



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

# 2020 4th Quarter Community Involvement Report

WGEM once again partnered with Hy-Vee in Quincy for the Fall Harvest campaign. Chief Meteorologist Brian Inman broadcast live from Hy-Vee. The campaign was a success despite the number of donations being down due largely in part to the pandemic. Area schools also competed and collected non-perishable food items.

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The annual Coats for Kids Campaign was also a big hit this year. Collection bins were at area Farm & Home stores and items collected, such as coats, gloves, and hats, were given to Altrusa for distribution to children in need. Marketing Consultant Garrett Hudson supported this event.

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WGEM produced the first ever virtual awards ceremony for the WGEM/Herald Whig 20 Under 40. Of special interest this year was recognition of our Morning News Anchor Natalie Will. COVID-19 is presenting us the opportunity to have events in non-traditional forms.

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Just days after her arrival in Quincy, Evening News Anchor Makenzi Henderson took part in the YMCA Fore Kids golf scramble along with General Manager Carlos Fernandez and Marketing Manager Shawn Dickerman.

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WGEM-FM played a big part in this year's Quincy Public Schools Foundation's Dream Big event which supplements the public school system. Fundraising was done virtually and Foundation members 'took over' News Talk Live from Radio Operations Manager Greg Harley to promote the virtual auction. ==>



Sports Director Tony Cornish, Jr. was selected to be an awards presenter for the Mid-America Emmy Awards gala which, due to the pandemic, was a virtual event. Tony made his presentations from the historic Washington Theatre and from the Quincy riverfront. This was a great honor for our station and for Quincy. <===

For Veteran's Day, WGEM provided coverage of the special program at the Illinois Veterans Home. It was streamed so that veterans throughout our coverage area were able to see it. WGEM-FM also aired the program for radio listeners. ==>



Around the Thanksgiving holidays, WGEM news anchors thanked teachers, frontline workers and healthcare workers for all of their efforts during the pandemic. We have reported on many of their stories and continue to show our appreciation for their dedication to the communities they serve. <===



Showing us again what a wonderful community we are a part of, WGEM and the Salvation Army had another successful Bucket Blitz. In this, their 36<sup>th</sup> year, they were uncertain what the turnout would be due to the COVID pandemic. Not only did they surpass their goal, but they raised a total of \$60,400 to support those in need.

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The inaugural WGEM Winter Weather Guide was released in the Herald Whig and in the Hannibal Courier Post. It was also made available at several area locations.

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In October, WGEM met with Mara Clingsmith regarding partnering with the Better Business Bureau to present their annual Torch Awards. Because of COVID-19, the BBB was not able to have their annual banquet to recognize business who exemplify business service in ethics. Tragically, we lost Mara to a long battle with COVID. When she passed, the project took on a new direction to spotlight the Torch recipients as well as pay tribute to Mara. ====>



The morning news anchor team of Natalie Will and Don Dwyer along with General Manager Carlos Fernandez were again part of the Wreaths Across America event that took place in Quincy in December. The names of the veterans are read as a wreath is placed in their honor.

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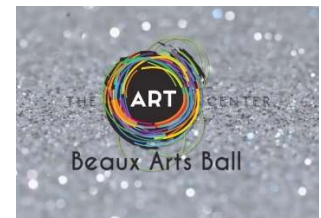
It was nice to once again have the Festival of Lights at Upper Moorman Park in Quincy. WGEM Night saw hundreds of cars coming to see this attraction. Lots of the attendees brought in canned food items for reduced admission. The folks with Open Hands Food Pantry were overwhelmed by the turnout. Chief Meteorologist Brian Inman broadcast live at 6pm from the event. ==>



As the pandemic continued to impact community events, programs, and fundraisers, WGEM was approached by many local entities to assist them with getting their events showcased for the public to enjoy. Ultimately, WGEM chose 4 community events to spotlight by producing a quality broadcast program that aired on WGEM-NBC on Saturday evenings during the month of December. Our first program was Quincy Community Theatre's Ghostlight Concert followed by the Quincy High School Vespers Concert. The next event was the Beaux Arts Ball and finally there was the Quincy Symphony Concert. Working with these organizations truly showcased our commitment to the community.



Other events we were a part of that did not receive broadcast recognition were the taping of the Quincy Notre Dame Chorus and Orchestra for an on-line concert that was made available to parents and a message from Santa and Mrs. Claus that was shared with teachers throughout Quincy, sponsored by the Quincy Noon Kiwanis Club.



A special thanks to the production crew of General Manager Carlos Fernandez, Director of Operations Jim Lawrence, Marketing Manager Shawn Dickerman and Production Technicians Andrew McCulloch and Devin Christmon (not pictured).

