

**Public Service Announcements/Programs and Issues Report for WDUZ-AM:  
April, May and June 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:**

Make A Wish Wisconsin with Bergstrom Automotive

Program: The Fan promoted the Bergstrom Make A Wish Drive for Dreams that raises money for the foundation. Bill and Rookie also auctioned off a Jordan Love autographed framed jersey that sold for \$1,500 for Make A Wish. Bill and Rookie also promoted that listeners could get a \$30 discount on an oil change with a \$15 donation to Make A Wish. These were supported with 25 live promotional announcements from June 19<sup>th</sup> through the 23<sup>rd</sup> when the auction took place. We also did a live interview with a representative of Make a Wish Wisconsin the morning of June 23<sup>rd</sup>. We also placed a link to the information and to donate on our website.

**Issue Covered:** Kiwanis Memorial Day Parade and acknowledge of D-Day

**Length:** 10 :30 live promotional mentions promoting the annual parade that takes place on Memorial Day in DePere. WDUZ also spent 15 minutes on June 3<sup>rd</sup> to address D-Day. In that segment Bill Rabeor gave a description of the day in history and how it happened and its meaning all these years later.

**Issue Covered:** The Bellin Run

**Length:** May 20<sup>th</sup>-June 10<sup>th</sup>. The Fan ran 50 live and recorded mentions promoting the Bellin Run which took place June 9<sup>th</sup> and 10<sup>th</sup>. WDUZ's Rookie was also on hand June 9<sup>th</sup> for a live broadcast from 3 to 5 PM as well as playing music on the course for the nearly 9000 participants on June 10<sup>th</sup>. We also featured this on our website for easy access to sign up.

**Issue covered:** The Harry Sydney Open

**Length:** June 10th-ongoing. 60 second promos and live reads are promoting the event. The Fan is promoting their golf outing that benefits My Brother's Keeper. MBK is a male mentoring program in Green Bay helping boys and men that are at risk. We ran 25 of these promotional announcements between June 5<sup>th</sup> and June 30<sup>th</sup>. We also conducted an interview with Harry Sydney on May 31<sup>st</sup> where Harry detailed the outing as well as what he does with My Brothers Keeper.

**Issue Covered:** Answers to Energy

**Length:** 270 60 second promos aired from April 1<sup>st</sup>-June 30<sup>th</sup> promoting energy saving ideas to Northeast Wisconsin

**Issue Covered:** Community First Credit Union

**Length:** The Fan aired 230 spots promoting community involvement in Northeast Wisconsin.

**Issue covered:** Trivia for area charities

Program: Bill and Rookie did sports trivia with WealthPlan after their financial segment. Bill and Rookie earned money to be donated to various charities every Wednesday Morning. Dollars donated based on the correct answers of Bill and Rookie.

**Dates aired:** April-June WDUZ-AM Airs a locally produced public affairs program dealing with local issues and events. It airs each Saturday Morning at 5:45 AM. The following is a list of those weekly programs.

## **Weekend FOCUS**

**APRIL, MAY AND JUNE 2023**

**ISSUES COVERED: ON BROADWAY INC'S EASTER EGGSTAVAGANZA**

**PROGRAM: ON BROADWAY INC.**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY APRIL 1ST 2023**

**DESCRIPTION:** INTERVIEWED BROOKE HAFS ABOUT THE EASTER EGSTAVAGA THAT TOOK PLACE APRIL 1<sup>ST</sup> IN THE BROADWAY DISTRICT. BROOKE SHARED THE INFORMATION OF THE EVENTS OF THE DAY INCLUDING KIDS ACTIVITIES, EASTER EGG HUNT AND MEETING THE EASTER BUNNY. WQLH'S JIMMY CLARK WAS ON HAND TO PLAY MUSIC AND GREET THE FAMILIES THAT CAME OUT TO THE EVENT ON BROADWAY IN GREEN BAY.

**ISSUES COVERED: LAKE CLEAN UP EVENT FOR EARTH DAY**

**PROGRAM:** PROMOTED EARTH DAY EVENT WITH GREEN BAY SAIL AND PADDLE

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY APRIL 8<sup>TH</sup> 2023**

**DESCRIPTION:** INTERVIEWED MEMBER OF THE GREEN BAY SAIL AND PADDLE GROUP TO TALK ABOUT THE IMPORTANCE OF THE LAKE CLEAN UP AND EVENT THAT WOULD BE TAKING PLACE ON APRIL 22ND. THIS IS AN EVENT THAT HAS BECOME AN ANNUAL COMMUNITY CLEAN UP WITH VOLUNTEERS AND MEMBERS OF THE GREEN BAY SAIL AND PADDLE ORGANIZATION.

**ISSUES COVERED: LOCAL YOUTH LEADERSHIP AND SKILLS COMPETITION.**

**PROGRAM: 50<sup>TH</sup> ANNUAL SKILLS CONFERENCE AND COMPETITION**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY APRIL 15<sup>TH</sup> 2023**

**DESCRIPTION:** INTERVIEWED WES BURT AND GAVIN PAY OF PREBLE HIGH SCHOOL. WES IS AN ADVISOR AND GAVIN IS A STUDENT WHO WILL BE COMPETING IN THE LEADERSHIP AND SKILLS COMPETITION THAT WILL BE CELEBRATING ITS 50<sup>TH</sup> YEAR. THE CONFERENCE AND COMPETITION TAKES PLACE IN MADISON AND FEATURES SCHOOLS FROM ALL OVER THE STATE OF WISCONSIN TO PARTICIPATE AND HELP PRODUCE LEADERS AND INTEREST IN THE TECHNICAL SKILLS FROM EVERYTHING LIKE WELDING TO MEDICAL FIELD.

---

---

**ISSUES COVERED: EARTH DAY RECYCLING AND CARE FOR THE PLANET**

**PROGRAM: BROWN COUNTY RESOURCES AND RECOVERY**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY APRIL 22ND, 2023**

DISCRIPTION: CONDUCTED AND INTERVIEW WITH MARK WALTER, THE BROWN COUNTY RESOUCES AND RECOVERY MANAGER TO DISCUSS EARTH DAY. THE START OF IT IN 1970 AND HOW WE ARE DOING ALL THESE YEARS LATER. MARK ALSO SHARED THINGS WE CAN DO TO RECYCLE AS WELL AS COLECTION OF PERSCRIPTION AND OTHER TOXIC CONTENT.

---

---

**ISSUES COVERED: THE NEED FOR BLOOD AND THE SUPER DONOR PACKERS GIVE BACK COMMUNITY BLOOD DRIVE.**

**PROGRAM: AMERICAN RED CROSS**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY APRIL 29TH**

DISCRIPTION: CONDUCTED AND INTERVIEW WITH STEVE HANSEN REGIONAL DIRECTOR FOR THE AMERICAN RED CROSS TO TALK ABOUT THE BIG COMMUNITY BLOOD DRIVE AND THE NEED FOR BLOOD. THE EVENT TOOK PLACE MAY 8<sup>TH</sup> AT THE JOHNSONVILLE TAILGATE VILLAGE IN THE PARKING LOT AT LAMBEAU FIELD FROM 7 AM TO 7 PM. CUMULUS' JIMMY CLARK ATTENDED THE EVENT TO SHARE SOCIAL MEDIA POSTS AND ENCOURAGE PEOPLE TO COME DOWN AND DONATE.

**ISSUES COVERED: NWTc CLASSIC CAR SHOW TO BENEFIT THE CAR CLUB AT NWTc**

**PROGRAM:** NWTC CLASSIC CAR SHOW

**LENGTH:** 15 MINUTES

**DATE / TIME AIRED:** SATURDAY MAY 5<sup>TH</sup> 2023

**DESCRIPTION:** THIS WEEKENDS PROGRAM FEATURED AN INTERVIEW WITH MARK LEDVINA, WHO IS THE INSTRUCTOR AND POINT PERSON OF THE EVENT. HE DISCUSSED THE EVENT AS WELL AS DONATIONS AND PROCEEDS AND HOW THEY WILL GO TO PURCHASE A VEHICLE FOR THE STUDENTS TO REBUILD AND DONATE TO A COMMUNITY NON PROFIT FOR USE. HE SPOKE OF THE CLUB AND HOW THEY ARE NOT ONLY LEARNING HOW TO FIX CARS BUT TO FIX ISSUES IN THE COMMUNITY.

**ISSUES COVERED:** PET CARE AND PET PROGRAMS IN OUR AREA

**PROGRAM:** PET EXPO AT THE RESCH COMPLEX GREEN BAY

**LENGTH:** 15 MINUTES

**DATE / TIME AIRED:** SATURDAY MAY 13<sup>TH</sup> 2023

**DESCRIPTION:** INTERVIEWED AMY SHARDIAN OF PMI INC ABOUT THE PET EXPO THAT WENT ON THAT WEEKEND OF THE 12-14<sup>TH</sup> OF MAY 2023. THE EVENT FEATURES VENDORS AND CONTENT FOR PET ENTHUSISTS AS WELL AS PET RESCUES AND HOW PEOPLE CAN HELP ORGANIZATIONS THAT DEAL WITH PET PLACEMENT AND OTHERS.

**ISSUES COVERED:** ANNUAL MEMORIAL DAY PARADE IN DEPERE THAT WILL TAKE PLACE ON MAY 29<sup>TH</sup>

**PROGRAM:** MEMORIAL DAY PARADE IN DEPERE

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED:** SATURDAY MAY 20<sup>TH</sup> 2023

**DESCRIPTION:** INTERVIEWED TED PAGELS SECRETARY OF THE KIWANIS CLUB OF DEPERE. TED SHARED INFORMATION ABOUT HOW TO GET INVOLVED IN THE PARADE, HISTORY OF ITS 70 YEARS AND INFORMATION ABOUT IT FOR THE SPECTATORS.

**ISSUES COVERED:** annual memorial day parade in depere that will take place on may 29<sup>th</sup>

**PROGRAM:** memorial day parade in depere Replay

**LENGTH: 15 minutes**

**DATE / TIME AIRED:** saturday 27<sup>th</sup> 2023

**DESCRIPTION:** interviewed ted pagels secretary of the kiwanis club of depere. ted shared information about how to get involved in the parade, history of its 70 years and information about it for the spectators.

**ISSUES COVERED: ANNUAL PET WALK WITH WISCONSIN HUMANE SOCIETY**

**PROGRAM: WISCONSIN HUMANE SOCIETY**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY JUNE 3<sup>RD</sup> 2023**

**DESCRIPTION:** INTERVIEWED LORI NACHWAY OF THE WISCONSIN HUMANE SOCIETY ABOUT THE ANNUAL EVENT THAT WOULD TAKE PLACE ON SUNDAY JUNE 4<sup>TH</sup> AT PAMPERIN PARK IN GREEN BAY. LORI SHARED INFORMATION ABOUT WHAT WOULD BE HAPPENING AT THE EVENT AS WELL AS DETAILS OF HOW THE MONIES GET DISTRIBUTED AND HOW THEY WILL BE USED. THE GREEN BAY PET WALK IS THE FIRST ONE FOR THE STATE WHICH TAKES PLACE AROUND THE STATE THROUGHOUT THE SUMMER.

**ISSUES COVERED: BELLIN RUN ANNUAL 10K AND NOW 5 K.**

**PROGRAM: BELLIN RUN WEEKEND**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY JUNE 10<sup>TH</sup> 2023**



**DESCRIPTION:** INTERVIEWED LINDA MAXWELL THE ASSISTANT RACE DIRECTOR OF THE ANNUAL BELLIN RUN. LINDA SHARED THE EXCITEMENT OF THE DAY AS THIS WAS AIRED ON RACE DAY. NEARLY 9000 PARTICIPANTS TOOK TO THE STREETS OF GREEN BAY ALOUEZ AND DEPERE AS WELL AS THE NIGHT BEFORE FOR THE BACK ON THE ROAD WALK/RUN AS WELL AS THE KIDS RUN EVENT. BOTH EVENTS HOSTED BY CUMULUS MEDIA'S JIMMY CLARK. LINDA ALSO SHARED ABOUT THE PROCEEDS GOING TO MY TEAM TRIUMPH AS WELL AS SCHOLARSHIPS FOR THE BELLIN COLLEGE OF NURSING.

**ISSUES COVERED: FUNDRAISER TO FIGHT CANCER WITH THE JERRY PARINS RIDE TO CURE CANCER**

**PROGRAM: 20<sup>TH</sup> ANNUAL JERRY PARINS CURE FOR CANCER RIDE**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY JUNE 17<sup>TH</sup> 2023**

**DESCRIPTION:** SPOKE WITH JERRY PARINS AND DIXIE FROM VANDEVEST HARLEY DAVIDSON TO PROMOTE THE 20<sup>TH</sup> ANNUAL JERRY PARINS CURE FOR CANCER RIDE THAT TOOK PLACE ON JUNE 25<sup>TH</sup>. JERRY SPOKE OF THE EVENTS OF THE DAY AND HOW THE PROCEED WILL GO TO HELP LOCAL FAMILY AND PEOPLE IN NEED WHO ARE SUFFERING GOING THROUGH CANCER TREATMENT AND THE STAGES OF IT. HE ALSO SPOKE OF HOW IT STARTED INCLUDING A GREAT STORY ABOUT HOW HE TOUGHT FORMER PACKERS HEAD COACH MIKE HOLMGREN HOW TO RIDE AND HOW THIS RIDE STARTED AND BECOME A CORNERSTONE RIDE FOR CANCER.

**ISSUES COVERED: REPLAY OF PREVIOUS WEEK WEEKEND FOCUS**

**PROGRAM: 20<sup>TH</sup> ANNUAL JERRY PARINS CURE FOR CANCER RIDE**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY JUNE 24<sup>TH</sup> 2023**

**DESCRIPTION:** SPOKE WITH JERRY PARINS AND DIXIE FROM VANDEVEST HARLEY DAVIDSON TO PROMOTE THE 20<sup>TH</sup> ANNUAL JERRY PARINS CURE FOR CANCER RIDE THAT TOOK PLACE ON JUNE 25<sup>TH</sup>. JERRY SPOKE OF THE EVENTS OF THE DAY AND HOW THE PROCEED WILL GO TO HELP LOCAL FAMILY AND PEOPLE IN NEED WHO ARE SUFFERING GOING THROUGH CANCER TREATMENT AND THE STAGES OF IT. HE ALSO SPOKE OF HOW IT STARTED INCLUDING A GREAT STORY ABOUT HOW HE TOUGHT FORMER PACKERS HEAD COACH MIKE HOLMGREN HOW TO RIDE AND HOW THIS RIDE STARTED AND BECOME A CORNERSTONE RIDE FOR CANCER.