

**ISSUES/PROGRAMS LIST: April 10, 2013
JANUARY-MARCH 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 Pertussis and COPD education; each of the :30 second spots were aired once a day January 1-March 31, 2013. A "not too late to get vaccinated" :60 second spot created by the Jackson County Health Office was aired once a day, January 14-31, 2013.**

3. WWIS Radio partnered with the Boys and Girls Club of Jackson County to promote their Beer and Wine Tasting Event which was held on February 23rd, 2013. A total of 27-:30 second spots on AM 1260 and FM 99.7 were aired from February 17-23, 2013 to promote the event. WWIS AM and FM also did a special promotion for the Black River Falls High School Annual Musical which was held on March 9th, 2013. A total of 52-:30 second spots aired on both stations from February 18-March 9, 2013.

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 Buylines on AM 1260 and FM 99.7. A nutritional education series, conducted by Black River Memorial Hospital, was promoted prior to its start on March 12th, 2013. A total of 96-:60 second spots were aired on both stations from February 8-March 11, 2013 encouraging enrollment. WWIS Radio Partnered with Burnstad's Market and Gross Chevrolet Buick GMC for "Heart 4 the Hungry Food Drive" which was held on Saturday, February 16th, 2013. Food was donated on that day and it was transported directly to the local food pantry. Three pickup loads of food were donated. A total of 72-:30 second spots were aired on both AM 1260 and FM 99.7 from January 29-February 15, 2013 promoting the event. An on-site remote was also conducted on February 16th, 2013.

5. WWIS FM is now airing "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 partnered with the Lincoln FBLA in promoting a "Fan Appreciation" Night. The group did all the planning and coordination for the event which was held on February 12th, 2013. Members of the group recorded the promotions and they were aired on AM 1260 and FM 99.7; 15-:60 second spots ran from February 8-12, 2013.

7. The Veteran's Support/Crisis Line was promoted on WWIS-FM from January 1-March 31, 2013. A :30 second spot aired each day.

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.