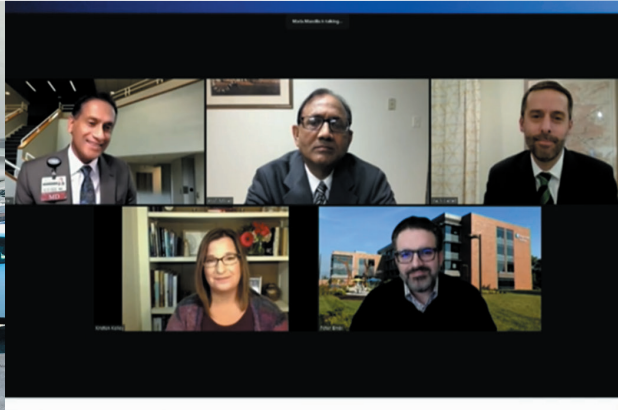


RESPONDING FOR INDIANA



COVID-19 VACCINE: KNOW THE FACTS



2021 IBA Board of Directors

1st Congressional District



Ron Miller
WEFM - Radio



James Muhammad
Lakeshore Public Media

2nd Congressional District



Aaron Ramey
WBND - TV

4th Congressional District



Gary Yoder
WLFJ-TV

3rd Congressional District



Merry Ewing
WPTA, WISE - TV



Lee Tobin
WAJI, WLDE Radio



Brien McElhatten
WPTA, WISE - TV

8th Congressional District



Ed Lander
WEOA - Radio



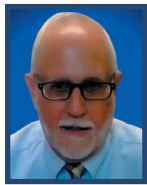
Tim Sturgess
WTWO, WAWV - TV



Eric Stremming
WEVV - TV



Curt Molander
WEHT - TV



Bill Potter
WBDC, WAXL, WORX,
WXGO, WRZR Radio
and WJTS-TV

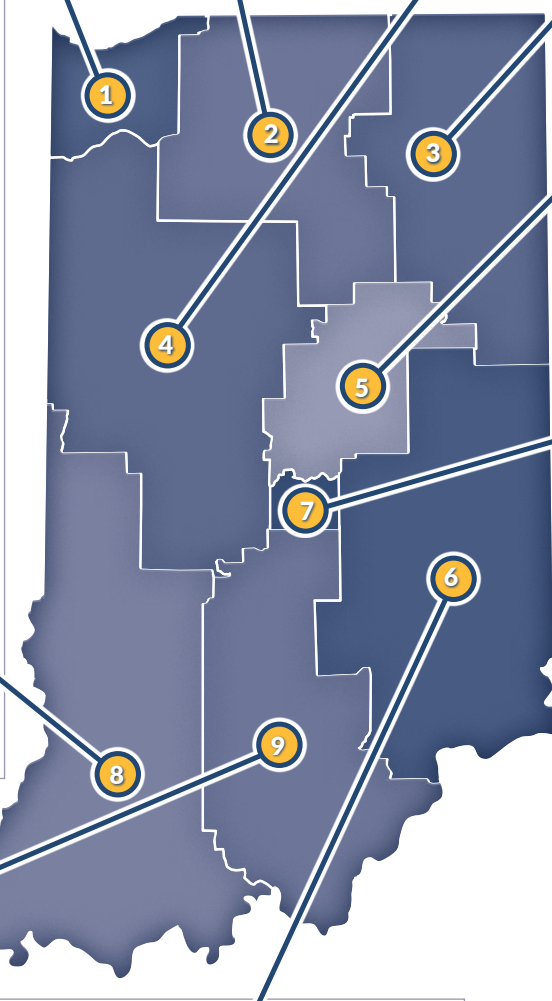


Gene Kuntz
WITZ, WQKZ -
Radio

9th Congressional District



Becky White
WSLM - Radio



6th Congressional District



Amy Dillon
WQLK, WHON Radio



Tim Pollard
Ball State University
Muncie



J Chapman
WBKQ, WERK, WHBU,
WLBC, WLQQ, WMXQ,
WXFN Radio

5th Congressional District



Dominic Mancuso
WXIN, WTTV-TV

7th Congressional District



Taja Graham
WIBC, WFNI, WLHK,
WYXB Radio



Al Carl
WISH - TV



Dawn Shewmaker
Tieline (Associate Member)



Michael Brouder
WTHR - TV



Lana Durban-Scott
WRTV - TV



Deon Livingston
Radio One



Scott Uecker
WICR - Radio

IBA Staff



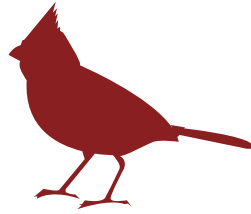
Dave Arland
Executive Director



Sam Klemet
Director of
Member Services



Mark Webster
Project Coordinator



IBA CARDINAL **COMMUNITY SERVICE AWARDS**

The unprecedented events of the past year means more and more Hoosiers rely on Indiana TV and radio stations for information to keep safe and informed. But beyond the critical up-to-date local news, Indiana broadcasters provided critical resources and put forth unique efforts to support local businesses, schools, and the communities they serve.

During a time when needs were greatest, Indiana broadcasters answered the call. This year's recipients of the Cardinal Community Service Awards raised more than \$2 Million for communities across the state.

Stations consistently hold conversations with local health officials, run public service announcements about vaccine sites and availability, and are on the front lines telling stories about the heart and resiliency of businesses who sacrificed to stay open and serve the communities they care so deeply about.

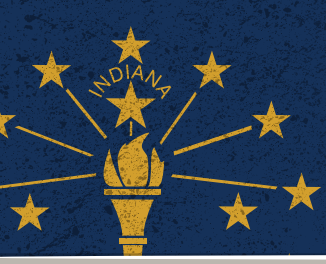
We hope as a state, country, and world we never have to face a pandemic like COVID-19, again. But Hoosier broadcasters proved they are up for the challenge and are a shining example of the value of local collaboration and spirit.



Dave Arland
Executive Director



Tim Sturgess
IBA President



1st CONGRESSIONAL DISTRICT

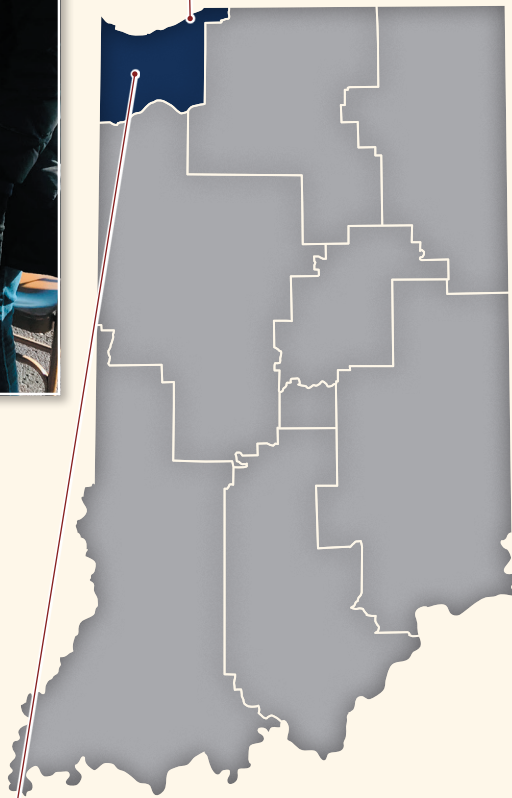


WIMS-AM

Michigan City

The United Way of La Porte County
Ric Federighi | ric@wimsradio.com

Each year, WIMS works in conjunction with The United Way of La Porte County along with other key organizations including the Michigan City Area Schools, The Michigan City Police Department, the Michigan City Fire Department to host a carwash to raise funds for the many programs that are utilized to help families throughout the county. In 2021, WIMS did a "Virtual Carwash" and raised \$3,500.



Lakeshore Public Media Merrillville

Friends & Neighbors
James Muhammad | jmuhammad@lakeshorepublicmedia.org

Lakeshore PBS is a media resource for citizens of all ages to experience life-long learning, celebrate human diversity, and engage in civic concerns, all to enrich the lives of people in the communities it serves. Lakeshore highlighted local organizations and businesses who sacrificed and went above and beyond during COVID-19 with its "Friends & Neighbors" series.



2nd CONGRESSIONAL DISTRICT

WBND-TV South Bend

Food Bank of Northern Indiana
Aaron Ramey | aramey@abc57.com



ABC57 News joined the fight to help hungry families by selling #Michiana United T-shirts. The shirts cost \$20 each. Through the campaign, ABC57 News raised nearly \$2,000 for the Food Bank of Northern Indiana to help buy food for local families. In addition to its regular pantry, the Food Bank of Northern Indiana also introduced a new drive-thru distribution center during the Coronavirus pandemic, so families could still get the food they needed, without putting their health at risk.

WRSW-AM/FM South Bend

Kosciusko County Riley Kids Fund
Woody Zimmerman | woody@kensington.media



Every year for the past decade, WRSW radio hosts a two-day radiothon called "Riley Radio Days". In Kosciusko County, a fund exists called the "KC Riley Kids Fund" that serves as a financial assistance program for families traveling to Riley. This fund provides families with gas cards, hotel stays, food cards, has even assisted in making mortgage or utility payments for families in need. The fund has raised more than \$1 Million in the 10 years since the Radiothon began including \$80,000 in 2020.

WRBR-FM South Bend

Family Justice Center of St. Joseph County
Stephanie Michel | smichel@federatedmedia.com



103.9 The Bear was the exclusive media partner for the Family Justice Center of St. Joseph County's Bacon Around the Bend - a bacon-themed 5K event. Typically, this event is held onsite at the Family Justice Center, but in 2020, it was completely virtual due to Covid-19 restrictions. The virtual Bacon Around the Bend had 142 participants and raised \$13,777 for the victims and survivors of domestic violence, sexual assault, stalking, and their families.



WHME-FM/WHPZ-FM South Bend

Teacher Supplies Surprise Contest
Corey Mann | cmann@familybroadcastingcorporation.com



Pulse FM launched the Teacher Supplies Surprise contest to purchase cleaning, masking, and other classroom supplies for local teachers. Each week for four weeks, Pulse FM's Teacher Supplies Surprise supplied two teachers in the Pulse FM listening area with \$250 gift cards to help with the expense of having a safe classroom in the midst of a pandemic. Over the course of the month, \$2,000 was given to local teachers to help with the return to school through Pulse FM's Teacher Supplies Surprise.

WUBU-FM South Bend

South Bend Civic Theater
Stephanie Michel | smichel@federatedmedia.com



During a debilitating COVID-19 pandemic and the events that followed the tragic murder of George Floyd, Mix 106 (WUBU-FM) hosted Heal and Seal, a virtual gospel event on Facebook Live. The purpose of Heal and Seal was to heal the community through music and seal it with unity. Mix 106 broadcasted live performances by The Davis Trio, Sweet Home Ministries, Divine Favor and more at the South Bend Civic Theater. More than 4,100 people watched this virtual event that created an environment of inclusion and belonging.

WNDU-TV South Bend

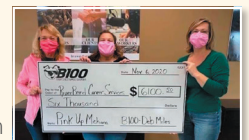
Notre Dame Federal Credit Union,
Meijer, Goodwill Industries of Michiana
John O'Brien | john.obrien@wndu.com



Every year as summer winds down, WNDU-TV rallies the community to collect school supplies for families in need through 16 Pack-A-Backpack. But in the summer of 2020, it became clear it was a school year like never before because of the COVID-19 pandemic. It was also clear that the economic impact of the pandemic made it harder than ever for some families to afford basic school supplies for their children.

WBYT-FM Mishawaka

Riverbend Cancer Services
Stephanie Michel | smichel@federatedmedia.com



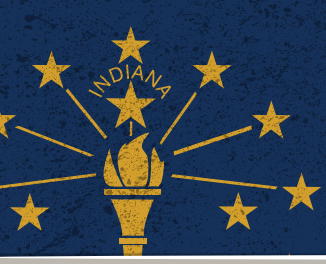
During the month of October, B100 teamed up with Martin's Supermarkets to help raise money for Riverbend Cancer Services with "Pink Up Michiana". During "Pink Up Michiana," listeners were encouraged to purchase a pink face mask with all proceeds going to Riverbend Cancer Services. This initiative raised more than \$6,100 to support women in the community fight against cancer through counseling, wellness programs, wigs, and personal items.

WAOR-FM Mishawaka

ADEC Fundraiser
Stephanie Michel | smichel@federatedmedia.com



Froggy 102.7 partnered with ADEC (A life of their Own, Dignity, Employment, and Community) for the Picture Possibilities fundraising event to support ADEC's underfunded but vital programs like guardianship, family services, transportation, and job skills training. The goal for Picture Possibilities was set at \$30,000, but the campaign managed to more than double this amount, surpassing \$60,000.



3rd CONGRESSIONAL DISTRICT

Star 88.3, WLAB

Fort Wayne

Give Love Campaign

Melissa Montana | melissa@star883.com

STAR 88.3's (WLAB, WCKZ AND WJYW) Give Love Campaign reaches out to people in need throughout the region which included helping graduates, five moms for Mother's Day and five dads for Father's Day. The stations formed a community "drive in" in their parking lots with energetic worship music. Hundreds of cars showed up listening to the same music on STAR 88.3.



WANE-TV

Fort Wayne

Downtown Fort Wayne Night of Lights

Tom Antisdel | tom.antisdel@wane.com

WANE 15 has a tradition of helping kick off the holiday season with Downtown Fort Wayne during the Night of Lights celebration, held the night before Thanksgiving. As an alternative to the in-person lighting events, WANE held a secret lighting in mid-November, live, at the top of the 6PM newscast and then interviewed the mayor about how to safely enjoy the displays downtown - masked, socially distanced, and without large groups. To help foster the community spirit of the event, WANE created a thirty-minute special that aired on Thanksgiving Eve called Merry and Bright: A History of the Night of Lights. The special included most of the WANE 15 on-air staff as they told the stories behind Fort Wayne's iconic downtown holiday displays.



WAJI-FM

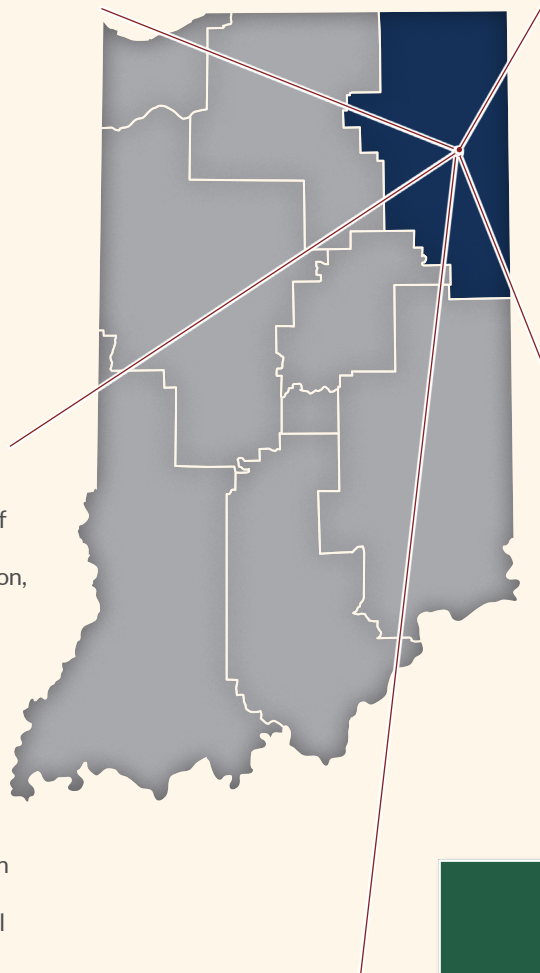
Fort Wayne

Fort Wayne Rescue Mission

Lee Tobin | ltobin@stfortwayne.com



WAJI MAJIC 95.1 supported the Fort Wayne Rescue Mission in their City on A Hill project. Throughout the fall of 2020 and into 2021, WAJI encouraged listeners to support the Rescue Mission in their mission to offer homes for the homeless, food for the hungry, and hope for their future. The downtown Fort Wayne building is where someone can experience real change, life transformation, a place to move from addiction to freedom, hope, and a fulfilling life. Through on-air and website promotion, WAJI continues to help the Rescue Mission reach their goal of \$22 million.



WBOI-FM

Fort Wayne

The I In Immigrant

Peter Dominowski | pdominowski@npr.fm

WBOI produced a podcast called The I In Immigrant, a ten-part series that featured interviews with local residents who shared their experiences about immigrating to the United States and settling in Northeast Indiana. The series aimed to foster better understanding of our immigrant and refugee communities and delved deep into the person we often don't see behind a label our society imposes on them.



WGBJ-FM

Fort Wayne

Feeding America

Captain Chris Didier | captainchris@stfortwayne.com

WGBJ was a part of the Feeding America nationwide radiothon that took place on April 14, 2021. Every \$1 raised helped provide at least 10 meals secured by Feeding America on behalf of local member food banks. WGBJ supported the event through on-air and online promotion to get out the message out to listeners, encouraging them to make a donation, whether by text or online, and support this worthy cause.

3rd CONGRESSIONAL DISTRICT



WLDE

Fort Wayne

Stuff A Bus Radiothon
Lee Tobin | ltobin@stfortwayne.com

Thanksgiving 2020 marked the 25th anniversary for the WLDE Stuff A Bus Radiothon. WLDE staff broadcast for three days and listeners were encouraged to bring non-perishable food to the bus and literally stuff it full of food. In 2020, WLDE exceeded 2019 food collections, plus generous Fort Wayne listeners donated more than \$16,000 in cash, a new record.

WOWO-AM

Fort Wayne

Crosswinds Counseling
Tom Freeman | tom.freeman@mscountry.com

WOWO held its 73rd annual Penny Pitch For Crosswinds Counseling highlighted by a two-day radiothon on December 10th and 11th. WOWO accepted donations online at WOWO.com and during the Christmas on Broadway live tree Lighting Event in Fort Wayne. WOWO presented a check for \$85,688.94 to Crosswinds Counseling of Fort Wayne which will provide 300 hours of free counseling for people and families in Adams, Allen, DeKalb, Huntington, Noble, Wells, and Whitley Counties, which the organization says is more needed than ever thanks to the stress and anxiety involved with the COVID-19 pandemic.



WPTA-TV (NBC)

Fort Wayne

#ENDHUNGER campaign
Merry Ewing | mewing@wpta21.com

Fort Wayne's NBC partnered with the Community Harvest Food Bank in July 2020 for a #ENDHUNGER campaign. The station aired an intensive on-air campaign in addition to a strong digital campaign. The touchless, socially distant campaign raised over \$60,000.



WMEE-FM/WQHK-FM

Fort Wayne

Teachers Are Heroes
Ben Saurer | bsaurer@federatedmedia.com

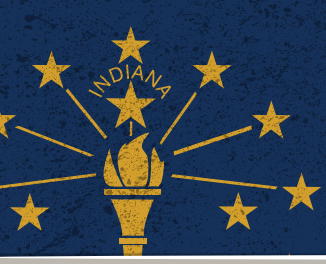
Knowing that this school year was going to be even more challenging for our teachers, WMEE/WQHK felt it was important to draw attention to some of the great stories about teachers. K105 / 97.3 WMEE and their community sponsors supported the Teachers Are Heroes program that recognized teachers in northeast Indiana who go above and beyond to make a difference for students.

WQHK-FM

Fort Wayne

St. Jude Fundraiser
Ben Saurer | bsaurer@federatedmedia.com

K105 helped raise \$182,790 for the children and families of St. Jude. Over the past 10 years, the station has raised more than a million dollars.



4th CONGRESSIONAL DISTRICT

WLFI-TV

West Lafayette

Explaining COVID to the Community
Gary Yoder | gary.yoder@wlfi.com

WLFI produced and aired a live, one-hour special when the Covid Virus pandemic began in March to local health officials that included both mayors of Lafayette and West Lafayette as well as Purdue medical research specialists. The show explained what the virus was, how it affected the viewer, what the community was doing to handle the pandemic. The show also answered viewer questions and concerns with local experts to help replace fear with facts as the pandemic was growing.



Neuhoff Media

Lafayette

Backpack Build Up
Mike Shamus | shamus@neuhoffmedia.com

Neuhoff Media Lafayette's five stations partnered with Tate & Lyle for an on-air & online campaign called "Backpack Build Up" to raise money for Food Finders Food Bank's Backpack Program. October to November on-air promos and social media posts asked listeners to make an online donation and raised more than \$3,300. Food Finders Food Bank's Backpack Program serves 770 children in Tippecanoe County alone. The cost is \$7/child per week, or \$252/child per school year. Children who qualify are given a backpack with non-perishable food items.

WLQI-FM, WRIN-AM, WIBN-FM

Rensselaer

Rotary Club of Rensselaer
Steve Touhy | stvetouhy@brothersbroadcasting.com

Brothers Broadcasting teamed with local Rotary Club of Rensselaer to raise money and collect toys for local less fortunate families. The radio stations ran an aggressive campaign that combined 1,000 spots, website ads, Facebook posts, and daily live reads to get people and businesses to donate funds, purchase gifts. More than \$2,000 was raised and more than 200 local families received gifts for those in need.



WCDQ COUNTRY 106.3 FM

WCDQ-FM/WIMC-FM/WCVL-AM

Crawfordsville

Youth Service Bureau Telethon
Dave Peach, dapeach@forchtbroadcasting.com

Because of the Pandemic, the Youth Services Bureau (YSB) was unable to have their top fundraiser during 2020 and 2021. They approached Forcht Broadcasting stations with the idea of a Radio-Thon on Saturday May 22, 2021.



WLQQ-FM

Lafayette

Park and Pray
Jim Stone | jim.stone@woofboom.com



Q106.7 partnered with Crestview Community Church for two Park and Pray events. During the height of the shutdown due to the 2020 COVID-19 pandemic, the station invited people to join the station at IU Health Hospital and Franciscan Hospital to pray for the safety of healthcare workers and played a few religious songs, both old hymns and some contemporary choices.

Park & Pray

December 11 | 6:00pm
IU Arnett Hospital
Franciscan Hospital

5th CONGRESSIONAL DISTRICT

WIOU-FM

Kokomo

CAM (Coordinated Assistance Ministries)
Joel Pyle | jpyle@star1069fm.com

WIOU partnered with CAM (Coordinated Assistance Ministries) to raise money to help fund their ministry to the homeless. This ministry has grown from having a homeless day shelter to having homes for families to transition back to a more "normal" life as well as other ways to help those in homeless situations. In 23 years, more than \$195,000 has been raised for this ministry to the homeless.



WXXC-FM

Marion

Unsung Heroes
Cindy May Johnson | cindy@mountain-topmedia.com

Throughout the COVID-19 pandemic, STAR 106.9 honored local "unsung heroes" - people who have made life better for those around them during hard times. Two courageous young men were honored by the Marion Common Council for life-saving and selfless actions in pulling a man out of a burning home in Marion. The Marion Fire Department presented Trevionte Smith and Marcus Harvey with plaques commending them for their bravery. The two men risked their lives for one of a complete stranger.



WMXQ-FM

Hartford City

Second Harvest Food Bank Tailgates
J. Chapman | j.chapman@woofboom.com

93.5MAX used its platform to make sure no one would go hungry during the 2020 Pandemic. Showing support and sharing information about Second Harvest Food Bank, the region's largest hunger-relief organization, Tailgates. The Tailgate program was set up as a drive-thru and met people where they live by taking food to a central location in each of the eight counties they serve.



WMYK-FM

Kokomo

Combat Vets Motorcycle Association
Joel Pyle | jpyle@star1069fm.com

Rock 98.5 teamed up with The Combat Vets Motorcycle Association 14-1 to do a charity ride to raise money for Jackson Street Commons in Kokomo, Indiana, an organization that gives permanent, supportive housing for chronically homeless veterans. The ride raised \$10,000.

KOKOMO'S
Z92.5
Little Black Dress Even

WZWZ-FM

Kokomo

Little Black Dress Event
Joel Pyle | jpyle@star1069fm.com

Z92.5 and the Family Service Association usually partner for the Z92.5 Little Black Dress Event in the spring to raise money for the Domestic Violence Shelter. Due to COVID-19, the 2020 Little Black Dress Event was canceled. Z92.5 and Family Service Association pivoted to continue to raise money and awareness for and against domestic violence. Through on air and digital assets, the station solicited donations and sold pledge cards. In total, Z92.5 raised \$10,000 for the Domestic Violence Shelter. In the past seven years, Z92.5 has raised \$100,000+.

WXIN-TV, WTTV-TV

Indianapolis

Coronavirus Town Halls
Dominic Mancuso | dmancuso@nexstar.tv

WXIN/WTTV decided early on that the pandemic deserved greater attention than the normal news coverage. At the start of the pandemic and lockdown, WXIN/WTTV pre-empted prime access on both stations to maximize availability to viewers and ran weekly Coronavirus specials for seven weeks featuring the most up-to-date information on the new pandemic. Through the year, WXIN/WTTV also ran four virtual Coronavirus Town Halls, also in prime access across both stations, which were also shared live with five other Indiana television markets.



WBKQ-FM

Alexandria

Buy a Card, Save a Business Radiothon
J. Chapman | j.chapman@woofboom.com

BLAKE-FM supported the "Buy a Card, Save a Business Radiothon". BLAKE-FM aired frequent announcements, promos, and posted on social media to encourage listeners to purchase the gift cards, before, during, and after the Radiothon. Ultimately, more than \$26,000 was pumped into Madison County's economy in just three days.



WORX-FM

Madison

The Salvation Army of Madison Radio-Thon
William C. Potter | gm@dcbroadcasting.com

On December 11, 2020, WORX-FM hosted the Salvation Army Radio-Thon, presented by German American Bank. Over a four-hour period, WORX Station Manager Tim Torrance and Salvation Army Lieutenant Stephanie Hartley went on air to promote activities the Salvation Army was conducting to make the holidays cheerful for families in need. Listeners were also encouraged to contribute to the Salvation Army's Red Kettle Campaign. The funds support the organization's programming year-long.



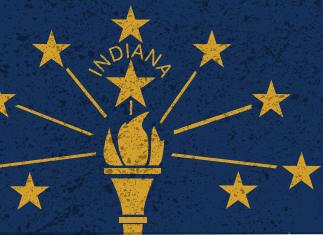
WHBU-AM

Anderson

Madison County businesses on a Radiothon
J. Chapman | j.chapman@woofboom.com

Woof Boom Radio collaborated with Madison County businesses on a Radiothon to encourage residents to buy gift cards to local businesses. The plan was to get cash immediately into the local businesses. The effort raised \$22,218 in a single day. Listeners had the opportunity to purchase more cards after raising a total of \$26,534.





6th CONGRESSIONAL DISTRICT



Ball State University Muncie

NewsLink Indiana
Hannah McIlree | newslink@bsu.edu

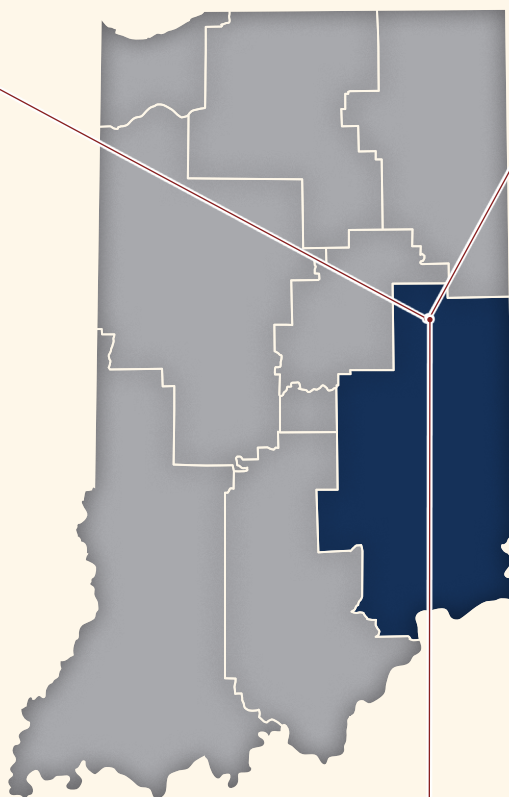
Ball State University's NewsLink Indiana gives students the opportunity to be involved in student media. NewsLink Indiana produces 30-minute newscasts three days a week. The show includes local news, national news, entertainment, weather and sports! Many Ball State students have discovered who they are within student media. Without the help from a great organization, students wouldn't know what to expect moving into the real world.



WERK-FM Muncie

Lifting Up Local
J. Chapman | j.chapman@woofboom.com

WERK-FM and Woof Boom Radio partnered with presenting sponsor, Magna Powertrain, and gave away more than \$5,000 worth of gift cards to listeners, encouraging them to shop local. Thirty-seven businesses followed Magna Powertrain's example and sponsored this promotion. Those businesses gave WERK-FM \$100 to purchase gift cards to other local businesses. Some sponsors had businesses in mind, others only had the priority to encourage all local shopping. With each gift card being in increments of \$25-\$100, the local economy was flooded with cash to eighty-one individual businesses.



WLBC-FM Muncie

Easter Messages
J. Chapman | j.chapman@woofboom.com

When Easter 2020 was approaching, and the lockdowns were in full force, Steve Lindell had an idea: invite all churches to a WLBC Radio event that had never been done before. Thirty-four churches of all denominations submitted a five-minute message of hope, inspiration, and togetherness as we were all apart. WLBC Radio brought people together for what turned out to be a more than two-hour radio event on Easter morning and later that evening as well.

6th CONGRESSIONAL DISTRICT



WXFN-AM

Muncie

Airing High School Sports
J. Chapman | j.chapman@woofboom.com

2020 created unique situations for all sports teams and it impacted local high school significantly. Delaware County, often found in the "red zone" of rising COVID-19 cases, chose to only allow participants, support personnel, and parents/guardians for both football and basketball games. This made the efforts of WXFN, Muncie's Sport Station, necessary. Sports Director Mark Foerster worked with athletic directors and administration officials to make sure WXFN aired as many games as possible. Thirty-five games, including Sectionals, were aired in 2020.

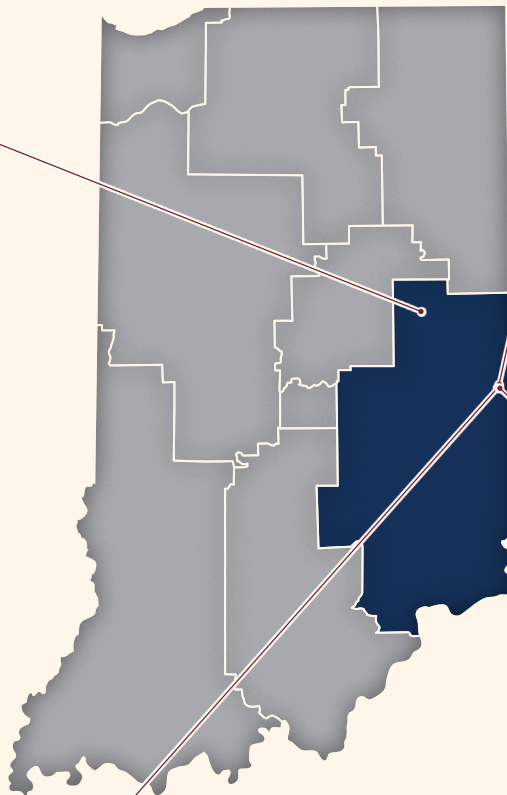


WHON-FM

Richmond

Reid Health
Amy Dillon|@amyd@kicks96.com

101.7 The Point was a media partner with Shoes for Kids & ReidRide. Money raised from ReidRide bought shoes for kids in our community, 101.7 The Point staff helped the "Shoes for Kids" program distribute thousands of pairs of shoes to school-age kids over its 12-year existence.



WQLK-FM

Richmond

Marine Corps League
Amy Dillon|@amyd@kicks96.com

Due to Covid 19, WQLK couldn't have its regular Kash for Kids event to raise cash and collect toys for the Marine Corps Toys for Tots. KICKS 96 got creative and hosted a Roof Sit instead. After 8 ½ hours on the roof of Best One Tire, the initiative raised more than \$7,000 and hundreds of new toys to brighten Christmas morning for area children.

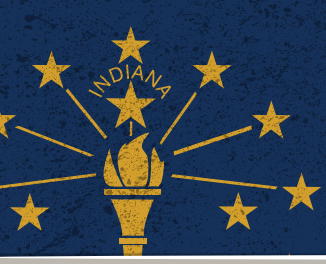


95.3 The Legend (W237AT, 96.1 HD-3)

Richmond

H.E.L.P the Animals, Inc.
Amy Dillon|@amyd@kicks96.com

In celebration of all things that make you go "Awww", the Shelter Stars program helps a pet find its "fur-ever" home with HELP the Animals, afternoons with The Buddha. He showcases a pet each week on the air and on social media.



7th CONGRESSIONAL DISTRICT

WFYI-TV

Indianapolis

\$1 Million for (Re)Start with Art
Greg Petrovich | gpetrovich@wfyi.org

The Indianapolis Arts Council had to scrap plans for its annual "Start with Art" event, which is the organization's annual fundraiser. Instead, they decided to retool the event to become a major fundraiser to support a campaign called Indy Keeps Creating, called (Re)Start with Art. Over a six-week period, WFYI shot and produced a 90-minute production that covered all aspects of the arts community, showcasing its diversity and resilience, interspersed with performance highlights shot by WFYI. (Re)Start with Art was instrumental in raising more than a million dollars to the Keep Indy Creating Relief Fund to support artists and arts organizations.



WISH-TV

Indianapolis

Second Helpings
DuJuan A. McCoy | DuJuan@dmmlc.tv

Through the GR8 Pasta Push, WISH-TV helped collect 41,000 pounds of pasta for Second Helpings in Indianapolis. This large donation was able to create 133,000 meals for those in need. WISH-TV aired commercials, promoted the campaign during newscasts, reached viewers through Facebook Live interviews with sponsor partners, shared commercials and ads on WISHTV.com and placed donation boxes throughout the community.



WRTV-TV

Indianapolis

If You Give a Child a Book
Lana Scott | Lana.durbanscott@wrtv.com

WRTV, through the Scripps Howard Foundation, supports the Indianapolis community through the "If You Give a Child a Book..." childhood literacy campaign. Through the generosity of Central Indiana viewers supporting the mission to put books into the hands of children in need, WRTV raised nearly \$16,000 in September of 2020. Throughout 2021 WRTV will give 3,150 scholastic books to all of the kids at South Elementary School (4 books each) and Urban Act Academy (6 books each), a total of 567,000 Reading Minutes developing literacy tools they need to be successful in school and in life.



WICR-FM/HD

Indianapolis

Multiple Partners
Scott Uecker | suecker@uindy.edu



MADE POSSIBLE BY INDIANAPOLIS JAZZ FOUNDATION & THE PENROD SOCIETY

With local arts organizations and groups unable to perform in-person, WICR offered to broadcast their performances free of charge, giving struggling artists a sizeable audience. The station partnered with the Penrod Society to broadcast seven Virtual Block Party jazz concerts; with Indy Jazz Fest for four concerts recorded at Garfield Park; and with the

University of Indianapolis Music Department to present seven live broadcasts of faculty and student performances from an empty performance hall.



WNDY-TV

Indianapolis

Mozel Sanders Foundation
DuJuan A. McCoy | DuJuan@dmmlc.tv

WISH-TV/WNDY-TV helped raise more than \$99,000 for the Mozel Sanders Foundation in November 2020. Through on-air and digital effort, WISH-TV's text-to-donate campaign raised more than \$55,000 to support the foundation. The Thanksgiving initiatives of the Mozel Sanders Foundation were also supported in partnership with Financial Center First Credit Union and through a small army of generous volunteers and additional financial backers. Additional local contributions totaled nearly \$44,000, bringing in funds just under \$100,000.

8th CONGRESSIONAL DISTRICT



WEVV-TV

Evansville

Tri-State Food Bank
Eric Stremming | estremming@wevv.com

WEVV's campaign helped raise awareness for the Tri-State Food Bank during a time when Food Banks were absolutely critical in supporting the community, given the COVID-19 pandemic.



WEOA-AM

Evansville

COVID-19 Pandemic PSA'S
Edward Lander | ed.lander@weoa985fm.com

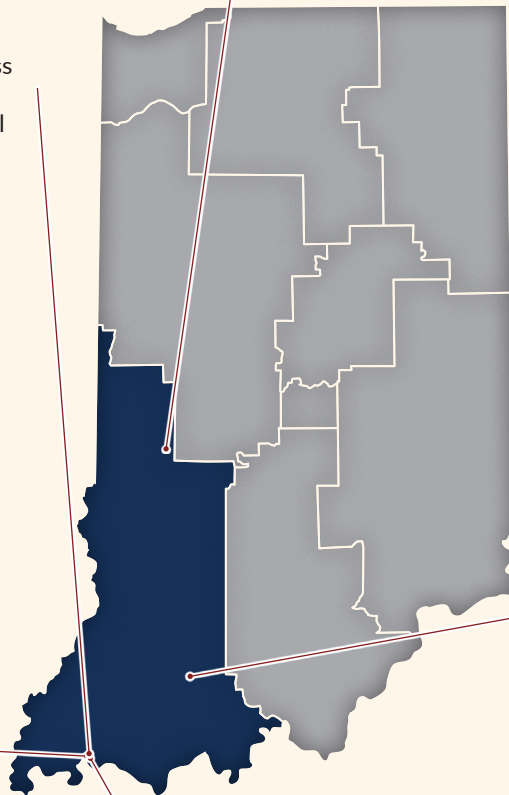
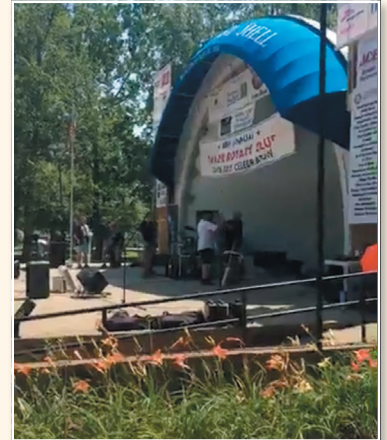
WEOA partnered with the Vanderburgh County Health Department (VCHD) and a local non-profit "Leadership Everyone" (LE) to bring in local medical experts over the course of several months to share information about the virus, and other preventative measures. WEOA has aired more than 700 PSAs encouraging people to get the shot. In addition, WEOA reached out to people who had received the shot and had them record a 10-15 second testimonial.

WAMB-AM

Brazil

Indiana Rotary Club 4th of July Celebration
Dave Crooks | dlc@dlcmediainc.com

The Brazil, Indiana Rotary Club has sponsored a 4th of July Celebration for 85 consecutive years. Because of COVID, the annual event was in jeopardy. However, members organized a modified three-day event with several bands. WAMB agreed to broadcast all musical acts live on the radio for those who preferred to stay home and featured a Fireworks soundtrack.



koatz4kidz

WITZ-AM, WITZ-FM, WQKZ-FM

Jasper

Sell 4 Free Welsh Realty
Gene Kuntz | gkuntz@witzamfm.com

WITZ helped raise \$12,000 through the Koatz4Kidz campaign. The stations ran public service announcements and live interviews during the events helping the success of the program. Since 2012, Koatz4Kidz has given away over 7,000 coats and over 300 pairs of new snow boots.

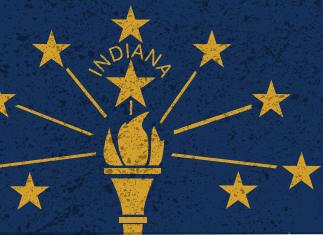
WIKY-FM

Evansville

Special Olympics of Indiana
Tim Huelsing | tim.huelsing@mwcradio.com

104.1 WIKY partnered with Special Olympics of Indiana for the 2021 Boonville Polar Plunge at Scales Lake Park. The event reached its target goal of \$25,000 raised for Special Olympics of Indiana. WIKY Morning Host Dennis Jon Bailey served as the emcee for the event and WIKY Midday personality Debra Miller volunteered to be a "plunger."





8th CONGRESSIONAL DISTRICT

(continued)

WVUB-FM

Vincennes

Shopping Cart Showdown
Kevin Watson | kwatson@vinu.edu

Blazer 91.1 WVUB, in partnership with, Kemper CPA, Good Samaritan and Farbest Foods donated groceries collected during the 5th Annual Shopping Cart Showdown to three local not-for-profit agencies. The three local corporate sponsors each had a two-person shopping team to collect items for local charities. The event benefited The Vincennes Food Pantry, North Knox Social Ministries and Helping His Hands. On average, between \$1,200 and \$1,500 worth of items are collected and distributed annually.



WNIN-FM

Evansville

Center for Innovation and Change
Brad Kimmel | bkimmel@wnin.org

As the historic nature of the coronavirus pandemic became clear, WNIN formed a partnership with the Center for Innovation and Change at the University of Evansville and the bilingual podcast, ¿Qué Pasa, Midwest? for an ambitious project to document the pandemic's impact on seven Midwestern states. The resulting work is called "COVID Between the Coasts". It is an ongoing resource that continues to collect a unique dataset of daily COVID information for every county in our seven-state survey area. That data informs culturally competent reporting of diverse communities for the historical record.



WE SUPPORT OUR LOCAL RESTAURANTS

A COMPLETE GUIDE FOR DELIVERY & CARRYOUT



WTWO-TV, WAWV-TV

Terre Haute

Wabash Valley Restaurant Support
Timothy Sturgess | tsturgess@wtwo.com

WTWO/WAWV-TV put together a page on their website for Wabash Valley restaurants during the COVID-19 pandemic. There was no cost for the restaurants to list if they were open for curbside, carryout or delivery. The stations allowed them to upload their menus and provide links to their websites. More than 220 restaurants from 15 counties and 33 cities took advantage of the offer to assist them in a time of need.

WJTS-TV

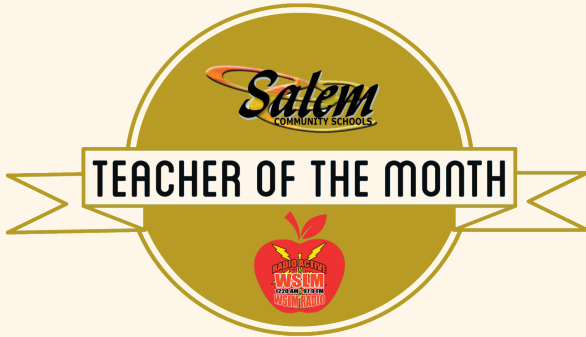
Jasper

Keeping the Faith
Bill Potter | gm@dcbbroadcasting.com

Keeping the faith during the pandemic was challenged by the inability to attend services in-person especially for older people. WJTS TV 18 reached those unable to attend church services during the pandemic by broadcasting local services from the Huntingburg Church of Christ and St. Joseph's Catholic Church. Special arrangements were made to get the service and mass on the air every Sunday morning including additional broadcasts on Good Friday.



9th CONGRESSIONAL DISTRICT



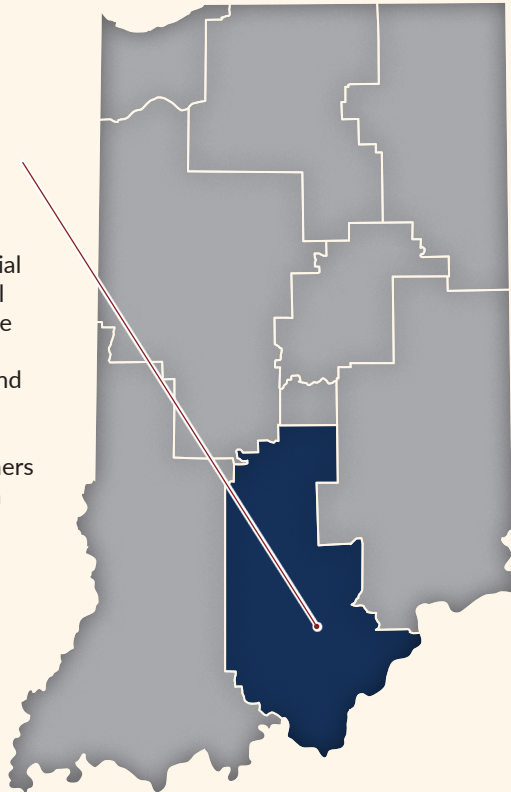
WSLM-AM Radio

Salem

Teacher of the Month

Rebecca White | wslmradio@gmail.com

WSLM partnered with three local schools to present a Teacher of the Month award. WSLM presents each teacher with a special t-shirt, certificate, a dessert from the local Papa Johns, a cash award to be used in the teacher's classroom, a gift certificate for school supplies from the local Walmart, and a WSLM Yeti cup for the teacher. WSLM and its partners have donated more than \$10,000 to local classrooms to help teachers make up help with the annual shortfalls in school funding.





PEP

PUBLIC EDUCATION PROGRAM

The Indiana Broadcasters Association Public Education Program (PEP) helps government agencies and non-profit organizations deliver their important public education messages effectively and affordably to listeners and viewers of Indiana's radio and TV stations in all 92 counties throughout the state.

The IBA Public Education Program offers unparalleled exposure to virtually every Hoosier, with more than millions of listeners and viewers in a typical campaign.



The Indiana National Guard

The Army National Guard's "Live Here—Serve Here" marketing campaign includes television and radio commercials that emphasize the Guard's unique domestic mission. Each spot demonstrates the Guard's commitment to community and country, as well as the many opportunities the Guard offers to lead, learn, and gain in-demand job skills—all while serving part-time, close to home. Radio spots also feature local soldiers from the Indiana National Guard.



Indiana Utility Regulatory Commission (IURC)

Before any digging project, Hoosier homeowners, contractors, farmers and gardeners are told to Contact 811 so that underground utility lines can be marked. That is why the IURC promotes its "Contact 811" initiative through the IBA's Public Education Program sponsorship. When Hoosiers call 811, utility companies are alerted to dispatch a crew to visit the site and mark underground lines.



Indiana Department of Health

The Indiana Department of Health's "Vaccines" spot provides information on how Hoosiers can sign up to receive a COVID vaccine shot.



Indiana Family and Social Services Administration

Hepatitis C is the most commonly reported bloodborne infection in the United States. The hepatitis C virus is transmitted through the blood, most commonly through injection drug use. Indiana has reduced the barriers for hep C testing and treatment. From 2017 to 2018, Indiana saw a decrease of 1,700 chronic cases statewide, due in part to an increase in hep C prevention efforts, more screenings and more people being cured, which results in fewer people spreading the virus.