

**Public Service Announcements/Programs and Issues Report for WDUZ-AM:  
January-March 2023**

*In our ongoing effort to serve the public interest WDUZ-AM Green Bay broadcasts programming responsive to issues of concern to Green Bay and the surrounding area. The following is a list of those issues:*

Issue covered: St. John's Homeless Shelter

Dates aired: January-March

Program: Bill and Rookie did sports trivia with WealthPlan after their segment. Bill and Rookie earned money to be donated to St. John's Homeless Shelter for each correct answer. Bill and Rookie earned \$380 and Mike from WealthPlan matched up to \$1,000 in donations from Fan Nation

Issue covered: Aspiro

Dates aired: February/March 2023

Program: Aspiro's buses that they used to transport people were gutted in a fire. The Fan along with all the other Cumulus Media Stations helped raise nearly \$500-Thousand dollars to replace the buses.

Issue covered: St. Matthew's Wild Game Feed

Dates aired: Feb. 13<sup>th</sup>-Feb. 28<sup>th</sup>

Program: The Fan promoted the Wild Game feed by giving away 5 pairs of tickets. Rookie interviewed Sean Ryan from the Wild Game Feed leading into the event. There was also an afternoon interview on Sportsline.

Issue covered: Various in the community

Dates Aired: Jan. 1<sup>st</sup>-March 31<sup>st</sup>

Program: A series of public service announcements as promoted through Community First Credit Union. These P.S.A.;s aired weekly for the duration of the quarter in excess of 500 times.

We also runs an ongoing weekly program called “Weekend Focus”. This program runs every Saturday morning at 5:45. Weekend Focus is a 15 minute program to address local issues of interest and information. The following is a list of the programs and issues that were addressed and their dates:

## **Weekend FOCUS**

### **January, February and March 2023**

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**ISSUES COVERED: WINTERFEST AND DOWNTOWN WINTER RECREATION**

**PROGRAM: WINTERFEST**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY JANUARY 7<sup>TH</sup> 2023**

**DESCRIPTION:** EXCLUSIVE INTERVIEW WITH BROOKE HAFS TO TALK ABOUT THE EVENTS OF DOWNTOWN AND ON BROADWAY IN PARTICULAR. SHE TALKED ABOUT THE WINTERREST THAT WAS HAPPENING ON JANUARY 21<sup>ST</sup> TO GET THE WORD OUT. THE EVENT FEATURED FAMILY FRIENDLY ACTIVITIES AS WELL AS FOOD AND INTERACTIVE GAMES AND PROGRAMS. THE EVENT ITSELF WAS AHUGE SUCCESS AND A VERY NICE JANUARY DAY.

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**ISSUES COVERED: MLK CELEBRATION ON JANUARY 14TH**

**PROGRAM: MLK CELEBRATION**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY JANUARY 14<sup>TH</sup>, 2023**

**DESCRIPTION:** INTERVIEWED INGRID PARKER HILL, A BOARD MEMBER OF THE 28<sup>TH</sup> ANNUAL MLK DAY CELEBRATION. THIS TOOK PLACE ON MLK WEEKEND AT THE NWTC CAMPUS. INGRID SHARED INFORMATION ABOUT THE EVENT AS WELL AS THE HISTORY OF HOW IT STARTED AND WHAT THEY WILL BE DOING AT THE EVENT. THIS IS A CELEBRATION THAT IS ATTENDED BY HUNDREDS IN OUR COMMUNITY YET IT WAS NEW TO A LOT OF PEOPLE, WHICH IS ONE OF THE REASONS WE WANTED TO DO THE INTERVIEW.

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**ISSUES COVERED: GIRL SCOUT COOKIE SALE START**

**PROGRAM: GIRL SCOUT COOKIE SALE**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY JANUARY 21<sup>ST</sup>, 2023**

**DESCRIPTION:** CONDUCTED AN INTERVIEW WITH MISSY BROSECK, COMMUNICATIONS DIRECTOR OF THE NW GREAT LAKES CHAPTER OF THE GIRL SCOUTS. MISSY SHARED NOT ONLY DETAILS ON WHEN AND HOW YOU CAN PURCHASE THE COOKIES BUT HOW THE FUNDS WERE USED AND WHAT THE GIRL SCOUTS DO AND ARE FOR. THE ACTUAL COOKIE SALE COINCIDED WITH THE INTERVIEW MAKING IT PERFECT TIMING.

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**ISSUES COVERED: FUNDRAISER FOR THE CHILDRENS MUSEUM OF GREEN BAY**

**PROGRAM: CHILDRENS MUSEUM OF GREEN BAY DRIVE TO EXPAND**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY JANUARY 28<sup>TH</sup>, 2023**

**DESCRIPTION:** WEEKEND FOCUS FEATURED HEATHER HEIL OF THE GREEN BAY CHILDRENS MUSEUM. HEATHER SHARED INFORMATION ABOUT THE MUSEUM AND ITS MOVE A COUPLE OF YEARS AGO. WHEN IT RELOCATED IT MOVED INTO A SMALLER VENUE AND NOW THERE IS AN EXANSION TO ADD TO THE CURRENT SPACE TO ADD MORE ACTIVITIES. THERE STUDY SHOWS THAT KIDS GROW AND LEARN THE MOST WHEN HANDS ON IS PRESENT. SHE ALSO SHARED THE DETAILS OF THE FUNDRAISING.

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**ISSUES COVERED: FUNDRAISER FOR WOODLAND DUNES NATURE PRESERVE**

**PROGRAM: FOCUSED ON THE FUNDRAISING EFFORTS OF THE TROPICAL BLAST**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY FEBRUARY 4<sup>TH</sup>, 2023**

**DESCRIPTION:** INTERVIEWED NANCY NABECK OF THE WOODLAND DUNES NATURE PRESERVE TO NOT ONLY TALK ABOUT THE TROPICAL BLAST BUT ALSO ABOUT THE OFFERINGS OF WOODLAND DUNES AND THEIR HISTORY OF HOW IT STARTED. IT REALLY IS AN AMAZING PLACE AND WHAT THEY OFFER IS FOR KIDS AS WELL AS ADULTS OF ALL AGES.

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**ISSUES COVERED: BEING AFRICAN AMERICAN IN NORTHEAST WISCONSIN**

**PROGRAM: BLACK HISTORY MONTH HIGHLIGHTS AND STORIES**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY FEBRUARY 11<sup>TH</sup>, 2023**

**DESCRIPTION:** INTERVIEWED HARRY SYDNEY FOR BLACK HISTORY MONTH. HARRY SHARED STORIES OF WHEN HE CAME TO GREEN BAY IN THE EARLY 90'S AND HOW IT BECAME HIS HOME FOR LIFE. HE TALKED OF HOW THE MIKE HOLGREN ERA HELPED THE COMMUNITY TO UNDERSTAND AND BECOME MORE IN ONE WITH THE AFRICAN AMERICAN POPULATION. HARRY DESCRIBED HIS VERSION OF THE AMERICAN DREAM AND THAT IS GREEN BAY...SAFETY.

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**ISSUES COVERED: PROMOTION OF GIVE BIG GREEN BAY**

**PROGRAM:** TALKED ABOUT NON-PROFITS AND HOW GIVE BIG GREEN BAY WORKS

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY FEBRUARY 18<sup>TH</sup>, 2023**

**DESCRIPTION:** INTERVIEWED ONE OF THE ORGANIZORS OF GIVE BIG GREEN BAY TO TALK ABOUT THE 24 HOURS OF GIVING THAT WOULD BE TAKING PLACE THAT WEEK. HOW THE NON-PROFITS GOT SELECTED AND HOW THEY WILL BE FUNDRAISING WITH A SPECIAL MATCH FROM THE GREEN BAY PACKERS AND THE GREEN BAY GIVE BACK PROGRAM. THE EVENT RAISED WELL OVER A MILLION DOLLARS FOR THE NON-PROFITS THAT WERE INCLUDED,

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**ISSUES COVERED: TEDDY BEAR TOSS WITH THE GAMBLERS**

**PROGRAM:** COMMUNITY INVOLVEMENT WITH THE GREEN BAY GAMBLERS

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY FEBRUARY 25<sup>TH</sup>, 2023**

**DESCRIPTION:** EXCLUSIVE INTERVIEW WITH TERRY CHARLES OF PMI. TERRY IS THE DIRECTOR OF COMMUNICATIONS AND SHARED THE DETAILS OF THE HISTORY OF THE TEDDY BEAR TOSS AND HOW THEY WOULD BE DISTRIBUTED TO LOCAL HEALTHCARE FACILITIES TO GIVE TO KIDS. HE ALSO SHARED OF PMI AND THE GAMBLERS COMMITMENT TO THE COMMUNITY AND OTHER EVENTS AND PROGRAMS THEY SUPPORT AND CONTRIBUTE TOO. THE TEDDY BEAR TOSS WAS THE NIGHT OF THE INTERVIEW AND JUST OVER 4000 BEARS AND STUFFED

ANIMALS WERE COLLECTED.

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**ISSUES COVERED: ARTS IN NORTHEAST WISCONSIN**

**PROGRAM: ARTI GRAS WITH MOSIAC ARTS INCORPORATED**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY MARCH 4<sup>TH</sup>, 2023**

**DESCRIPTION:** SPOKE WITH CAROL FALTINSKY OF MOSAIC ARTS INC. SHE SHARED THE MISSION OF THE NON-PROFIT AS WELL AS WHAT THE ORGANIZATION DOES TO PROMOTE ART AND GIVE ACCESS TO THE ARTS FOR THOSE LOOKING FOR IT. THIS INCLUDES SPACE AND MATERIAL TO DO ART AS WELL AS WORKING WITH THE SCHOOLS TO EDUCATE AND PROMOTE ART. ALSO INFORMATION WAS SHARED ABOUT ARTI GRAS WHICH WAS THE FUNDRAISER HAPPENING THE WEEKEND OF THE INTERVIEW.

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**ISSUES COVERED: FUND DRIVE TO REPLACE BURNED BUSES AT ASPIRO**

**PROGRAM: ASPIRO GO FUND ME ACCOUNT TO RAISE MONEY**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY MARCH 11<sup>TH</sup>, 2023**

**DESCRIPTION:** WEEKEND FOCUS INTERVIEWED NICOLE HOFFMAN V.P OF DEVELOPMENT FOR ASPIRO. NICOLE NOT ONLY SHARED THE INFORMATION ABOUT WHY THE GO FUND ME ACCOUNT WAS SET UP BUT WHAT THEY DO AND WHY THESE BURNED TRANSPORTATION BUSES AS SO NEEDED. SHE SHARED SPECIFIC DETAILS AND STORIES ABOUT HOW THE PROGRAM HELPS DISABLED PEOPLE AND HELP IN DEVELOPING SKILLS AND SELF ESTEEM TO ACTUAL GET JOBS AND PRODUCE.

**ISSUES COVERED: NATIONAL POISON PREVENTION WEEK.**

**PROGRAM: EDUCATE AND INFORM FROM THE POISON CONTROL CENTER**

**LENGTH: 15 MINUTES**

**DATE/TIME AIRED: SATURDAY DECEMBER 10<sup>TH</sup> 2022**

**DESCRIPTION:** WEEKEND FOCUS HAD AN INTERVIEW WITH CHRIS BLAND TO TALK ABOUT POISON IN THE HOUSEHOLD AND HOW TO DISPOSE OF POISONOUS MATERIAL INCLUDING OLD MEDICATIONS, BATTERIES, PAINT AND OTHER

HOUSEHOLD HAZARDOUS MATERIAL. CHRIS SHARED STATISTICS OF POISONING AT HOME AS WELL AS REMINDERS THAT JUST BECAUSE YOU DON'T SEE THE POISONS LIKE A BATTER IN A TOY DON'T JUST THROW THOSE AWAY. THOSE BATTERIES NEED TO BE DISPOSED OF PROPERLY.

**ISSUES COVERED: EGGSTAVAGANZA ON BROADAY**

**PROGRAM: FAMILY FUN AT THE EGGSTRAVANZA ON BROADWAY**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY MARCH 25<sup>TH</sup>, 2023**

**DESCRIPTION:** WEEKEND FOCUS FEATURED AND EXCLUSIVE INTERVIEW WITH BROOKE HAFS OF ON BROADWAY INC. TO TALK ABOUT THE BROADWAY DISTRICT AS WELL AS TALKING ABOUT THE EGGSTRAVANZA ON BROADAY. THIS WAS A FAMILY EVENT THAT DREW HUNDREDS TO THE AREA TO HAVE A GOOD OLD-FASHIONED EASTER EGG HUNT. THE EVENT ALSO HELPS IN THE DEVELOPMENT OF THE AREA. THE EVNET TOOK PLACE ON APRIL 1<sup>ST</sup>.

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