



In our ongoing effort to serve the public interest, stations WIGM and WKEB broadcast programming responsive to issues and concerns to people in Medford, WI and the surrounding service area. Following is a list of some of the significant programming:

Issues & Programming: 1st Quarter (Jan-March) 2019

Recreation: Annual Perkinstown Snow Shoe Race Event at a local tubing recreation area. Stories to attract snowshoes because of the limited snow on the trails. 3/15-3/17 worked with the Medford Chamber of Commerce in presenting an event in our area that showcased products and services for consumers. We gave household hints as well as construction advice from professionals.

Education: 1/10/19-1/20/19 Working with Taylor County Drug Opposition Partners to create announcements on air on alcohol and drug abuse. Medford High School students were invited to the radio station to record messages that encouraged young people to stay off drugs. 1/10/19 Held an Excellence in Education message campaign with in our area 9 high schools in central Wisconsin. 1/26/19 Presented a day of items for sale on our annual Radio Auction with emphasize to help our local economy by supporting small businesses. 3/2-3/9 Read Across America with salutes to Dr. Suess

Safety: 1/1/19 News Years Resolutions collected and aired. 1/24/19 DNR conservation warden gave safety tips for using snowmobiles on area trails.

Health: 2/1/19 Flu season warnings presented by the Taylor County Health Department. Deaths from the flu and flu-related pneumonia has lagged a little behind some recent bad seasons. There are as many as 56,000 deaths connected to the flu during a bad year. 2/15/19 Messages from Taylor County Drug Opposition Partners on the abuse of marijuana, read by area high school students. 2/10/19 Childrens Dental Health Month, worked with area dentists to support public service announcements on early checkups and dental care. 3/1-3/31 2019 Wellness with K99, aired messages of fitness, nutrition, mental wellness, relaxation, massage, yoga and more.

Agriculture: 1/27/19 Lake Esadore Fishing Contest that encourages everyone to take to the ice for family fun and to teach young kids the joy of fishing. Highlighted the events of the local FFA Organization during National FFA Week in February.

Military: 3/25/19 Recognition of Medal of Honor Day

