



CONVERSATIONS 30 MINUTES

PUBLIC AFFAIRS PROGRAM

OCTOBER, 2012

WMIL

SUNDAY 10:30-11:00 PM

10-7-2012

BILL WANDSNIDER, WANDSNIDER LANDSCAPING ON PREPARING LAWN AND GARDEN FOR WINTER MONTHS.

10-14-2012

MARK RICHARDSON OF ALIVE AIR PURIFIER, AUTHOR OF GUIDE TO NATURAL ASTHMA AND ALLERGY RELIEF ON ALTERNATIVE METHODS OF ALLERGY RELIEF

10-21-2012

SAVE LIDS TO SAVE LIVES: HELPING TO MAKE A DIFFERENCE IN THE FIGHT AGAINST BREAST CANCER, FEATURING MARTINA MCBRIDE.

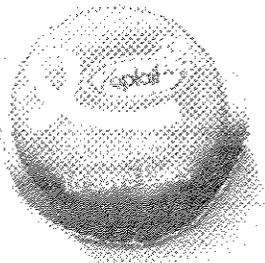
10-28-2012

CAPTAIN GERHARD SCHELER ON THE SALVATION ARMY'S ADULT REHABILITATION DRIVE AND CHRISTMAS TREE FUNDRAISER  
PAUL OSERMAN, CREDIT DISPUTING AGENT ON WHAT TO LOOK FOR WITH YOUR CREDIT REPORT AND HOW TO SOLVE PROBLEMS.



# ATTN: PUBLIC AFFAIRS DIRECTORS!

IN HONOR OF BREAST CANCER AWARENESS MONTH, REPUBLIC NASHVILLE HAS THE PERFECT PUBLIC AFFAIRS PROGRAMMING TOOL.



## SAVE LIDS TO SAVE LIVES: Helping to Make a Difference In The Fight Against Breast Cancer, featuring *Martina McBride*.

A fully-produced\* 27-minute public affairs special highlighting the fight against breast cancer, designed to air October 2012.

### The Guests:

**Martina McBride** – Country Music Superstar, with the Top 5 hit song “I’m Going To Love You Through It” telling the moving and emotional story of a woman just diagnosed with breast cancer and the love, support, and hope required by the family members and friends in her life.

**Carlos Arteaga, M.D.** – Vanderbilt-Ingram Cancer Center, Director of VICC’s Breast Cancer Program and Medical Oncologist.

**Darlene Smith** – Breast Cancer Survivor.

**Cheryl Welch** – Save Lids To Save Lives, Director. The Save Lids To Save Lives Campaign includes more than 20 General Mills’ brands that will carry pink lids on participating products that can be collected and mailed in together to trigger donations to Susan G. Komen For The Cure.\* Over the past 14 years, General Mills has contributed more than \$50 million to the cause through Save Lids to Save Lives, the online community Pink Together and other initiatives.

### Did You Know?

- ◆ Breast Cancer is the most frequently diagnosed cancer and is the leading cause of cancer death among women worldwide.
- ◆ 1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime.
- ◆ Getting regular screening tests is the best way for women to lower their risk of dying from breast cancer. Screening tests can find breast cancer early, when it's most treatable.

*Source: www.komen.org*



\*General Mills will donate 10 cents to Susan G. Komen for each lid received and also for each code entered by 6/30/2013. Maximum total donation of \$2,500,000. We have already donated \$500,000. We will donate up to an additional \$2,000,000 based on lids submitted, codes entered and other consumer actions. Look for other ways to trigger donations at [SaveLidstoSaveLives.com](http://SaveLidstoSaveLives.com).

[CLICK HERE to confirm your participation, and receive a PSA recorded by Martina McBride.](#)

\*Raw Audio also available if needed to work into your existing weekly show

*Republic*  
N A S H V I L L E

**WMIL FM 106.1**  
**Monthly Report 2012**  
**Fourth Quarter**  
**October 1-31, 2012**

Issue	Organization or Title	Dates	Length	# Aired
Animal Adoption-Karen's Kritters	Wisconsin Humane Society	October 1, 8, 15, 22, 29	:60	5
	Army National Guard	October 2-26	:30	33
A Storm To Remember	WI Broadcasters Association	October 1-28	:60	10
	Army National Guard	October 3-28	:30	32
My First Call Up	WI Broadcasters Association	October 2-27	:60	10
	Army National Guard			
Fighting for the Environment	WI Broadcasters Association	October 1-25	:60	10
	Army National Guard			
Rising Waters	WI Broadcasters Association	October 1-26	:60	10
	Miracle On Canal Street			
Positive Youth Development	Boys & Girls Club of Washington County	October 15-31	:30	34

OCTOBER 2012 PUBLIC FILE  
WMIL MORNING SHOW

OCT 1 Jill DeGrave WI Humane Society. Discussed animals up for adopting 8:31am 2 mins

OCT 2 Melinda Myers, Plant Expert. Offered advice on Fall clean up, preparing yard for Winter. 6:20am 5 mins

OCT 3 George Webb owners, Sandy and Phillip Anderson. Discussed restaurant proceeds going to Karen's, "Check up for Chicks" Breast Cancer Awareness Fund. 8:20am 6 mins

OCT 5 Karen's Mammogram Party. 12 listeners received free Mammogram's from Wisconsin Well Women and Aurora Healthcare. 8am 10 mins

OCT 8 Jill DeGrave WI Humane Society. Discussed animals up for adopting 8:33am 2 mins

OCT 12 Irish Jewel, trainer at Wisconsin Athletic Club. Informed listeners about Women's Health Day at the club. 8:18am 3 mins

OCT 15 Jill DeGrave WI Humane Society. Discussed animals up for adopting 8:32am 2 mins

OCT 17 Karen at George Webbs Restaurant. Karen made an appearance at a local George Webb to thank them for donating to Check up for Chicks. 8:45am 4 mins

OCT 22 Jill DeGrave WI Humane Society. Discussed animals up for adopting 8:34am 2 mins

OCT 29 Jill DeGrave WI Humane Society. Discussed animals up for adopting 8:33am 2 mins

OCT 30 Steven Sobotta, New York City resident. Discussed affects of Hurricane Sandy in New York City. 6:20am 5 mins