

**ISSUES/PROGRAMS LIST: October 9, 2013  
JULY-SEPTEMBER 2013  
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**ISSUES/CONCERNS AND ACTIONS**

**Issues/Concerns:**

- 1. Concerns dealing with unwanted animals and their care.**
- 2. Promote safe and healthy lifestyles.**
- 3. Promote activities and organizations for developing our local youth.**
- 4. Support community efforts to insure proper nutrition.**
- 5. Keep community aware of activities and issues in their schools.**
- 6. Promote local activities and fundraisers for organizations supporting our community.**
- 7. Promote and support programs benefiting our local military veterans.**

**Actions:**

- 1. WWIS AM/FM continues to feature "The Pet Connection" which informs listeners of what animals are available for adoption at the local animal shelter. It also includes animal care tips. The program is aired 4 times per week on both WWIS-AM and WWIS-FM; :60 second message.**
- 2. WWIS FM aired public service announcements pertaining to diabetes prevention, lung cancer, and childhood obesity each of the :60 second spots were aired once a day July 1-September 30, 2013. WWIS AM and FM also partnered with Black River Memorial Hospital in promoting the monthly Diabetes Education and Support Group Meeting. A :30 second live read on both stations is aired on the Buylines for 6 days prior. The stations also partnered with the hospital in promoting their Nutrition Education Series on WWIS AM and FM aired 38-:60 second spots from August 17, 2013 through September 8, 2013.**

**3. WWIS Radio partnered with the local youth group known as Teens Against Alcohol. WWIS AM and FM aired 2-:30 second spots a day from July 1, 2013 through August 31, 2013. Members from the organization created and recorded the spots urging teens not to drink alcohol. Both stations also promoted the Jackson County Youth Theater Company's presentation of "Zink, The Myth, The Legend, The Zebra" which took place August 8-10, 2013 at the Lunda Park Band Shell. A :30 second spot was read live on the Buyline (AM 1260 and FM 99.7) for 6 days prior to the presentation. WWIS FM partnered with the Tomah Police Department in promoting their Bike Safety Expo which took place on August 6<sup>th</sup>, 2013. A :30 second spot was read live on the Buyline for 14 days prior to the event.**

**4. Announcements are made each Monday morning on WWIS AM and FM informing listeners of the food distribution provided by the Friends Food Shelf at the Fair Park from 3 to 5pm. (1 X :30 second promotion each Monday morning on each station). The announcement is also included in our Community Service Announcements that rotate throughout the day on each station. Announcements for the Food Pantrys in Brockway, Alma Center, Hixton, Humbird, Merrilan and Taylor were aired 3 times before each monthly pantry during the Buyline on AM 1260 and FM 99.7. A :60 second PSA concerning "Hunger Prevention" was aired on AM 1260 and FM 99.7 once a day from July 1, 2013 through September 30, 2013.**

**5. WWIS FM continues to air "Spotlight on Schools" on Fridays during the noon hour. It is a 4 to 7 minute program featuring interview with local school officials, teachers and students and focusing on programs and events.**

**6. WWIS AM/FM aired a :60 second PSA promoting the Boys and Girls Club of Jackson County. The spot aired once a day on each station from July 1, 2013 to September 30, 2013.**

**7. WWIS AM and WWIS FM aired a :30 second PSA emphasizing means for veterans to receive assistance. The spot aired once a day on each station from July 1, 2013 through September 30, 2013. WWIS Radio has developed a good working relationship with The Tomah VA Medical Center and all special activities regarding assistance to local veterans are promoted on both stations.**

### Program Descriptions

**News Reports:** News broadcasts at 7:00 a.m. and 12 Noon Monday through Friday. 7:00 a.m. Saturdays and Sundays. (Local, state, and world/national news, sports and weather.) Local and state news reports also at 9:00 a.m. and 4:00 p.m. Monday through Friday and Saturdays at 10:00 a.m. World/National news hourly (may be preempted for other events) from CBS Radio News.

**Community Service Announcements (CSA's):** Announcements that run hourly seven days a week to promote and inform about non-profit, government and civic events, meeting notices, and other information important to the community.

**Public Service Announcements:** Pre-recorded announcements used daily as available concerning state and national issues relevant to listeners.

**BuyLine:** Monday through Saturday 8:00 to 9:00 a.m. A call in program allowing public access to the radio station to buy, sell, and trade personal items. It also allows promotion of community events.

**Statement:** WWIS has devoted time to the issues/concerns outlined above as well as other issues and concerns to the community through one or more of the programs listed. Our involvement includes, but is not limited to: local news, community and public service announcements, and other special programming related to events and issues important to the community we serve. Input and requests from the public is given consideration and we make an effort to become involved with and respond to all requests for broadcast time.