Now more than ever, media content has been placed under major public scrutiny. With television and radio programming increasingly becoming more sexual in content, citizens have demanded something be done about it. Recently, something major has. On January 28, 2004, Congressman Fred Upton, the chairman of the House Energy and Commerce Subcommittee on Telecommunications and the Internet, held a hearing and put forth a bill on FCC enforcement standards and broadcast indecency. House Bill 3717, or The Broadcast Decency Enforcement Act of 2004, passed on Thursday, March 11, 2004, and now heads to the Senate. The bill raises the amount the FCC can fine a broadcaster $275,000 per violation to a cap of $3 million for repeat violations. This legislation and the pending radio licensing renewal pressured major media conglomerates such as Clear Channel Entertainment, to cut some of its more risky programs like The Howard Stern Show. Stern and other radio personalities affected by this pressure have argued violations of freedom of speech and expression rights. Although, there has been much debate over whether or not this legislation as well as other pieces put forth under the Bush Administration is a part of the plan from the religious right, this issue cannot be easily dismissed as a political strategy or a simple violation of the first amendment.

In fact, the real question when looking into radio licensing renewal is: Are these stations serving the public interest?

Methodology

The Grand Rapids Institute for Information Democracy reviewed web sites and programming content of the 33 local radio stations in the Greater Grand Rapids Area between January 10, 2004 and March 31, 2004. With upcoming radio licensing renewals, we documented various aspects of each station and for the purposes of uncovering how these stations serve the public interest. For a listing of the stations and their respective web addresses, please see page 3.

Because of the amount of information provided to the public in one area, web sites were the primary focus of this survey in order to get a better idea of what the station’s programs involve and also, an idea of what they as a whole represent. We looked at how women were depicted and treated not only in their programming, but also in their promotional events, merchandise, and various other aspects of their quests to serve public interest.

Thus, for each site we focused on, areas such as, program lineups, radio personalities, show content and guests, promotional events, sponsors, pictures, merchandise, and direct links to other sites.

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In fact, the real question when looking into radio licensing renewal is: Are these stations serving the public interest?
### Grand Rapids FM Radio Stations with Web Addresses

<table>
<thead>
<tr>
<th>Radio Frequency and Call Letters</th>
<th>Web Addresses</th>
</tr>
</thead>
<tbody>
<tr>
<td>88.1 WPQZ</td>
<td>None</td>
</tr>
<tr>
<td>88.1 WYCE</td>
<td><a href="http://www.wyce.org">www.wyce.org</a></td>
</tr>
<tr>
<td>88.5 WGVU</td>
<td><a href="http://www.wgvu.org/radio/index.html">www.wgvu.org/radio/index.html</a></td>
</tr>
<tr>
<td>88.9 WBLU</td>
<td><a href="http://www.bluelake.org/radio.html">www.bluelake.org/radio.html</a></td>
</tr>
<tr>
<td>89.3 WGNB</td>
<td><a href="http://www.mbn.org">www.mbn.org</a></td>
</tr>
<tr>
<td>89.9 WAYG</td>
<td><a href="http://www.gospelcom.net/wayfm">www.gospelcom.net/wayfm</a></td>
</tr>
<tr>
<td>89.9 WTHS</td>
<td>No direct address (<a href="http://www.hope.edu">www.hope.edu</a>)</td>
</tr>
<tr>
<td>90.7 W214AY</td>
<td>None</td>
</tr>
<tr>
<td>90.9 W215AS</td>
<td>None</td>
</tr>
<tr>
<td>91.3 WCSG</td>
<td><a href="http://www.gospelcom.net/wcsg">www.gospelcom.net/wcsg</a></td>
</tr>
<tr>
<td>91.7 WMCQ</td>
<td>No direct address (<a href="http://www.afr.net">www.afr.net</a>)</td>
</tr>
<tr>
<td>92.1 WGHN</td>
<td><a href="http://www.wghn.com">www.wghn.com</a></td>
</tr>
<tr>
<td>92.7 WYVN</td>
<td><a href="http://www.thevan.fm">www.thevan.fm</a></td>
</tr>
<tr>
<td>93.7 WBCT</td>
<td><a href="http://www.b93.com">www.b93.com</a></td>
</tr>
<tr>
<td>94.5 WKLQ</td>
<td><a href="http://www.wklq.com">www.wklq.com</a></td>
</tr>
<tr>
<td>95.3 WGVS</td>
<td><a href="http://www.wgvu.org/radio">www.wgvu.org/radio</a></td>
</tr>
<tr>
<td>95.7 WLHT</td>
<td><a href="http://www.wlht.com">www.wlht.com</a></td>
</tr>
<tr>
<td>96.1 WVTI</td>
<td><a href="http://www.i96.net">www.i96.net</a></td>
</tr>
<tr>
<td>96.9 WLAV</td>
<td><a href="http://www.wlav.com">www.wlav.com</a></td>
</tr>
<tr>
<td>97.9 WGRD</td>
<td><a href="http://www.wgrd.com">www.wgrd.com</a></td>
</tr>
<tr>
<td>98.3 WLCS</td>
<td>None</td>
</tr>
<tr>
<td>98.7 WFGR</td>
<td><a href="http://www.wfgr.com">www.wfgr.com</a></td>
</tr>
<tr>
<td>99.3 WJQK</td>
<td><a href="http://www.jq99.com">www.jq99.com</a></td>
</tr>
<tr>
<td>100.5 WTRV</td>
<td><a href="http://www.theriver-fm.com">www.theriver-fm.com</a></td>
</tr>
<tr>
<td>101.3 WBFX</td>
<td><a href="http://www.101thefoxrocks.com">www.101thefoxrocks.com</a></td>
</tr>
<tr>
<td>101.7 WMRR</td>
<td><a href="http://www.wmrr.com">www.wmrr.com</a></td>
</tr>
<tr>
<td>102.9 WFUR</td>
<td>None</td>
</tr>
<tr>
<td>103.7 WUVS</td>
<td><a href="http://www.1037thebeat.com">www.1037thebeat.com</a></td>
</tr>
<tr>
<td>104.1 WVGR</td>
<td>None</td>
</tr>
<tr>
<td>104.5 WSNX</td>
<td><a href="http://www.wsnx.com">www.wsnx.com</a></td>
</tr>
<tr>
<td>105.7 WOOD</td>
<td><a href="http://www.ex105.7.com">www.ex105.7.com</a></td>
</tr>
<tr>
<td>106.1 WMMT</td>
<td><a href="http://www.muskegon.k12.mi.us/mtec/mtec106fm.html">www.muskegon.k12.mi.us/mtec/mtec106fm.html</a></td>
</tr>
<tr>
<td>106.9 WMUS</td>
<td><a href="http://www.107mus.com">www.107mus.com</a></td>
</tr>
<tr>
<td>107.9 WSHZ</td>
<td><a href="http://www.star108.com">www.star108.com</a></td>
</tr>
</tbody>
</table>

Of the stations with web addresses, each were visited and reviewed for the purposes of this campaign. For the most part several stations with older, younger, or family audiences did not have any sexually explicit or objectifying material on their sites. However, several of the sites targeting young adults had material that perpetuated the hypersexualization of media content and seemingly attempted to normalize sex as part of every day culture.
There were four stations that stood out from the rest.

All four of these stations mostly target the young college age or male audience and all four have similar sections on their web sites. Interestingly enough, Clear Channel owns both WBFX and WSNX, while Citadel owns WKLQ, and WGRD is owned by Regent Broadcasting.

Sex seems to be everywhere these days and readily available for all to see and participate in. These radio stations have no problem perpetuating that type of culture and are using it to attract listeners.

As a part of this new phenomena, whole people have been edited down to breasts, buttocks, legs, feet, and other body parts. Men and women have become nothing more than visual stimulation and the imagery on these radio station’s web sites only adds to that effect.

So, without further adieu, here is what we found on each station’s site…

---

94.5 WKLQ – Action Rock,  
www.wklq.com

97.9 WGRD – Modern Rock,  
www.wgrd.com

101.3 WBFX – Classic Rock,  
www.101thefoxrocks.com

104.5 WSNX – Contemporary,  
www.wsnx.com
94.5 WKLQ
www.wklq.com

Program lineup/air staff:
6-10am, The Ron and Don Morning Show
10am-2pm, Middays with Darrin Arriens
2-7pm, Sean Kelly
7pm-midnight, Splatz

Show content/guests:

Ron and Don Show Guests
-Jenny the Playboy Intern…Warning Boobs Ahead! (www.playboy.co/magazine/intern.html)
-Check out: Askmen.com (www.askmen.com)
-Dennis and Sunset from the Bunny Ranch, w/ direct link to bunny ranch site (www.bunnyranch.com)
-Lily strips across America with R & D (http://lilyburana.com/index.html)
-Angela, our hot D.A. from Stuff Magazine
-Check out Alexis Demko, she makes drawings for shaving down there (www.cliarts.com)
-The vault girls, w/ direct link to their website (www.vaultgirls.com)
-Heidi Fleiss stops by with Ron and Don (www.heidiwear.com)
-The Hooters Calendar Girl Stops by
-Check out the Liberator (http://theliberator.com/products_shapes.php)
-Sex in the South, why wouldn’t we? (http://suziparker.com/book.asp)
-Learn how to speed seduce with Ross Jeffris (www.seduction.com)
-April from America’s Top Model with R & D (www.upn.com/shows/top_model2/bio_april.shtml)
-Win a Diva, go to WWE with Dawn Marie! (http://wwedivas.com/dawnmarie/index.html)

Promotional Events/Pictures:

Ron and Don

“Win a Girl Wednesday”
– Every Wednesday on the show, a “girl” is given away to a caller for a date. The callers can see the “girl” on www.ronanddon.com and look at pictures of her various body parts.

Here are some examples of pictures that are used to entice callers into entering this contest:

Notice that the pictures depict women with very little clothing and even go so far as to solely focus on specific parts. This type of dismemberment is a way to further objectify women. The pictures of the women’s feet also play into a fetish fantasy. If you notice the later pictures, a homosexual male is portrayed and for that contest it was, “Win a Guy Wednesday,” where the same poses are imposed upon him as well.

Here are some of a few captions used for each “Win a Girl”:
-“Here she is – Natalie. Wow, what can I say…Blonde, blue, and HOT!!! Bring the wood this Wednesday.”

-“Emmy, our first Ghetto Fab Wednesday. Hey Freaks, its Ron and Don’s first ever Ghetto Fabulous Win-A-Girl Wednesday, why wouldn’t we?”

-“In case of water landing, Suzanna can be used as a floatation device. Nice. She’ll bring her hotness into the studio on Wednesday ready to be given away. So bring it hard…I mean bring it strong…You know what I mean. Bring it.”

-“This is Matt. He is our first Win-a-Guy. Guys, you can call in this Wednesday at 8am for your chance to sin a date with Matt.”

This type of imagery as well as the on air language used on the show are definitely sexual in nature and appeal to the audience’s desire for well…we will let you decide.

“Rock Girls”
-This is a section of the web site where various pictures of “hot” women are depicted. Apparently, these women have the honor of being known as the Ron and Don Rock Girls. The site tells the visitor to “Enjoy!” This section is clearly targeting the young male population. There are mainly just images and no captions to go along with them either.

There is also a calendar that Ron and Don have put together as well as promotional events, such as “Build your own Bikini” contests they have in conjunction with local bars (i.e. Tequila Willies).

There are numerous images just like these in this section on the site. There is the same theme of sex, and the pictures of just body parts and objects. Men are not depicted in the same manner as females, their role seems to be that of spectator.

Here are some examples:
“Galleries”
- This section has various picture galleries from past events on Ron and Don. The same type of imagery is seen here as with the other sections.

Some of these include:
- “Wrestling for Ozzfest tickets”
- “BBW nighty show for Korn Tickets”
- “Rachel dances for Korn tickets”
- “Wiz is a porn star in Vegas”
- “Sports Desk Auditions...Shay and her bitches”
- “Our first hot job for a hot girl”
- “Brenda builds her own bikini with R & D”
- “Sports Desk Auditions, Lydia in a mini skirt”
- “Sports Desk Auditions, Lyndsey in lingerie”

Here are some of the images readily available in the Gallery:
97.9 WGRD
www.wgrd.com

Program lineup/air staff:
6-10am, The Morning Show with Michael Grey and Spud
10am-2pm, Amanda
2pm-?, Suzy Cole
Fridays, Dave Fox

Show content/guests and Direct links:

The Morning Show Guests
- Just say "NO" to porn (www.xxxchurch.com)
- A place to whine about getting screwed by your ex (www.theytookeverything.com)
- Surf the web anonymously (www.anonx.com)
- Be nice AND get chicks (www.theniceguysguide.com)
- Reach out and touch a lesbian today (www.lesbianphonecall.com)
- Double Agent Girl Maggie Kim (www.maggiekim.com)
- Sadie Allison, the "female masturbation coach" (www.ticklekitty.com)
- Derangements (www.derangements.com)
- Cook your way into her pants (www.cookyourway.com)
- World-famous Bunny Ranch (www.bunnyranch.com)
- The lovely ladies of Double Agent
Promotional Events and Pictures:

-Photo Album-
Each Show/On-air Personality has their own section of events and pictures.

Some of the events include:
-“Babes and Bands at Ten Bells on Thursday Nights”
-“Hooters Car Wash”

Michael in the Morning and Dave Fox are the two who seem to have more imagery that is relevant here, whereas, the Suzy and Amanda do not.

These images are not as graphic as some of the ones seen on other stations, but they still have an emphasis on sex and the body parts of women. This dismemberment is another clear indication of the treatment of women.

Here are some examples from the morning show and Dave Fox:
The web site features a “Babe of the Day” that has a direct link to [www.thescurves.com](http://www.thescurves.com), which seems to be a local modeling company.

This company claims to be a modeling promotions company who is “looking for the hottest girls in West Michigan.”

There are also event photos on this site from the WGRD Models and Music (“Babes and Band’s”) Promotion.

Here are some of the images taken from this section on the GRD site:
101.3 WBFX
www.101thefoxrocks.com

Program lineup/air staff:
6-10am, The Bob and Tom Show
10am-2pm, Mark Feurie
2-6pm, Aris
6-9pm, Allison Harte
9pm-6am, Otto Mation

Show Content/guests/Direct Links/Pictures:

This site is set up differently than the others. There are not specific details for these on the site. There are certain sections that pop up, which is where most of this material comes from.

The show guests for the Bob and Tom show are primarily comedians and vary from week to week. There is a direct link to their web site (www.bobandtom.com). They are a nationally syndicated morning show and have that time slot on stations across the country.

The other direct links that pertain to this section involve two sections on the web site as the “Fox of the Day” and the “Hunk of the Day.” These two sections are the best examples of how this station will target the young male and female audience with sex.

Here is the link for the “Fox of the Day”: www.covermodels.com

On the site, there is another section where body parts from the “Fox of the Day” section randomly flash...here are some examples of this dismemberment of women:
Clearly, these images are meant to attract the audience to the Fox of the Day section on the site. Interestingly enough, the Hunk of the Day is not advertised in this same manner.

Here are some images from the Fox of the Day section…This is the whole month of March:

![Images of women in various outfits and poses]

This section comes complete with a whole calendar month of the “Foxes of the Day.” There is a direct link to the website where these pictures are found which goes into much more detail than these (for free).

This section of the site is almost the first thing that a viewer would see and since the rest of the site is not very informative in general, it is the perfect tool to attract the male audience.

There is a section that is the male version of the above.
Here is the link for the “Hunk of the Day” section:  www.mkonlinehunk.com

Here are some of the images from this section:

These images, although not as revealing, still demonstrate the emphasis on sex that the station is using to attract listeners.