

# **FOCUS**

## **OCTOBER – DECEMBER 2020**

In our ongoing effort to serve the public interest, station WKRU (The Big Dog) broadcasts programming responsive to issues of concern to Green Bay and the surrounding service area. The following is a list of those issues and the stations most significant programming treatment of them.

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**ISSUES COVERED:** NON-PROFITS ARE STRUGGLING JUST WHEN WE NEED THEM THE MOST.

**PROGRAM:** PROJECT SHINE- P.S.A'S AND DIGITAL PRODUCTION

**LENGTH:** 120 SECONDS, 60 SECONDS, 30 SECONDS & 15 SECONDS

**DATE / TIME AIRED:** 11/19-CONTINUING

**DESCRIPTION:** WKRU SUPPORTS PROJECT SHINE, WHICH CONNECTS VOLUNTEERS WITH VOLUNTEER MATCH.ORG. THEY PARTNER WITH OVER 130,000 NON-PROFITS AND ARE THE LARGEST ONLINE VOLUNTEER ENGAGEMENT NETWORK. THERE ARE CURRENTLY 3.2 MILLION VOLUNTEERS NEEDED BY NON-PROFITS. OVER 700,000 OF THOSE OPENINGS ARE FOR VIRTUAL VOLUNTEERS, FOR SAFELY-DISTANCED ACTIVITIES. THIS MAKES IT POSSIBLE FOR PEOPLE WHO DON'T HAVE MONEY TO DONATE, BUT WHO DO HAVE TIME, EXPERIENCE AND PASSION TO STILL HAVE A POSITIVE IMPACT IN THEIR COMMUNITY, THROUGH VOLUNTEERISM. WE AIRED EVERY HOUR LIVE AND RECORDED MESSAGES AND POSTED DIGITAL PROMOS ON OUR WEBSITE AND SOCIAL MEDIA, TO ENABLE GOOD PEOPLE AND GREAT CAUSES TO CONNECT.

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**ISSUES COVERED:** ECONOMIC

**PROGRAM:** WILL THERE BE ENOUGH ELECTION VOLUNTEERS IN WI?

**LENGTH:** 90 SECONDS

**DATE / TIME AIRED** OCTOBER 3-4, 2020

**DESCRIPTION:** ELECTION DAY IS LESS THAN ONE MONTH AWAY. BUT UP UNTIL THEN, A TIDAL WAVE OF ABSENTEE BALLOTS WILL BE SENT IN BECAUSE OF THE PANDEMIC. AND STAFFING POLLING LOCATIONS WILL BE HARD BECAUSE OF THE PANDEMIC. IN WISCONSIN, MUNICIPAL CLERKS ARE HOPING VOLUNTEERS STILL CAN HELP PICK THE SLACK AMID A DIFFERENT VOTING DYNAMIC THIS YEAR. COMMENTS FROM WENDY HELGESON, PRESIDENT OF THE WISCONSIN MUNICIPAL CLERKS ASSOCIATION.

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**ISSUES COVERED:** HEALTH

**PROGRAM:** RURAL HEALTH CARE STRESSED AS COVID SURGES IN MIDWEST

**LENGTH: 90 SECONDS**

**DATE / TIME AIRED:** OCTOBER 10-11, 2020

**DESCRIPTION:** MADISON, WI -- WISCONSIN IS AMONG THE NATION'S CORONAVIRUS HOT SPOTS RIGHT NOW. AND IN MANY MIDWESTERN STATES, COMMUNITY SPREAD HAS BEEN A SIGNIFICANT FACTOR IN RURAL AREAS, LEAVING HEALTH-CARE PROVIDERS WITH HIGHER DEMAND WHEN THEY ALREADY HAVE FEWER RESOURCES. COMMENTS FROM BROCK SLABACH (SLAY-BAUGH), SENIOR VICE PRESIDENT, NATIONAL RURAL HEALTH ASSOCIATION.

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**ISSUES COVERED: ECONOMIC**

**PROGRAM:** LIKE A LIBRARY BOOK, WI FARMERS SHARE EQUIPMENT

**LENGTH: 90 SECONDS**

**DATE / TIME AIRED:** OCTOBER 17-18, 2020

**DESCRIPTION:** OUTREACH CONTINUES TO GET MORE FARMERS TO ADOPT CONSERVATION PRACTICES, BUT INITIAL COSTS AND LACK OF TIME CAN BE A BARRIER. IN NORTHEASTERN WISCONSIN, A DONATED PIECE OF EQUIPMENT IS PROVING TO BE USEFUL. COMMENTS FROM NICOLE VAN HELDEN, DIRECTOR OF RESILIENT LANDS FOR THE NATURE CONSERVANCY WI; JEREMY FREUND (FROIND), PROJECT COORDINATOR, OUTAGAMIE (OUT-A-GAMEY) COUNTY LAND CONSERVATION DEPARTMENT; AND SEYMOUR-AREA FARMER TROY ULMER.

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**ISSUES COVERED: SAFETY**

**PROGRAM:** DEER WILL BE DARTING ONTO HIGHWAYS IN THE COMING WEEKS

**LENGTH: 90 SECONDS**

**DATE / TIME AIRED:** OCTOBER 24-25, 2020

**DESCRIPTION:** WISCONSIN STATE PATROL WARNS DEER WILL BE MORE PREVALENT AND THEIR MOVEMENTS LESS PREDICTABLE ALONG WISCONSIN ROADWAYS DURING THE MATING SEASON OR "RUT" IN OCTOBER AND NOVEMBER. DEER ARE MORE ACTIVE, ESPECIALLY AT DUSK AND DAWN WHEN THEY MOVE TO AND FROM THEIR BEDDING AND FEEDING AREAS.

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**ISSUES COVERED: ECONOMIC**

**PROGRAM:** TO SURVIVE CRISIS, SMALL WI FARMS PIVOT TO DIRECT MARKETING

**LENGTH: 90 SECONDS**

**DATE / TIME AIRED:** OCTOBER 31 – NOVEMBER 1, 2020

**DESCRIPTION:** DELEVAN, WI -- THE CHALLENGES FACING THE FARMING COMMUNITY BEFORE AND AFTER THE COVID-19 CRISIS HAVE BEEN WELL DOCUMENTED. BUT AGRICULTURE EXPERTS SAY THEY'RE LIKELY TO CONTINUE, ESPECIALLY AS THE PANDEMIC RAVAGES STATES SUCH AS WISCONSIN. STILL, SOME SMALLER OPERATIONS ARE FINDING A WAY TO STAY AFLOAT. COMMENTS FROM JANET GAMBLE, OWNER, TURTLE CREEK GARDENS; AND JEREMY LYNCH, OWNER, ENOS (EE-NOSE) FARMS.

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**ISSUES COVERED:** HEALTH

**PROGRAM:** AMERICAN DIABETES MONTH

**LENGTH:** 90 SECONDS

**DATE / TIME AIRED:** NOVEMBER 7-8, 2020

**DESCRIPTION:** THE SERIOUSNESS OF DIABETES AND THE IMPORTANCE OF DIABETES PREVENTION AND CONTROL. THIS YEAR, THE AMERICAN DIABETES ASSOCIATION IS TAKING A BOLDER, MORE AUDACIOUS APPROACH TO AMERICAN DIABETES MONTH. WITH NEARLY TWENTY-FOUR MILLION CHILDREN AND ADULTS IN THE UNITED STATES LIVING WITH DIABETES AND AN ADDITIONAL FIFTY-SEVEN MILLION AMERICANS AT RISK, SIMPLE AWARENESS WILL NO LONGER SUFFICE

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**ISSUES COVERED:** HEALTH

**PROGRAM:** WI MEDICAL PROFESSIONALS: CLIMATE CHANGE AFFECTS HUMAN HEALTH

**LENGTH:** 90 SECONDS

**DATE / TIME AIRED:** NOVEMBER 14-15, 2020

**DESCRIPTION:** DOZENS OF WISCONSIN DOCTORS, NURSES AND OTHER MEDICAL PROFESSIONALS ARE PART OF A NATIONWIDE COALITION URGING THEIR PATIENTS TO DEMAND ACTION ON CLIMATE CHANGE. THEY SAY THE ISSUE IS NOT ONLY AN ENVIRONMENTAL THREAT, BUT A PUBLIC HEALTH THREAT AS WELL. COMMENTS FROM DR. JOEL CHARLES, MEDICAL DIRECTOR, KICKAPOO VALLEY MEDICAL CLINIC.

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**ISSUES COVERED:** ECONOMIC

**PROGRAM:** TIME RUNNING SHORT FOR FARMERS TO APPLY FOR COVID AID

**LENGTH:** 90 SECONDS

**DATE / TIME AIRED:** NOVEMBER 21-22, 2020

**DESCRIPTION:** U.S. FARMERS, WHO HAVE SEEN THEIR BOTTOM LINE NEGATIVELY AFFECTED BY THE PANDEMIC, HAVE ONE MORE MONTH TO SIGN UP FOR THE LATEST ROUND OF FINANCIAL ASSISTANCE PROVIDED BY THE FEDERAL GOVERNMENT. GROUPS OFFERING

GUIDANCE SAY THE LATEST PHASE IS HELPING A BROADER RANGE OF PRODUCERS. COMMENTS FROM ALEJANDRA HERNANDEZ, CONSERVATION POLICY ASSOCIATE, MICHAEL FIELDS AGRICULTURAL INSTITUTE; AND MICHAEL DOLAN, OWNER OF SEVEN SEEDS FARM.

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**ISSUES COVERED: ECONOMIC**

**PROGRAM:** AS CRISIS DRAGS ON, WI CAREGIVER ADVOCATES ASK FOR STATE SUPPORT

**LENGTH: 90 SECONDS**

**DATE / TIME AIRED:** NOVEMBER 28-29, 2020

**DESCRIPTION:** EVEN BEFORE THE PANDEMIC, GROUPS WHO ADVOCATE FOR FAMILY CAREGIVERS IN WISCONSIN WERE CALLING ATTENTION TO THE NEED FOR MORE SUPPORT. THOSE CALLS ARE GROWING LOUDER AS MORE FAMILIES SHIFT THEIR FAMILIES AWAY FROM LONG TERM CARE FACILITIES AS THE CORONAVIRUS CONTINUES TO SPREAD. COMMENTS FROM HELEN MARKS DICKS, ADVOCACY DIRECTOR, STATE ISSUES, AARP WISCONSIN.

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**ISSUES COVERED: SAFETY**

**PROGRAM:** THIEVES DON'T TAKE A HOLIDAY: TIPS TO AVOID SCAMS

**LENGTH: 90 SECONDS**

**DATE / TIME AIRED:** DECEMBER 5-6, 2020

**DESCRIPTION:** MADISON, WI – SCAMMERS WORK OVERTIME DURING THE HOLIDAY SEASON, WHEN PEOPLE GENERALLY ARE BUSY AND A LITTLE LESS VIGILANT. A FEW TIPS CAN KEEP FOLKS SAFE FROM FRAUD, ESPECIALLY WHEN SHOPPING ONLINE. COMMENTS FROM COURTNEY ANCLAM, SENIOR PROGRAM SPECIALIST, AARP WISCONSIN.

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**ISSUES COVERED: SAFETY/HEALTH**

**PROGRAM:** WATCH YOUR HEART OVER THE HOLIDAYS, DURING SNOW SEASON

**LENGTH: 90 SECONDS**

**DATE / TIME AIRED:** DECEMBER 12-13, 2020

**DESCRIPTION:** MILWAUKEE, WI – DOCTORS AND THE AMERICAN HEART ASSOCIATION HAVE SOME HEART-RELATED WARNINGS FOR THIS TIME OF YEAR. COMMENTS BY DR. LOUIE KOSTOPOULOS (KOSS-TOP-OH-LESS), AN INTERVENTION CARDIOLOGIST AT AURORA ST. LUKE'S MEDICAL CENTER.

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**ISSUES COVERED: ECONOMIC**

**PROGRAM:** COVID FALLOUT CREATES “BASIC NEEDS” PRESSURE FOR WI FAMILIES

**LENGTH: 90 SECONDS**

**DATE / TIME AIRED:** DECEMBER 19-20, 2020

**DESCRIPTION:** AS THE PANDEMIC BEGAN TO UNFOLD, PUBLIC-POLICY GROUPS VOICED CONCERNS ABOUT HOW VULNERABLE FAMILIES WOULD FARE. NEW FINDINGS SHOW THOSE WORRIES ARE BECOMING REALITY FOR WISCONSIN FAMILIES. COMMENTS FROM LESLIE BOISSIERE (BOSS-EE-AIR), VICE PRESIDENT, EXTERNAL AFFAIRS, ANNIE E. CASEY FOUNDATION; AND ERICA NELSON, DIRECTOR, RACE TO EQUITY, KIDS FORWARD.

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**ISSUES COVERED: HEALTH**

**PROGRAM:** FLOOD CONCERNS AT CENTER OF WI CLIMATE REPORT

**LENGTH: 90 SECONDS**

**DATE / TIME AIRED:** DECEMBER 26-27, 2020

**DESCRIPTION:** WISCONSIN LAWMAKERS, UTILITIES, BUSINESSES AND OTHER STAKEHOLDERS NOW HAVE A COMPREHENSIVE REPORT ON HOW TO REDUCE THE IMPACTS OF CLIMATE CHANGE, INCLUDING INCREASED THREATS OF FLOODING. THE SERIES OF RECOMMENDATIONS WAS ISSUED THIS MONTH BY A TASK FORCE. COMMENTS FROM YARON (YUH-ROHN) MILLER, OFFICER WITH THE PEW CHARITABLE TRUSTS' FLOOD-PREPARED COMMUNITIES INITIATIVE; AND DYLAN JENNINGS, PUBLIC INFORMATION OFFICER, GREAT LAKES INDIAN FISH & WILDLIFE COMMISSION.

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