

September 2022 update on WLHS/WMKV 3rd Quarter Program and Outreach Activities

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

1. Running June through August 9, WMKV again provided hosts and being the media sponsor for the Blue Ash Tuesday Summer Concert series at Blue Ash Nature Park Amphitheater. We are the media sponsor for the series. The first concerts in the series showed an uptick in attendance over last year.
2. Kay Casey's Jazz Friends group has reached out to their members to gather local CDs for the Cincinnati Music Project. Already several CDs have come in. We have added more than 120 tracks now of local jazz musicians in the first waves of additions.
3. Listen Up Lakota on July 22 featured Russ Heltman talking with Lakota West champion girls softball coach Keith Cashner, August 19 featured Russ Heltman talking with Superintendent Matt Miller and Treasurer Adam Zink from Lakota schools, and September 16 featured Russ Heltman talking with Paul Stumpf Liberty Township Historical Society.
4. Among the Larry and Carol Fobiano series programs this quarter were a 1955 High School Reunion music special, the Beach Boys Pet Sounds, a three-part series on the historic Norwood GM Plant, Jo Stafford, Johnny Cash and Willie Nelson in concert, and the Sounds of Freedom in July.
5. Mike Martini has won a major award for Best Documentary from the Society of Professional Journalists for his special broadcast on the centennial of Cincinnati broadcasting.
6. WMKV/WLHS were among the first stations in the U.S. to be playing the new Seth MacFarlane CD Blue Skies, receiving a direct feed from the distributor on July 28.
7. In June, Dave Schram continued to make some additions to our music selection and we worked to improve integration of some 70s music into the morning schedule. We have established Monday evening at 8pm as That 70s Hour, including fun sounders that harken back to 1970s memories.
8. WMKV was the media sponsor for a special Cincinnati area appearance by classic radio actor Ronnie Schell June 25 at the Fairfield Community Arts Center.
9. George Zahn interviewed saxophonist Tia Fuller and Kathy Wade about Tia's appearance in Cincinnati on July 5. Fuller is the inspiration for Dorothea Williams in the Disney/Pixar film Soul. Other interviews during July with the Learning Through Art organization were Kathy Wade and John Morris Russel of the CSO Pops on July 13, Kathy Wade and Marion Hayden of the group Straight Ahead on July 19, and Kathy Wade, Laura Gentry, and Valerie Greschaire on July 26 to talk about bringing great jazz to our area.
10. Thanks to Dave Schram and Mark Plunkett, WLHS will be getting a new fiber optic connection at the transmitter in the coming months. This will help with occasional loss of connection at the WLHS site.
11. We have increased our trade to double our weekly spots on WCET, Channel 48 to two spots per week.
12. WMKV/WLHS remains a media sponsor for new non-profit Parkinsons Community Fitness in Blue Ash.

13. George Zahn met on July 11 with Kay Casey of the Cincinnati Jazz Hall of Fame about a potential future show with the Jazz hall of Fame showcasing local jazz. We discussed possible hosts/producers for the show.
14. On May 12, George Zahn interviewed Barbara Liszniewski, Pam Drake and Dave McElroy on blindness and accessibility issues for a series of programs to air this summer. The shows aired July 15 and September 16.
15. WMKV/WLHS again has an ad in the Institute for Learning in Retirement publications for 2022.
16. On September 20, George Zahn gave a station tour to Dreamscape Marketing Tour with Bailey Wallingford.
17. On September 21, Mike Martini talked about Paul Dixon and WMKV at the Green Township Historical Society.
18. On September 23, George Zahn DJed the City of Blue Ash Barrier Free Walk for families of children with special needs.
19. On September 25, George Zahn DJed the Walk to Defeat ALS at Winton Woods.
20. Among the guests on BusinessWise this quarter were representatives of Cincinnati Business Courier, Dinsmore and Schohl, ArtsWave, Learning Through Art, The Karen Wellington Foundation, LCNB Bank, Intellex Talent, Heartland Bank, Queen City Angels, the Goering Center at U.C., and the Cincinnati USA Regional Chamber.
21. The WMKV monthly Sunday Big Band Dances continue in the auditorium.
22. In July, WMKV celebrated the 4th of July with a number of musical specials and a reading of the Declaration of Independence by WMKV staff through the years, produced by Mike Martini.
23. 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. We continue to massage the mix to introduce some 70s content as requested by many listeners.
24. We now have a window display for the Cincinnati Jazz Hall of Fame with Kay Casey at WMKV and have extended a similar offer to Media Heritage. We hope to have the exhibit installed at WMKV in July.
25. Mike Martini spoke at Fairfield Community Arts Center on behalf of WMKV and Maple Knoll Village July 5.
26. Mike Martini is working on re-instating Whistler and Suspense for the summer season—the change began August 1.
27. George Zahn DJed the Hoeh Charity Golf Outing July 9.
28. We have been featuring a Big Band theme song series and male singing groups from Dusty Rhodes. Dusty is working on new shows for us as well.
29. George Zahn was the MC the 2022 Seniors Who Rock event with ProSeniors August 10 at Longworth Hall. We also featured excerpts of the event on our Spotlight show of September 9.
30. Mike Martini spoke at Fairfield Community Arts Center on behalf of WMKV and Maple Knoll Village July 5.
31. Jocile Ehrlich of the BBB has asked George Zahn to be a judge for the BBB Students of Integrity essay awards.
32. George Zahn is interviewing international pop/jazz star Kurt Elling for the Learning Through Art fundraiser in October.
33. George Zahn will provide music for the NWHSAA Quarter Auction on behalf of WMKV November 17.
34. On October 2, George Zahn and volunteers Carol Mundy and Lori Zahn will be at 1940s Day at Cincinnati Museum Center.

35. On September 27, Mike Martini talked about WMKV and radio to the Northeast Rotary Club at Kenwood CC.
36. We are beginning to look at March dates in 2023 for the Consumer Forum with ProSeniors.
37. Mike Martini is working on potential new programming for Theater of the Mind.
38. 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.
39. WMKV is bringing the Harry James Orchestra to Music Hall Ballroom in November 7.
40. WMKV/WLHS continues hosting monthly Scam Talk special hour-long shows with Gail Harris and Sandra Guile of the Cincinnati Better Business Bureau.
41. On October 9, George Zahn will be the MC/announcer for the Spring Grove Car Show Drive In at Spring Grove Cemetery.
42. In programming, just some topics covered on WMKV/WLHS this quarter included events with the Lakota Local School District, Pro Seniors, Learning Through Art, the Ohio Renaissance Festival and Brimstone Haunt, Social Security, Cincinnati Museum Center, Last Mile Food Rescue, MidPointe Library, Butler County Warbirds, Cincinnati Jazz Hall of Fame, Angels Paws, Fairfield Community Arts Center, One City for Recovery, Cincinnati BBB, City of Blue Ash, Graeter's Cones for the Cure, 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.
43. Medicare Moment program with Lisa Dalga broadcasts 15-20 minutes each week of good Medicare/Medicaid and consumer news.
44. Each week, WMKV/WLHS offer community responsive programs that include discussion of estate planning, language, medical and population information, Alzheimer's, consumerism, local arts, cyber security, senior issues, diabetes, blindness and accessibility, Social Security, business, computers, cultural and local affairs, senior adult resources, family and elder law, Ohio River history, antiques and history, trivia, pet care, 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.