



## ISSUES AND PROGRAMS

WSJY / WKCH / WFAW

FOURTH QUARTER 2023

### Interviews

The list below shows regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed for the calendar quarter.

**Issue:** Hunger In Wisconsin

**Program Title:** Mitigating Hunger in Wisconsin with Hunger Task Force.

**Description:** We discuss how to help in the fight against hunger and how to seek help if needed.

**Guest:** Hunger Task Force CEO - Sherri Tussler

**Date/Time:** 11/19/23 6:00 am

**Duration:** 7:59

**Issue:** Consumer Protection around Holiday Shopping

**Program Title:** Read the fine print. Watch your credit report.

**Description:** Discuss the dangers of getting hooked into a time share & keeping your identity safe.

**Guest:** Michelle Reinen

**Date/Time:** 11/26/23 6:00 AM

**Duration:** 6:16

**Issue:** Charitable Giving and Holiday Scams

**Program Title:** Protecting Yourself from the Bad Guys .

**Description:** We discuss how the Wisconsin Department of Financial Institutions (DFI) is joining the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) in an effort to ensure donors' money reaches real charitable organizations, not scammers taking advantage of their generosity this holiday.

**Guest:** Michelle Reinen, Administrator of DATCP's Division of Trade and Consumer Protection.

**Date/Time:** 12/3/23 6:00 AM

**Duration:** 8:00

**Issue:** Supporting Local Businesses and Agriculture

**Program Title:** Shop Local and Support Agriculture

**Description:** We discuss how shopping for products produced in Wisconsin helps our area and the importance of remember agriculture during the holiday season.

**Guest:** Ashley Hagenow – Alice in Dairyland  
**Date/Time:** 12/10/23 6:00 AM  
**Duration:** 5:16

**Issue:** Importance of Butter to Wisconsin Economy  
**Program Title:** Wisconsin Butter  
**Description:** We discuss how important butter is to Wisconsin's economy, and when buying butter, look for the Made in Wisconsin logo  
**Guest:** Ashley Hagenow – Alice in Dairyland  
**Date/Time:** 12/24/23 6:00 AM  
**Duration:** 6:51

### **News:**

WSJY airs State News covering four to six stories. News casts run for sixty seconds, and is a quick snap shot of "What's Happening". WSJY news airs in the morning at: 6:15, 6:45, 7:15, 7:45, 8:15, 12:30.

WKCH airs local news covering four to six stories of local interest. News casts run anywhere from two to four minutes and is a quick snap shot of "What's Happening". WKCH news airs in the morning at: 6:55, 7:55, 8:55, 9:55. There are afternoon updates as well that air at 12:30 and 1:30.

WFAW airs local news covering four to six stories of local interest. News casts run anywhere from two to four minutes and is a quick snap shot of "What's Happening". WFAW news airs in the morning at: 6:30, 7:15, 8:20, 8:50, 10:30, . There are afternoon updates as well that air at 12:30, 1:30.