

FIREFLY COMMUNITY SERVICE EXCELLENCE AWARD - 2024



BEN DAVIS – WBDG 90.9 FM

- **Out of the Darkness Walk 2023**
- WBDG provided multiple hours of coverage of the 2023 American Foundation for Suicide Prevention Out of the Darkness Walk at Military Park in Indianapolis. We were able to interview people who had been directly and indirectly affected by suicide as well as family members of those who died by suicide. We spoke with many who provided information about how to prevent suicide and to mental health service providers.



Carmel High - WHJE

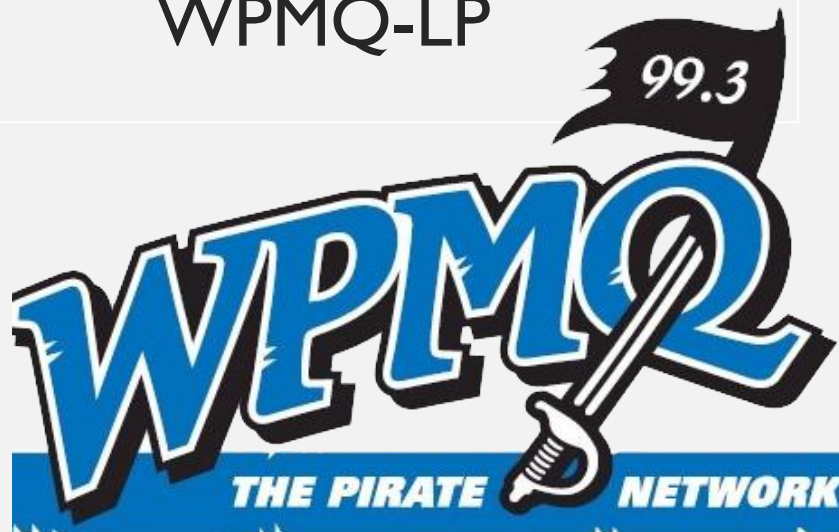
'Rileython' consisted of non-stop live broadcasts. Listeners were encouraged during live shows to donate to the cause via our website. We raised over \$17,000 by the end of the weekend. The following weekend we ran the PA/DJ for the whole school Riley Fundraiser, the Carmel Dance Marathon, ensuring that visiting speakers and the Dance Instructors were able to communicate effectively. The final total raised by the students for this year was over \$500,000.



RILEYTHON!



CHARLESTOWN – “THE PIRATE NETWORK” WPMQ-LP



Track-or-Treat is an event where all of our athletic teams at CHS dress up in themed costumes, set up canopy tents around our track, and hand out candy to children in the community. All money raised goes to local Elf Tree through the North Clark Outreach center to ensure underprivileged children in our community have a good Christmas of gifts and meals. The event raised over \$3000 this year! WPMQ partnered with the SAIL (Scholar Athlete Innovative Leaders) team for the event to help them produce all of the marketing material and to provide media coverage of the event for the community.





HOMESTEAD

- The Point 91 FM, during Black History Month celebrated and honored the cultural and musical contributions of black artists. Throughout the entire month of February, the station dedicated daily spotlights to culturally influential and musically important black artists. This initiative aimed to educate and raise awareness about the rich history and impact of black musicians in various genres.
- In addition, The Point implemented a school-wide cultivated playlist dedicated exclusively to black musicians. This playlist was broadcasted every day at 7 pm, creating a regular and accessible slot for students and the wider school community to engage with and appreciate the work of black artists. By featuring a diverse selection of genres and time periods, the playlist likely provided an inclusive and comprehensive representation of black musical excellence.



Jasper High School 91.7 The Curve



91.7 The Curve celebrated “National High School Radio Day” by having a “drive-thru” bake sale. Students broadcasted live from the front of Jasper High School and offered baked goods to listeners (and students/staff) for a donation of \$1 each with all proceeds going directly to Community C.H.E.W. (Childhood Hunger Ending Workshop)

The school staff handled all funds, and students presented a donation check to the C.H.E.W. director in the amount of \$1,091.70 on May 8th.





JEFFERSONVILLE - WJHI 98.5 FM



The motto of WJHI is, "Radio / TV by the students, for the community". With that as our mission statement, WJHI 98.5 FM formed a partnership with the local Masonic Lodge 340 to help raise money for local community projects. After studying the operations and purpose of the Lodge, students of WJHI created a year around promotional campaign, including on site visits, to help them raise awareness of their Saturday morning breakfasts. These events are what raises money for them. Proceeds have paid for repairs to elderly and disabled persons' homes, transporting children to hospitals and clinics, and the White Flag emergency shelter during extreme outdoor conditions.



WALKER CAREER CENTER – 91.1 WEDM & WCTV

SANTA CAUSE - The Radio and Television programs of Walker Career Center's Media program teamed up to raise money and collect items for Eastside families at during the holidays. The initiative, dubbed "Santa Cause," collected over 200 toys, clothing items, games, and books so that Eastside families will have gifts to open on Christmas morning. The funds that the WVC Media team raised were donated to the Moorhead Community Resource Center, which aids families in Warren Township.



WAWASEE – 93.7 FM THE MIX

93.7 FM The Mix was asked to promote the upcoming Syracuse Community Trick or Treat Trail in the Park event at Lakeside Park. 17 of our community businesses, and non-profit organizations got together, purchased a ton of candy, and handed out the candy on a Saturday at the park.

Over 300 kids, and their parents/loved ones came dressed up for Halloween and went to each table on the trail to get candy. 93.7 FM The Mix provided Halloween music and candy for those who were going through the line. We broadcasted live during this event, and gave the businesses and non-profits the opportunity to talk about their organization and why it's important to give back to our community. We also got to interview some of the children. We heard the excitement in their voices as they were getting the treats.

