

NRG MEDIA

WGLX-FM QUARTERLY ISSUES/PROGRAM LIST

Quarter: October-December 2012

Public Issues identified by community leaders and the general public important to Wisconsin Rapids and surrounding communities are: **Economy** including jobs and unemployment; **Government** including national, state and local; **Environment** including wildlife and management; **Education** including opportunities and costs; **Health** including safety, insurance coverage and sickness.

Economy: Date Aired: February 16, 2012-December 31, 2012 BOA Recorded PSA :30
Saving for the Future. Radio Ad Council talks of saving from every check

Date Aired: February 7, 2012-December 31, 2012 BOA Recorded PSA :30 Emergency
Business Plan. FEMA offers help to aid in emergency.

Date Aired: October 2, 2012 Time 6, 7 and 8AM Segment Length :15 The cranberry harvest in Wisconsin is underway right now. And the results are looking good despite the drought. The USDA says Wisconsin is expected to harvest 4.5 million barrels of cranberries this year, up two percent from last year. Wisconsin leads the nation in cranberry production.

Date Aired: October 3, 2012 Time: 6, 7 and 8AM Segment Length :18 New car sales in the US posted the best month in more than four years in September, with Toyota leading the pack. Toyota saw sales rise 42%; Honda reported a jump of 31%; while Chrysler sales increased 12%. Throughout the industry sales were up 12.8%, compared to the previous year.

Date Aired: October 5, 2012 Time: 8 and 8:30AM Segment Length :20 The nation's unemployment rate dropped in September to the lowest it has been since early in 2009. The Labor Department reported this morning that the unemployment rate fell to 7.8 percent in September, the lowest since January 2009. It was the first time the jobless rate has fallen below 8 percent in almost four years. The government said the economy created 114,000 jobs in September.

Date Aired: October 5, 2012 Time: 6, 7 and 8AM Segment Length :15 The Wisconsin Public Service Corporation said the economy is doing better than it first projected – and the firm now predicts higher electric sales for the year. The utility has changed its mind about seeking a rate increase for next year. Public Service also says the cost of natural gas to operate its power plants is lower than projected.

Date Aired: October 8, 2012 Time: 7 and 8AM Segment Length :18 Many Wisconsin retailers appear to be optimistic about improved sales during the holiday shopping season. It was almost a month ago when Kohl's Department Stores announced a 10-percent increase in its temporary holiday workforce. The National Retail Federation expects sales to increase by four-point-one percent from last Christmas.

Date Aired: October 11, 2012 Time: 7 and 8AM Segment Length :22 The countdown to the holiday season has begun and so has the search for seasonal workers. Target in Wausau is looking to hire about 50 people. store manager, Ryan Hartman says they've hired 10 part-time seasonal workers already and they're still looking for dozens more, to keep up with sales The National Retail Federation says holiday sales this year could top more than \$500 billion a 4 percent increase from last year.

Date Aired: October 29, 2012 Time: 6, 7 and 8AM Segment Length :15 Researchers at the University of Wisconsin-Whitewater say cranberries have a fiscal impact on the state of more than 388 million dollars, producing in excess of 38 hundred full-time jobs. The cranberry impact on the Wisconsin economy is growing because prices have doubled over the last year. Wisconsin leads the nation in cranberry production.

Date Aired: November 21, 2012 Time: 7 and 8AM Segment Length :18 An increase in hiring helped lower unemployment rates in 37 U.S. states last month, the latest indication that the job market is slowly healing. Wisconsin gained 7,300 jobs in October. Unemployment rates are now below 7 percent in 23 of the 50 states. Nevada reported the highest unemployment rate, at 11.5 percent. North Dakota had the lowest unemployment rate among states, at 3.1 percent.

Date Aired: November 26, 2012 Time: 6, 7 and 8AM Segment Length :18 The National Retail Federation said a record 247-million people visited stores and retail Web sites over the holiday weekend. That's up nine-percent from a year ago. Individual shoppers also shelled out more money -- spending \$423 this weekend, up from \$398 last year. Total spending over the four-day weekend reached a record \$59.1 billion, a 13% increase from last year.

Government: Date Aired: October 4, 2012 Time: 6, 6:30, 7, 7:30, 8 and 8:30AM Segment Length :20 The first presidential debate between Barack Obama and Mitt Romney took place last night in Denver. The two sparred over health care and their economic policies, with each discounting the others. The candidates will meet face-to-face at least two more times before next month's election. Meanwhile President Obama will speak at U-W Madison this afternoon

Date Aired: October 18, 2012 Time 6 and 7AM Segment Length :15 The two main candidates in an extremely tight U-S Senate race in Wisconsin will debate each other tonight. Republican Tommy Thompson and Democrat Tammy Baldwin will debate at seven o'clock from the U-W Marathon County campus in Wausau. It will be broadcast live on Wisconsin Public Television

Date Aired: October 26, 2012 Time 6, 7 and 8AM Segment Length :12 The two main candidates for Wisconsin's open U-S Senate seat will hold their third-and-final debate tonight. Republican Tommy Thompson and Democrat Tammy Baldwin will square off at eight o'clock on T-V stations throughout the state.

Date Aired: November 6, 2012 Time: 6, 7 and 8AM Segment Length :22 Just over three-million Wisconsinites could end up voting in the presidential race today. State election officials expect at least 70-percent turn-out. Federal and state authorities will monitor today's activity at the polls. The state Government Accountability Board set up a Web site for voters who have questions and you can find it at MyVote-Dot-WI-Dot-Gov. The polls opened at seven this morning, and close at eight tonight.

Date Aired: November 7, 2012 Time: 6, 7 and 8AM Segment Length :20 Wisconsin Republicans have retaken full control of state government after claiming majorities in both the state Senate and Assembly. The GOP captured an open Senate seat and fended off challengers to four incumbents, giving Republicans a narrow majority in the Senate. Republicans easily maintained their majority in the Assembly. With Republican Gov. Walker in office, the party once again has full run of state government.

Date Aired: November 7, 2012 Time: 6, 7 and 8AM Segment Length :15 President Obama's

reelection campaign nabbed the required 270 electoral votes relatively early in the evening, when he won in Ohio according to projections. The Democrat became the third president in a row to win a second term – and Wisconsin continued its 28-year string of sending Democrats to the White House.

Date Aired: November 7, 2012 Time: 6, 7 and 8AM Segment Length :12 Democrat Tammy Baldwin will become Wisconsin's first female United States senator as she replaces the retiring Herb Kohl. Baldwin took 51-percent of the vote to 46-percent for Tommy Thompson. That seat has been held by the Democrats since 1957.

Date Aired: December 19, 2012 Time 7 and 8AM Segment Length :16 The property tax bills that Wisconsinites are getting this month average less than one-percent higher than a year ago. The Wisconsin Taxpayers Alliance said local net taxes throughout the state are about seven-tenths-of-a-percent more than last year. And the increase is smaller than the previous two years. Tax Alliance president Todd Berry credits state-imposed tax levy limits by local governments.

Environment: Date Aired: February 7, 2012-December 31, 2012 BOA Recorded PSA :30 Ban The Beetle Campaign. Explains importance of not moving firewood from different regions.

Date Aired: October 8, 2012 Time: 6, 7 and 8AM Segment Length :12 The state D-N-R is asking hunters to call them if they shoot a deer with a collar or an ear-tag this fall. Wildlife officials placed radio collars on over 240 deer, and ear-tags on another 200 as part of a mortality study.

Date Aired: October 15, 2012 Time: 6, 7 and 8AM Segment Length :18 Wisconsin's first wolf

hunt starts today The DNR's estimates the wolf population at somewhere between 815 and 880 wolves late last winter. The DNR has issued 1,160 licenses and set a statewide harvest quota of 201 wolves. Wisconsin is the sixth state to offer wolf hunting and trapping seasons. The wolf season will run through February 28th.

Date Aired: October 17, 2012 Time: 6, 7 and 8AM Segment Length :22 For the second time in less than a week, a trailer hauling cranberries has split prompting a road closure A large load of cranberries spilled on I-39 in Marathon County yesterday afternoon after a trailer split in half. It happened just after 4:00 p.m. at Kowalski Road. According to the police chief, roughly more than 50,000 pounds of berries spilled, causing the right lane of interstate to close for about a mile. Last Thursday, a similar event happened on the westbound lanes of Highway 54 in Wisconsin Rapids after a trailer hauling cranberries cracked spilling a portion of the load onto the highway.

Date Aired: October 19, 2012 Time: 7 and 8AM Segment Length :18 Wisconsinites can expect another warmer-and-drier winter than normal. That's the latest outlook for December through February from the national Climate Prediction Center. Mike Halpert of the Center said last winter was much warmer than expected – and it set the table for the warmest year since records began being kept 118 years ago.

Date Aired: October 25, 2012 Time: 7 and 8AM Segment Length :20 State officials are asking deer hunters to report any wild pigs they see to the D-N-R. There have been reports of feral pigs in at least 51 counties over the last 15 years. The D-N-R says they're a serious environmental threat hunters are allowed to shoot feral pigs every day of the year except the Friday before the nine-day gun season in November.

Date Aired: November 28, 2012 Time: 6, 7 and 8AM Segment Length :20 Wisconsin hunters shot seven-point-seven percent more deer than a year ago. The D-N-R said hunters registered almost 244-thousand deer. About 115-thousand bucks were taken, 12-percent more than last year. The antlerless harvest totaled 129-thousand, an increase of four-percent. Officials reported seven shooting incidents during the gun season, and one hunting death. A 27-year-old Douglas County man was shot by his hunting partner, who mistook him for a deer. Meanwhile, deer hunting is not over. This is the second day of the muzzle-loader season, and bow hunters are still in the woods.

Date Aired: December 20, 2012 Time: 6, 7 and 8AM Segment Length :30 Forecasters say most of Wisconsin will continue to get moderate-to-heavy snow all the way through today and into the evening. The Midwest's first major snowstorm of the season was sweeping across several states early today closing schools and creating treacherous roadways Jackson County got 12-inches of snow by 6:30 this morning, and Osseo reported 11-point-two inches. All but the far northwest tip of the state is supposed to get at least three to 18 inches. The storm has already claimed two lives. Two men from Footville were killed last night when their vehicle slid on an icy Highway 11 in Rock County and hit an oncoming semi-truck.

Education: Date Aired: June 12, 2012-December 31, 2012 Recorded PSA Segment Length :30 BOA. Stay in School Campaign explains importance of education.

Date Aired: June 12, 2012-December 31, 2012 Recorded PSA Segment Length :30 BOA. Hope for Mortgage. Program offers information to homeowners on various financial options.

Date Aired: October 10, 2012 Time 6, 7 and 8AM Segment Length :18 A business coalition says Wisconsin needs to find 100-million-dollars in a tight state budget next year to train workers for the many industrial jobs that sit vacant. Competitive Wisconsin – a group of business, labor, and education leaders – says the so-called “skills gap” has become a crisis. And if Wisconsin doesn’t address it, major employers could leave for states that will.

Date Aired: October 18, 2012 Time: 7 and 8AM Segment Length :15 Wisconsin teenagers talking on their cell phones while driving could be fined starting next month. The state law prohibiting inattentive driving expands November 1st to include drivers holding probationary licenses or instructional permits. Texting while driving is illegal in Wisconsin for all drivers.

Date Aired: November 13, 2012 Time: 6, 7 and 8AM Segment Length :22 A Stevens Point man will spend 10 years in prison for causing a fatal traffic crash while he was texting. 23-year-old John French will also spend seven years under extended supervision when he leaves prison. According to authorities, French blew past a stop-sign south of Rapids, and caused a three-vehicle crash that killed 32-year-old Robert Walker. Wood County Circuit Judge Todd Wolf said any sentence less than 10 years would have diminished the seriousness of the crime.

Date Aired: November 16, 2012 Time: 7 and 8AM Segment Length :20 With winter on the way, state officials are reminding us about the dangers of carbon monoxide poisoning. It's the leading cause of accidental poisoning in the U-S, and almost half of all carbon monoxide deaths occur during the winter. Two years ago, Wisconsin passed a law requiring every house to have carbon monoxide detectors – one on every floor, including the basement. Officials say people should test their C-O detectors on a regular basis, change the batteries each year.

Date Aired: December 18, 2012 Time: 6, 7 and 8AM Segment Length :20 Christmas is only a week away – and Wisconsin post offices were busy yesterday. The U-S Postal Service said Monday was the busiest mailing day of the year, with over 85-million items expected to be processed nationwide. To make sure your items get delivered by Christmas, the Postal Service suggests that first-class mail be sent by Thursday, Priority Mail items by Friday, and Express Mail before Saturday.

Date Aired: December 18, 2012 Time: 7 and 8AM Segment Length :15 AAA projects 93.3 million Americans will journey 50 miles or more from home during the year-end holidays, that's an increase of 1.6 percent from last year. The auto club says 90 percent of travelers (84.4 million) are expected to travel by automobile. Here in Wisconsin just under 2 million people are

expected to travel during the holiday season.

Health: Date Aired: February 7, 2012 August 31, 2012 BOA Recorded PSA :30 Food Safety Tips. USDA explains importance of washing surfaces etc...

Date Aired February 7, 2012-December 31, 2012 BOA Recorded PSA :30 Pertussis Prevention Information for parents, precautions and warning signs.

Date Aired: April 25, 2012-December 31, 2012 BOA Recorded PSA :30 National Rosacea Society explains the warning signs of the facial disorder.

Date Aired: October 1, 2012 Time 7 and 8AM Segment Length :18 Traffic officials say this has been one of the deadliest years on Wisconsin roads in recent memory. The Wisconsin DOT says 62 people died on Wisconsin roads during the month of September. There have been 464 deaths so far this year. That's the most deaths recorded in one year since 2007. The state averages around 439 and there are still three months left this year.

Date Aired: October 3, 2012 Time 6, 7 and 8AM Segment Length :15 Wisconsin had a large increase in traffic deaths last month. The state D-O-T says 79 people lost their lives in highway crashes in September. That's 30 more than the same month a year ago, and 20 more than the average for the past five years.

Date Aired: October 5, 2012 Time: 7 and 8AM Segment Length :20 Authorities believe a burglar in central Wisconsin is using newspaper obituaries to target the homes of people who recently died. Portage County sheriff's deputies say three break-ins between July-and-September in the Junction City area appear to be related. And Portage County deputies are working with officers in neighboring Wood County, where a series of burglaries around Milladore appear to be related.

Date Aired: October 9, 2012 Time 6, 7 and 8AM Segment Length :18 It's been a horrible year for Wisconsin motorcycle deaths. 102 bikers have been killed on state highways – the fourth-deadliest year since 1986. Officials say there are more bikes on the road – almost 304-thousand last year, 74-percent more than in 2000.

Date Aired: October 11, 2012 Time: 6, 7 and 8AM Segment Length :18 Millions of boxes of Kellogg's Mini-Wheats cereals are being recalled for safety reasons. The company is worried a machine could have dropped pieces of metal into some of the boxes on the production line. Kellogg says 2-point-8 million packages of Mini-Wheats cereal are being pulled off store shelves. So far, no injuries have been reported.

Date Aired: October 15, 2012 Time: 6, 7 and 8AM Segment Length :22 A Saint Paul Minnesota man was arrested early yesterday for the murder of a 20-year-old woman in Weston. Police were called to an apartment just after eight on Saturday night, where Lee Xiong died from a gunshot wound. Authorities said they caught the 21-year-old suspect on foot, as he tried to elude officers in a wooded area near Abbotsford after a chase. The man remains in the Marathon County Jail, pending charges. Everest Metro Police plan to say more at a news conference at 10:00 this morning.

Date Aired: October 17, 2012 Time: 6 and 7AM Segment Length :18 The Wisconsin Department of Health Services says its application to continue the SeniorCare prescription program has been certified by the federal government. Governor Walker had asked the U.S. Department of Health and Human Services to extend SeniorCare through 2015 in a letter last August. Since SeniorCare was established 10 years ago, more than 152 thousand seniors have been helped with their prescription drug expenses.

Date Aired: October 25, 2012 Time: 6, 7 and 8AM Segment Length :25 Wood County authorities are searching for 31 year-old Matthew Lee Fosnot of Wisconsin Rapids. Investigators were called to a home on 18th Avenue South, around 9:30 last night after a female caller reported that Fosnot tried to assault her mother. Officials believe Fosnot was able to leave the area before officials arrived on the scene. He is considered armed and dangerous. If you have any information on where Fosnot might be, call Wood County dispatch or your local law enforcement agency.

Date Aired: November 1, 2012 Time: 6, 7 and 8AM Segment Length :14 A law going into effect today bans Wisconsin drivers with a probationary license from all cell phone use when they are behind the wheel. Lawmakers want to make sure the new drivers focus is on the road not on their cell phones. New drivers who are pulled over for using their cell phone can expect a ticket anywhere between \$20 and \$40 for a first offense.

Date Aired: December 3, 2012 Time: 6, 7 and 8AM Segment Length :15 Wisconsin health officials are urging everyone to get their flu shots. National Influenza Vaccination Week starts today, Health officials say the number of influenza cases in Wisconsin is running higher than last year at this time. There have been 113 confirmed cases, compared to seven at this time last year.

Date Aired: December 11, 2012 Time 6, 7 and 8AM Segment Length :18 Smoking is at an all-time low by Wisconsin's middle-and-high school youngsters. Thirteen-percent of high school students say they've smoked cigarettes – and two-and-a-half percent of middle school youngsters. The survey shows that the numbers of smokers are way down from 2000 – when 33-percent of high school youngsters admitted smoking, along with 12-percent of middle school students. The Campaign for Tobacco-Free Kids calls it a welcome decline.

Date Aired: December 19, 2012 Time: 6, 7 and 8AM Segment Length :20 Wisconsin's attorney general says some politicians have made a "knee jerk" reaction by proposing new gun restrictions in the four days after the Connecticut school shootings. Republican J-B Van Hollen is not for-or-against any related legislation at the moment. But he said he did not believe a ban on assault rifles would have made any difference in the Newtown rampage. The attorney general

says he likes the idea of limiting access to firearms by the mentally ill – and spending the money to put armed police officers in schools.

Community Events: The Wood County Special Response Run/Walk October 13, 2012
Dates Aired: October 1, 2012-October 12, 2012. Recorded PSA Segment Length :30 BOA. This event raises funds for the Special Response Team.

Town of Rome Fire Department Open House October 13, 2012 Dates Aired: October 1, 2012-October 19, 2012 Recorded PSA Segment Length :30 BOA. Event teaches kids about fire safety and prevention.

The Hope Lodge of Marshfield Fundraiser October 20, 2012 Dates Aired: October 1, 2012-October 19, 2012. Recorded PSA Segment Length :30 BOA. All proceeds benefit the Hope Lodge of Marshfield a part of the American Cancer Society.

11th Annual Empty Bowls October 20, 2012 Dates Aired: October 2, 2012-October 19, 2012. Recorded PSA Segment Length :30 BOA. This annual event is the major fundraiser for area hunger prevention efforts.

8th Annual Healthy Halloween Hoedown October 26, 2012 Dates Aired: October 3, 2012-October 25, 2012 Recorded PSA Segment Length :30 BOA. Family event at the Central Wisconsin Children's Museum.

Community Thanksgiving Dinner November 22, 2012 Dates Aired: November 1, 2012-November 21, 2012 Recorded PSA Segment Length :30 BOA. Free dinner at local church.

Operation Bootstrap Coats For Kids Campaign Dates Aired: November 9, 2012-December 30, 2012 Live On-Air Announcements and Recorded PSA BOA Segment Length :30-:60 Teamed with local Rotary Club and various businesses to collect winter clothing items for needy children in the region.