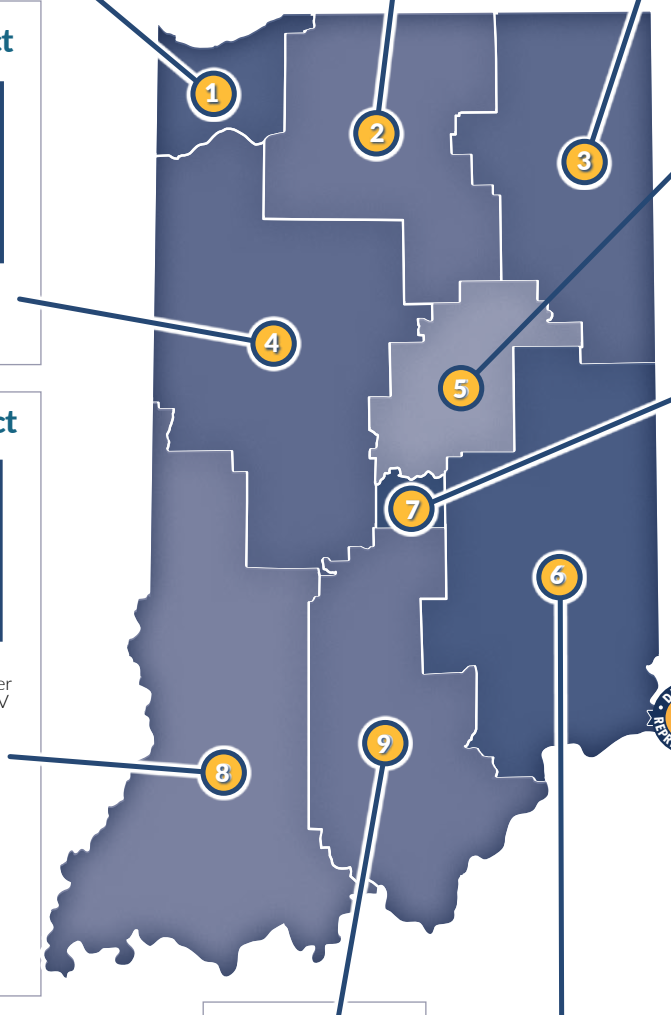














**Ed Lander**  
WEOA-AM

**Tim Sturgess**  
Secretary / Treasurer  
WTWO/WAWV-TV

**Gene Kuntz**  
WITZ, WQKZ



**7<sup>th</sup> Congressional District**

**Dan Byron**  
Legal Counsel

**Scott Uecker**  
Education  
Representative  
WICR

**Wally Leavitt**  
Associate Member  
Representative  
IMS Productions

**Deon Livingston**  
Radio One

**Larry Delia**  
Vice Chair Television  
WTHR-TV





**Tom Stemlar**  
Cumulus

**Lana Durban-Scott**  
WRTV

**Randy Ingram**  
WRTV

**Geoff Vargo**  
Vice Chair Radio  
WGCL, WTT5

**6<sup>th</sup> Congressional District**

**Tim Pollard**  
Education  
Representative

**Amy Dillon**  
Brewer Broadcasting


**J Chapman**  
Chairman  
Woof Boom Radio


**9<sup>th</sup> Congressional District**




**Becky White**  
WSLM

**IBA Staff**





**Dave Arland**  
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**James Reed**  
Public Education  
Program Coordinator