

Quarterly Community Issues Report
WJUB 1420 AM
4th Quarter 2016 / October, November & December

Through a series of local news, promotional announcements and informational programs WJUB-AM 1420 has addressed the following issues of local concern for the fourth quarter of 2016.

The **Local News** is broadcast at 5:00 AM / 6:00 AM / 7:00 AM / 8:00 AM / 12 Noon / 3:00 PM weekdays. Each newscast is 1 -2 minutes in length. Issues covered during this quarter include;

Former Riverview (Plymouth) Middle School teacher Jeff Petrie was surprised when nine school buses, the entire student body and staff from Riverview, brought a parade to his front door as a show of support for his year-long battle with Lymphoma. Petrie died from the disease the next day.

Meijer grocery and department store announced that construction for their new Memorial Mall (Sheboygan) location is now set for 2018 with projected opening in 2019. Kohl's and Bed, Bath & Beyond will remain but the rest of the mall will be demolished.

Inexplicably, Sheboygan County was a hotspot for Creepy clowns in October. At least one arrest occurred with a man in a clown mask carrying a knife. Also, the popular smartphone game Pokemon Go was also prevalent throughout the County with players congregating along the lakefront, South Pier and numerous other hotspots during the fall.

Sheboygan Falls was shaken when a house fire claimed the lives of 3 children earlier this year. In November, posthumously, 11 year old Natalie Martin was awarded the Carnegie Medal of Heroism for saving the life of her sister and attempting to save her two brothers.

The Milwaukee Bucks have initially had planned to make their D-League location decision in November. Sheboygan is one of three final qualifiers. The Bucks announced that the decision will be made in early 2017.

In addition to important National, State and regional elections – the November ballots also saw school referendums pass in Sheboygan city, Howards Grove and Sheboygan Falls.

The program **Focus on the Family** is broadcast at 5:30 PM weekdays. Typical program topics include parenting advice, strengthening marriage relationships and incorporating faith in daily life. A list of specific daily topics is included in this report with those of local interest highlighted.

The short feature program **Breakpoint** is broadcast weekdays. A November 3rd broadcast told the story of Milwaukee based Project Joseph, U.S. Senator Ron Johnson and the Greater Praise Church of God in Christ cooperative effort to teach job interviewing and life skills to unemployed men. The first graduating "class" of 14 men all received job offers at the Kohler Company and 13 began their employment in October.

WJUB – AM provided promotional support to Love, Inc a Sheboygan County not for profit organization that mobilizes churches to provide food, clothing and shelter to those in need.

WJUB – AM provided local community awareness by live on-air interviewing both the Mayor of Plymouth and center Director Randy Schwoerer to talk about the Wisconsin Cheese Center which will open in downtown Plymouth in 2017. Also, an interview was done with Kerry Wilson of the “Sound Celebration” vocal group in advance of their Christmas concert.

WJUB-AM provided bonus promotional support to local community events including Making Spirits Bright drive through holiday lights show, organized by the Rotary Club, with donations received to benefit local food pantries.

WJUB – AM provided promotional support to the Plymouth Arts Center and their fall events including their “Mural Walk” and “Colors of Christmas” events. P.A.C. is an area not for profit arts center and live music venue to promote featuring local talent.

WJUB – AM provided promotional support to Rawhide Boys Ranch (New London) advertising their 2016 Friday Fish Fry Season. Rawhide provides at-risk adolescent and teen boys a group home where they receive counseling, education, job training and family structure.