

WMIL-FM
Milwaukee, WI
Quarterly Issues/Programs List
Fourth Quarter, 2012
01/01/2013

WMIL-FM
Quarterly Issues/Programs List

WMIL-FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- CREDIT SCORE: HOW TO CONTEST PROBLEMS ON YOUR CREDIT SCORE
- GREEN MATS: GREEN YOGA MAT MAKER, NEEDED EQUIPMENT
- MAKE A WISH: MAKE A WISH RADIOTHON
- MIRACLE ON CANAL STREET: RAISING MONEY FOR LOCAL CHARITIES
- MODEL TRAINS: NewsSpot
- SAFE COOKING: NewsSpot
- SALVATION ARMY TRUCK: SALVATION ARMY ADULT REHAB CENTER
- SCHOOL TESTING: CHANGING SCHOOL TESTING FOR KIDS
- SPECIAL OLYMPICS OF WI: CORPORATE SPECIAL OLYMPICS
- WEIGHT LOSS TOPS DIRECTOR: INCREDIBLE WEIGHT LOSS STORY
- wellness education: WELLNESS INFORMATION
- WGIRLS FOR WOMEN: wgirls fundraiser for kids
- WILLIE - ON JOHNNY: Breast Cancer special with Martina McBride
- WINTER HOME HEATING: HOW TO BEST HEAT YOUR HOME

Section I
LOCAL PROGRAMMING

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
WILLIE - ON JOHNNY	Save Lids To Save Lives	Breast Cancer special with Martina McBride	----	10/21/2012 10:30 PM	015:52
WILLIE - ON JOHNNY	Save Lids To Save Lives	Breast Cancer special with Martina McBride	----	10/21/2012 10:46 PM	012:32
SALVATION ARMY TRUCK	CONVERSATIONS - 1 SA TRUCK	SALVATION ARMY ADULT REHAB CENTER	CAPTAIN SCHELER	10/28/2012 10:29 PM	009:51
CREDIT SCORE	CONVERSATIONS - 2 CREDIT SCORES	HOW TO CONTEST PROBLEMS ON YOUR CREDIT SCORE	PAUL OSTER	10/28/2012 10:39 PM	015:06
MODEL TRAINS	CONVERSATIONS - 1 TRAINFEST	NewsSpot	JOHN TEWS TRAINFEST	11/04/2012 10:19 PM	008:00
WEIGHT LOSS TOPS DIRECTOR	CONVERSATIONS - 2 TOPS DR NICK	INCREDIBLE WEIGHT LOSS STORY	DR. NICK EFANTITIS	11/04/2012 10:27 PM	017:00
GREEN MATS	CONVERSATIONS - 1 YOGA MATS	GREEN YOGA MAT MAKER, NEEDED EQUIPMENT	MANDUKA MATS	11/18/2012 10:27 PM	017:00
SAFE COOKING	CONVERSATIONS - 2 FOOD SAFETY	NewsSpot	----	11/18/2012 10:45 PM	008:01
MIRACLE ON CANAL STREET	CONVERSATIONS - 1 MIRACLE ON CANAL	RAISING MONEY FOR LOCAL CHARITIES	RYAN AMUNDSON POTO BINGO	11/25/2012 10:30 PM	024:10
SAFE COOKING	CONVERSATIONS - 2 FILL	NewsSpot	----	11/25/2012 10:54 PM	000:49
MAKE A WISH	CONVERSATIONS - 1 MAKE A WISH	MAKE A WISH RADIOTHON	FORREST W MAW	12/02/2012 10:32 PM	018:21
WGIRLS FOR WOMEN	CONVERSATIONS - 2 WGIRLS FUNDRAISER	wgirls fundraiser for kids	rachael hughes	12/02/2012 10:50 PM	006:39
SPECIAL OLYMPICS OF WI	CONVERSATIONS - 1 SPECIAL OLYMPICS	CORPORATE SPECIAL OLYMPICS	SPECIAL OLYMPICS	12/09/2012 10:31 PM	012:10
SPECIAL OLYMPICS OF WI	CONVERSATIONS - 2 SPECIAL OLYMPICS	CORPORATE SPECIAL OLYMPICS	SPECIAL OLYMPICS	12/09/2012 10:44 PM	013:54

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
wellness education	CONVERSATIONS - 2 8WW	WELLNESS INFORMATION	RICK HRUBY CHIROPRACTIC	12/16/2012 10:41 PM	012:54
wellness education	CONVERSATIONS - 1 8WW	learning about wellness concerns	RICK HRUBY CHIROPRACTIC	12/23/2012 10:26 PM	012:05
wellness education	CONVERSATIONS - 2 8WW	WELLNESS INFORMATION	RICK HRUBY CHIROPRACTIC	12/23/2012 10:39 PM	012:54
WINTER HOME HEATING	CONVERSATIONS - 1 WINTER HEATING	HOW TO BEST HEAT YOUR HOME	JACK SELBLY ROZGA HEATING	12/30/2012 10:31 PM	011:00
SCHOOL TESTING	CONVERSATIONS - 2 SCHOOL TESTING	CHANGING SCHOOL TESTING FOR KIDS	DR CLETE BULACH	12/30/2012 10:43 PM	014:00

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
----	MILLERCOORS PSA	000:25	012
ARTS	SMITHSONIAN	000:31	003
CANCER RESEARCH FUNDRAISING	ROOTS HAIR SALON	000:31	006
CHARITY	Potawatomi Bingo & Casino	000:31	119
CHILD SAFETY	Wheaton Franciscan Healthcare	000:32	018
COMMUNITY INVOLVEMENT	FREE SPEECH WEEK	000:30	008

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
CRIME PREVENTION	MILWAUKEE POLICE	000:30	056
DISEASE PREVENTION	AMERICAN LUNG ASSOCIATION	001:00	006
DISEASE PREVENTION	CENTER FOR DISEASE CONTROL	000:30	001
DISEASE PREVENTION	RADIOLOGICAL SOCIETY OF N.A.	000:15	001
DISEASE PREVENTION	RADIOLOGICAL SOCIETY OF N.A.	000:30	001
HOMELESSNESS	HEBRON HOUSE	000:30	073
MILITARY AND VETERANS	FISHER HOUSE	000:30	042
PARENTAL RESOURCES	ENTRTNMT SFTWRE RATING BOARD	000:16	042
SELF ESTEEM	SPECIAL OLYMPICS	000:29	019
SELF ESTEEM	SPECIAL OLYMPICS	000:30	061
SELF ESTEEM	SPECIAL OLYMPICS	000:31	020
VETERAN SUPPORT	VETERANS CRISIS LINE	000:30	001
WEIGHT LOSS	OVEREATERS ANONYMOUS	000:15	001
WEIGHT LOSS	OVEREATERS ANONYMOUS	000:27	001
YOUTH PROGRAMS	BOYS AND GIRLS CLUB OF WASH C	000:32	171



CONVERSATIONS

PUBLIC AFFAIRS SHOW

DECEMBER 2012

WMIL

SUNDAY 10:30 PM – 11:00 PM

12/2/2012

MAKE A WISH PREVIEW OF 973 RADIO NOW RADIOTHON FUNDRAISER.

12/9/2012

CORPORATE PROGRAM ON RAISING FUNDS FOR THE SPECIAL OLYMPICS

12/16/2012

DR. RICK HRUBY ON 8 WEEKS TO WELLNESS, WELLNESS PROGRAM.

12/23/2012

DR. RICK HRUBY ON THE IMPORTANCE OF REGULAR CHIROPRACTIC CARE

12/30/2102

BEN SIBLEY, ROSGA HEATING ON SECURING YOUR HOME FOR WINTER WEATHER.



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

Issue	Organization or Title	Dates	Length	# Aired
Animal Adoption-Karen's Kritters	Wisconsin Humane Society	December 3, 10, 17	:60	3
A Storm To Remember	Army National Guard	12/3 - 12/25	:30	18
	WI Broadcasters Association	12/2 - 12/23	:60	7
	Army National Guard	12/3 - 12/25	:30	17
My First Call Up	WI Broadcasters Association	12/1 - 12/22	:60	7
	Army National Guard			
Fighting for the Environment	WI Broadcasters Association	12/3 - 12/23	:60	7
	Army National Guard			
Rising Waters	WI Broadcasters Association	12/4 - 12/22	:60	6
	Miracle On Canal Street			
Positive Youth Development	Boys & Girls Club of Washington County	12/1 - 12/12	:30	27
	Cars On Ice			
Winter Driving	WIS Dept of Transportation	12/1 - 12/2	:60	2
	Be Safe On WI Trails			
Snowmobile Safety	WIS Dept of Natural Resources	12/1 - 12/16	:30	36
	Toys for Tots			
Toys for Tots	Marine Corps Reserves	12/1 - 12/16	:30	48
		12/1 - 12/17	:15	40
Hurricane Sandy Relief	12-12-12 A Concert for Sandy	12/1 - 12/17	:30	73
WRNW Radiothon	Make A Wish Foundation	12/3 - 12/7	:30	27

DECEMBER 2012 PUBLIC FILE
WMIL MORNING SHOW

DEC 3 Jill DeGrave WI Humane Society. Discussed animals up for adopting 8:32am 2 mins

DEC 10 Jill DeGrave WI Humane Society. Discussed animals up for adopting 8:35am 2 mins

DEC 11 Trish Khan, Milwaukee County Zoo. Informed listeners about the Orangutan exhibit and the giving tree, for donations to the Zoo for the holiday's. 6:50am 3 mins

DEC 12 Ryan Amundson, Potowatomi Bingo. Discussed "Miracle on Canal Street" charity drive. Raising money through bingo games and Scott & Radar's hosting the wrap up night. 6:50am 4 mins

DEC 17 Jill DeGrave WI Humane Society. Discussed animals up for adopting 8:36am 2 mins

DEC 24 Archbishop Jerome Listecki. Discussed the Christmas services in the listening area Catholic Churches. 7:20am 4 mins

DEC 31 Jill DeGrave WI Humane Society. Discussed animals up for adopting 8:30am 2 mins