

**ISSUES/PROGRAMS LIST: January 9, 2014
OCTOBER-DECEMBER 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 a Pre-Diabetes Class which was presented by Black River Memorial Hospital on November 25, 2014. The class was designed to educate individuals who possibly have been diagnosed as a borderline diabetes candidate. WWIS Radio partnered with Bolton Refuge House in providing information relating to Domestic Abuse Awareness Month. WWIS AM and FM aired 31-:45 second spots from October 1-October 31, 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 Buyline for 6 days prior.**

3. WWIS Radio partnered with The Boys and Girls Club of Sparta promoting their Haunted House which operated during the month of October 2013. Along with the boys and girls getting involved with the operation of the house, it also served as a fundraiser for their organization.

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. WWIS assisted Friends Sharing Food, Inc. in promoting their Food for More Challenge. Dollars raised were matched one on one with pounds of food credit which would be used by Food for Kids, Friends Food Shelf, Jackson County Food Pantry and Neighborhood Food Pantry Programs. The efforts resulted in Friends Sharing Food receing 5,000 pounds of free food. A :30 second live promotion aired once a day, Monday through Saturdays, during the Buyline Program on WWIS AM-FM from October 1-27, 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 :30 live read Monday through Saturdays, November 7th through December 13th, 2013 promoting the 30th Year of Project Christmas efforts in Black River Falls and Jackson County. Donations of money, , non-perishable food and toys were requested along with recruiting volunteers to help wrap presents, box food and distribute the items to needy families. As a result, 430 recipient households emcompassing approximately 1600 individuals including 800 children benefited from the project. WWIS assisted the Boys and Girls Club of Jackson County in promoting their Annual Fundraiser Banquet. From October 16 through October 26th, a total of 24-:30 second spots aired on both WWIS AM and FM promoting the event.

7. WWIS AM and WWIS FM aired a :30 second live read on the Buyline program Monday through Saturdays during the period of October 10-17, 2013 promoting the Tomh VA's Drive Through Flu Shot Clinic which was held on October 17th, 2013. WWIS worked with the Jackson County Veterans Service Officer in promoting Jackson County's Viet Nam Veteran's Recognition Day. A total of 22-:60 second spots aired from October 24th through November 11th, 2013 encouraging Viet Nam Veterans to attend a special ceremony which was held at the Jackson County Courthouse on Veterans Day. Veterans and their families and the general public were invited to the ceremony.

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.