

## March 2022 update on WLHS/WMKV 1st Quarter Program and Outreach Activities

Among the notable events/programming and outreach this past quarter on 89.3FM and 89.9FM:

1. WMKV aired multiple Martin Luther King Day specials including The Words of Dr. Martin Luther King, Jr. at 3pm and A World of Change at 8pm, plus Kaleidoscope on Dr. King at 6:30pm.
2. Black History Month Kaleidoscopes weeknights at 6:30pm and weekends at 10am included half hour shows on the lives of Ray Charles, Harriet Tubman, Lena Horne, Jesse Owens, Matthew Hensen, Scott Joplin, Jackie Robinson, Booker T. Washington, Robert Smalls, Willie Mays, Sojourner Truth, Mahalia Jackson, Jimmie Lunceford, Nat King Cole, and many others. We also featured music specials on Billie Holiday and The Clovers in the Fobiano Music Series
3. On January 27, George Zahn interviewed world renowned pianist Robin Spielberg who is coming to the Fairfield Community Arts Center on February 12.
4. Listen Up Lakota on Friday January 21 featured Russ Heltman interviewing Lindsey Miller from the Lakota Family YMCA, Friday February 18 featured Russ Heltman interviewing Paul Stumpf of the Liberty Township Historical Society, and on Friday March 18 with Russ interviewing Lakota Local Schools Superintendent Matt Miller about the Lakota school year and activities.
5. We have increased our trade to double our weekly spots on WCET, Channel 48 to two spots per week.
6. WMKV/WLHS remains a media sponsor for new non-profit Parkinsons Community Fitness in Blue Ash.
7. George Zahn was the host and MC for the Northwest HS Alumni Association Trivia Sunday fundraiser on February 20.
8. WMKV/WLHS again has an ad in the Institute for Learning in Retirement publications for 2022.
9. George Zahn interviewed Dottie Polasky and Tim Epperhart of Butler County Warbirds on Tim's efforts to get details on a lost Cold War flyer William Culberson for Dottie. We turned the unveiling of the information into a Spotlight show on Veterans Issues on February 25.
10. George Zahn interviewed actress Kimberly Vanbiesbrouck of the national touring company of Menopause the Musical on Spotlight 2/18.
11. George Zahn visited Parkinson Community Fitness on March 30 to record two HealthScope programs.
12. Among the guests on BusinessWise this quarter were representatives of the Cincinnati Port Authority, ProSeniors, 4C for Children, Butler County Warbirds, College and Beyond, the Northern Kentucky Chamber Women's Initiative, ArtWorks, Cincinnati Metro, American Sign Museum, Northern Kentucky University, Dress for Success, and many more.
13. Bob Hanneken has secured our standing as media sponsor for the Blue Ash Tuesday concerts this summer.
14. The WMKV Sunday Big Band Dances restarted on March 27 with a decent turnout of about 30 for the first time back!
15. We celebrated Irish Culture with the Dusty Rhodes St. Patrick's Day special March 17, Kaleidoscope Erin Go Bragh and a special Mike Martini show.
16. We have been experimenting with more 60s and 70s music in the weekday afternoon schedule and on Doo Wop Soda Shop. We have created a new 1970s category in our music scheduling based on requests from many Baby Boomer listeners.
17. We held our 2022 Consumer Fair with Pro Seniors on March 24 at the Maple Knoll Village auditorium About 80 people were in attendance, a great turnout for this event. The broadcast of the panel discussion from March 24 will air on April 28. Among those represented at the event were people from Health and Human Services, the FTC,

the FBI, Social Security, OSHIIP, CGS Administrators, and the Ohio Attorney General's office.

18. Based on input from Ken Mandel, we reached out to Lane and Cincinnati public library about flyers. We heard back from Andrea Vetter on February 17, and George Zahn dropped off forum and dance flyers on February 22. Lisa Dalga of Pro Seniors has flyers going into Mid-Pointe Library System.
19. George Zahn interviewed national jazz artist and singer Mandy Gaines in March and the interviews ran on March 11 and March 14.
20. WMKV aired a Philip Paul Jazz Special March 27 and 28. Paul is a Cincinnati Jazz Hall of Famer.
21. WMKV has instituted a listener line for listener and member feedback.
22. We aired Larry and Carol Fobiano specials—shows: Black History Month shows on Billie Holiday and The Clovers in February. We also a Bengals Super Bowl special show in February.
23. We are looking at a possible small window display for the Cincinnati Jazz Hall of Fame with Kay Casey at WMKV and have extended a similar offer to Media Heritage. The displays would take two windows of our Studio B. We will be meeting April 7.
24. George Zahn will DJ an event at Miami University Alumni Weekend in June on behalf of Maple Knoll Communities on June 11. He will also appear at a charity car show that day, and the Hoeh Golf Outing July 9.
25. We are adding Dan Sweeney's One Hit Wonders show for Sundays on WMKV starting April 10. The show has won public radio awards in California.
26. In April and May, we'll be featuring a Great Female Singers series from Dusty Rhodes, approximately 8 shows showcasing Doris Day to Patsy Cline.
27. George Zahn has been asked to again MC the 2022 Seniors Who Rock event with ProSeniors later this year.
28. Dave Schram continues working with staff training on NCH software to work better with loading shows into our automation. Dave has also taken Russ Heltman under wing to train on automation. Dave and George are also working on increasing fidelity of our on-air product and FCC reporting.
29. We now have a new weekly Beatles hour, Ticket to Ride, hosted by Russ Heltman.
30. Bob Hanneken, Dave Schram, and George Zahn have been discussing transmitter and processing issues, plus a failing phone system. Our transmitters and phone system are more than 18 years old and our processing gear at the transmitter site is about forty years old and need to be updated at some juncture. We have submitted a capital request to Megan along with our projected budget for 2022-23.
31. We are working on an April 1 Spotlight on April Fool's Day with Tom Sandman reviewing the historic WEBN Fools Parade broadcasts.
32. WMKV is bringing the Harry James Orchestra to Music Hall Ballroom in November 7. It was originally scheduled for April 16, 2020.
33. WMKV/WLHS continues hosting monthly Scam Talk special hour-long shows with Sara Kemerer of the Cincinnati Better Business Bureau.
34. In programming, just some topics covered on WMKV/WLHS this quarter included events with the Pro Seniors, Social Security, Cincinnati Contemporary Jazz Orchestra, Lakota Local School District, Cincinnati Museum Center, Butler County Warbirds, plus topics such as veterans services, local economic issues, real estate, estate planning and Medicare, disability services, scam prevention, and upcoming cultural activities in our communities. We also air two segments every weekday on local business in southwest Ohio with MCM CPAs and Advisors.
35. Medicare Moment program with Lisa Dalga broadcasts 15-20 minutes each week of good Medicare/Medicaid and consumer news.

36. The Metallic Men social group have contacted Mike Martini about Mike and George speaking to the group in the spring if they get back to in-person meetings.
37. Jocile Ehrlich of the BBB has asked George Zahn to be a judge for the BBB students of integrity essay awards.
38. George Zahn will provide music for the NWHSAA Quarter Auction on behalf of WMKV April 7.
39. Each week, WMKV/WLHS offer community responsive programs that include discussion of medical and population information, financial planning, consumerism, senior issues, healthy sleep, health and Covid 19, accessibility, Social Security, business, language, health (including digital wellness devices), computers, cultural and local affairs, senior adult resources, family and elder law, antiques and history, trivia, Medicaid, aging, history, outdoor activities, as well as food, offering 2-4 hours per day of accessible public affairs programming aimed at serving southwestern Ohio and northern Kentucky.