

WIFE-FM QUARTERLY ISSUES/PROGRAMS LIST  
PERIOD: PERIOD: JANUARY 1 TO MARCH 31, 2016

METHODS OF DETERMINING THE NEEDS OF THE COMMUNITY

ATTACHED IS DOCUMENTATION OF SOME OF THE KEY ISSUES ADRESSED THIS QUARTER BY WIFE RADIO. THESE ISSUES WERE DETERMINED BY VARIOUS MEANS, SUCH AS ATTENDING PUBLIC MEETINGS, INVITING GUESTS IN STUDIO FOR INTERVIEWS, NEWS COVERAGE, AND DIRECT CONTACT WITH OUR LISTENERS THROUGH EMAIL, LETTERS, AND PHONE CALLS. THE ORDER OF APPEARANCE DOES NOT REFLECT PRIORITY OR SIGNIFICANCE.

THIS QUARTER WE COVERED A VARIETY OF ISSUES. THESE INCLUDED KEEPING LISTENERS INFORMED ON THE UPCOMING PRIMARY ELECTION, BLIGHT ELIMINATION IN THE COMMUNITY, EFFORTS TO BECOME A MORE PROGRESSIVE COMMUNITY, PUTTING PEOPLE BACK TO WORK, AND LOCAL EFFORTS TO MAKE RUSH COUNTY MORE HEALTHY.

PUBLIC SERVICE ANNOUNCEMENTS ARE AIRED REGULARLY. A LIST OF THE PSA'S IS ATTACHED TO THIS REPORT.

ASSISTING WITH THIS QUARTERS REPORT WERE DAVID RODGERS, PRESIDENT; MICHELLE BOTTOMLEY, STATION MANAGER; TED CRAMER, PROGRAM DIRECTOR; MIKE PEACOCK, CHIEF OPERATOR; STAFF MEMBERS REBECCA HYMER, JACK REYNOLDS NOAH BEVINGTON, DAVID POLLARD, STARR MILLER, KEVIN REECE, CHERYL EVANS AND DIANE SMITH.

WIFE-FM QUARTERLY ISSUES – PROGRAMS LIST  
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ISSUE: EMPLOYMENT OPPORTUNITIES

DESCRIPTION: PUTTING PEOPLE BACK TO WORK IS ONE WAY OF IMPROVING THE OVERALL ECONOMY. WE SEEK OUT AS MUCH INFORMATION AS POSSIBLE TO SHARE TO OUR LISTENERS REGARDING JOB FAIRS AND OTHER SIMILAR OPPORTUNITIES.

SEGMENT NEWS COVERAGE

DATE/TIME/DURATION:

1/6, ALL NEWSCASTS – STORY FROM THE STATE POLICE REGARDING THEIR APPLICATION PROCESS FOR NEW TROOPERS AND AN UPCOMING DEADLINE TO DO SO. (45 SEC)

1/27, ALL NEWSCASTS – STORY REGARDING A NEW COMPANY COMING TO NEARBY RICHMOND, OMEGA USA, WHICH WILL MEAN 100 NEW JOBS. (55 SEC)

1/28, ALL NEWSCASTS – FROM THE STATE DEPARTMENT OF WORKFORCE DEVELOPMENT SHOWING JOB NUMBER STATISTICS FOR DECEMBER. (45 SEC)

2/12, ALL NEWSCASTS – STORY OF AN UPCOMING JOB FAIR AT THE RUSHVILLE WORKONE OFFICE BY SPARTAN STAFFING, IN NEED OF HIRING INSPECTORS. (35 SEC)

2/17, ALL NEWSCASTS – NEWS OF AN UPCOMING JOB FAIR AT THE CONNERSVILLE WORKONE OFFICE FOR SOME AREA INDUSTRY. (50 SEC)

WIFE-FM QUARTERLY ISSUES – PROGRAMS LIST  
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ISSUE:

EMPLOYMENT OPPORTUNITIES  
CONTINUED

3/17, ALL NEWSCASTS – AN UPCOMING JOB FAIR WILL BE HELD AT MIAMI UNIVERSITY IN OXFORD FOR THEIR FOOD SERVICE DEPARTMENT. (40 SEC)

3/23, ALL NEWSCASTS – STORY ABOUT A 4 COLLEGES JOB FAIR THAT WILL INCLUDE 42 EMPLOYERS FROM THE AREA WITH JOB OPENINGS. (40 SEC)

3/29, ALL NEWSCASTS – STORY FROM THE STATE REGARDING JOB NUMBERS FOR FEBRUARY. (45 SEC)

WIFE-FM QUARTERLY ISSUES - PROGRAMS LIST  
PERIOD: JANUARY 1 TO MARCH 31, 2016

ISSUE: A HEALTHY COMMUNITY

DESCRIPTION: VARIOUS ACTIVITIES OCCUR IN THE RUSHVILLE COMMUNITY TO BETTER THE HEALTH OF THE CITIZENRY.

SEGMENT NEWS COVERAGE

DATE/TIME/DURATION:

1/4, ALL NEWSCASTS - THIS STORY GAVE DETAILS OF THE UPCOMING FREE IMMUNE CLINIC FOR CHILDREN PLANNED FOR THIS THURSDAY. (35 SEC)

1/5, ALL NEWSCASTS - STORY REGARDING THE FEDERAL HEALTH DATA STUDY FOR ALL COUNTIES, SHOWING A SLIGHT IMPROVEMENT FOR RUSH COUNTY. (45 SEC)

1/6, ALL NEWSCASTS - A FREE SENIOR SCREENING CLINIC IS PLANNED BY THE HEALTH DEPARTMENT AT THE SENIOR CENTER. (40 SEC)

1/13, 6AM, 7AM, 8AM, 9AM, - THE FREE SENIOR SCREENING IS THIS MORNING. (40 SEC)

2/11, ALL NEWSCASTS - MORE DATA FROM THE FEDERAL HEALTH STUDY FOR RUSH COUNTY. (45 SEC)

3/1, ALL NEWSCASTS - FREE IMMUNE CLINIC FOR MARCH WILL BE THIS THURSDAY. (40 SEC)

3/2, ALL NEWSCASTS - DETAILS OF THE NEXT FREE SENIOR SCREENING EVENT. (35 SEC)

WIFE-FM QUARTERLY ISSUES – PROGRAMS LIST  
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ISSUE: A HEALTHY COMMUNITY - CONTINUED

3/4, ALL NEWSCASTS – THE HEALTH DEPARTMENT IS PLANNING A FREE SEMINAR FOR THOSE WITH SEPTIC TANKS. (45 SEC)

3/18, ALL NEWSCASTS – STORY REGARDING THE 2016 COUNTY HEALTH RANKINGS DONE BY THE WISCONSIN POPULATION HEALTH INSTITUTE. RUSH COUNTY IS RANKED 59<sup>TH</sup> OUT OF THE STATE'S 92 COUNTIES. (50 SEC)

WIFE-FM QUARTERLY ISSUES – PROGRAMS LIST  
PERIOD: JANUARY 1 TO MARCH 31, 2016

ISSUE: A MORE PROGRESSIVE COMMUNITY

DESCRIPTION: MANY EFFORTS ARE UNDERWAY WITHIN THE COMMUNITY FOR BETTERMENT, RENOVATION, AND IMPROVING THE QUALITY OF LIFE. WE STRIVE TO KEEP THE LISTENERS INFORMED ON THE PROGRESS AND HOW THEY CAN HELP.

SEGMENT NEWS COVERAGE

DATE/TIME/DURATION:

1/19, ALL NEWSCASTS – STORY WITH MAYOR PAVEY ON HIS MANY GOALS FOR THE CITY. (55 SEC)

1/20, ALL NEWSCASTS – DETAILS OF AN UPCOMING MAYORS NIGHT EVENT, WHERE THE MAYOR WILL OUTLINE HIS PLANS AND SEEK AUDIENCE INPUT ON THEIR IDEAS. (40 SEC)

2/15, ALL NEWSCASTS – THE CITY OF RUSHVILLE WANTS TO BECOME A STELLER COMMUNITY. THIS STORY DETAILED OUT THE CITIZENS CAN HELP. (70 SEC)

WIFE-FM QUARTERLY ISSUES – PROGRAMS LIST  
PERIOD: JANUARY 1 TO MARCH 31, 2016

ISSUE: BLIGHT ELIMINATION

DESCRIPTION: EFFORTS ARE UNDERWAY TO RID THE  
COMMUNITY OF UNSIGHTLY AND UNSAFE  
STRUCTURES.

SEGMENT NEWS COVERAGE

DATE/TIME/DURATION:

1/26, ALL NEWSCASTS – STORY DETAILING WHERE WORK IS BEGINNING  
THIS WEEK TO TEAR DOWN SOME UNSAFE STRUCTURES. (45 SEC)

2/3, ALL NEWSCASTS – AN UPDATE FROM THE FIRE CHIEF WHO IS IN  
CHARGE OF THE PROGRAM, OUTLINING WORK DONE THUS FAR AND  
WHAT THEY WILL TARGET NEXT. (50)

2/11, ALL NEWSCASTS – ANOTHER UPDATE DETAILING PLANS FOR THE  
SPRING SEASON OF BLIGHT ELIMINATION. (45 SEC)

2/24, ALL NEWSCASTS – DETAILS OF THE CITIES EFFORTS TO GET TAX  
LIENS REMOVED ON SEVERAL TARGETED PROPERTIES. (45 SEC)

WIFE-FM QUARTERLY ISSUES - PROGRAMS LIST  
PERIOD: JANUARY 1 TO MARCH 31, 2016

ISSUE: PRIMARY ELECTION

DESCRIPTION: ON MAY 3<sup>RD</sup> VOTERS WILL BE GOING TO THE POLLS TO NOMINATE CANDIDATES FOR THE FALL GENERAL ELECTION. WE AIR INFORMATION THE VOTERS NEED TO KNOW TO BE A PART OF THE PROCESS.

SEGMENT NEWS STORIES

DATE/TIME/DURATION:

1/7, ALL NEWSCASTS - THE FILING PROCESS IS UNDERWAY FOR CANDIDATES WHO WISH TO BE ON THE BALLOT. WE DETAILED THE PROCESS AND GAVE A LIST OF THOSE WHO FILED ON THE FIRST DAY JANUARY 6. (50 SEC)

2/1, ALL NEWSCASTS - FOLLOW-UP STORY ON THE RUSH COUNTY PROCESS, AND OTHER IMPORTANT DATES AND REMINDERS FOR THE VOTERS AND PROSPECTIVE CANDIDATES. (45 SEC)

3/28, ALL NEWSCASTS - STORY WITH DETAILS FROM THE COUNTY CLERK THAT VOTER REGISTRATION MUST BE DONE BY END OF DAY APRIL 4. THIS STORY TOLD THE VARIOUS METHODS THAT CAN BE USED TO REGISTER TO VOTE. ALSO A WEBSITE THAT CAN BE ACCESSED TO CHECK ON STATUS OF REGISTRATION AND SEE A LIST OF CANDIDATES. (50 SEC)



QUARTERLY ISSUES – PROGRAMS LIST  
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ISSUE:

MISCELLANEOUS ISSUE COVERAGE

DESCRIPTION:

MANY ISSUES ARE ADDRESSED THROUGH LIVE INTERVIEWS AND OTHER ACTIVITIES. THE ATTACHED PAGES INDICATE THOSE.

## FOR QUARTERLY REPORT

On Tuesday March 22nd, 94.3 WIFE aired an interview with Brenna Gunderson of Apex Clean Energy. The topic was the hotly contested Flat Rock Wind project for Rush and Henry Counties. She talked about how the wind turbines work and the benefits it will bring to the region. Rush County residents are fighting the project as they fear it could bring unwanted issues along with the revenue such as a rise in cancer cases and other effects of the electricity producing turbines. The interview lasted 5 minutes and was also used as sound bites for follow up newscasts.

# **PUBLIC SERVICE ANNOUNCEMENTS**

**January 1, 2016 THRU March 31, 2016**

**CASA VOLUNTEERS NEEDED**

**CELEBRATE RECOVERY AT CALVARY BAPTIST CHURCH**

**RUSH COUNTY HEALTH DEPARTMENT FLU AND PNEUMONIA SHOTS**

**MARINE CORP RECRUITMENT**

**529 COLLEGE SAVINGS**

**GED CLASSES IN FRANKLIN COUNTY**

**CMS AFTER SCHOOL TUTORING**

**FAYETTE FOUNDATION LILLY ENDOWMENT APPLICATIONS**

**FAYETTE COUNTY 4-H INFORMATION/CALL-OUT/SIGN-UP EVENT**

**FAYETTE COUNTY FOUNDATION SPRING GRANT APPLICATION CYCLE**

**HOPE CENTER SANCTITY OF LIFE DAY**

**HOPE CENTER HANDBAGS FOR HOPE (DESIGNER PURSE BINGO)**

**GLEANER'S FOOD TRUCK AT EXPO HALL FOR JANUARY**

**AMERICAN RED CROSS HOME FIRE CAMPAIGN IN MUNICE (WIFE)**

**DOWNHILL DERBY SPAGHETTI SUPPER**

**RELAY FOR LIFE FAYETTE COUNTY FEBRUARY MEETING**

**RELAY FOR LIFE FAYETTE COUNTY BEAT CANCER IN 4 QUARTERS**

# **PUBLIC SERVICE ANNOUNCEMENTS**

**January 1, 2016 THRU March 31, 2016**

**REID HOSPITAL OPEN HOUSE AT URGENT CARE – FREE SCREENINGS**

**GLEANERS MOBILE FOOD PANTRY IN RUSHVILLE**

**RUSH COUNTY PLAYERS EVENT AT THE AMERICAN LEGION**

**GLEANERS IN CONNERSVILLE**

**CONNERSVILLE PARKS AND REC SPRING SOCCER SIGN-UPS**

**RUSHVILLE EAGLES KARAOKE FOR VARIOUS CHARITIES**

**BANQUET FOR CROSS ROAD CHRISTIAN RECOVERY CENTER FOR WOMEN**

**RCHS CONVOCATION AND CONCERT BILL BALLENGER & BREAK THE GREY**

**CITY OF RUSHVILLE – STELLAR**

**BIG FLATROCK CHURCH CHILI SUPPER**

**RESUMES FOR CONNERSVILLE PARK BOARD MEMBERS**

**DINING FOR DOLLARS AT SOUTHERN STYLE FOR HOPE CENTER**

**MAYS COMMUNITY ACADEMY & RUSH COUNTY PLAYERS MUSICAL**

**GLEANERS IN RUSHVILLE AT MAIN STREET CHRISTIAN CHURCH**

**BOWL FOR KIDS' SAKE RUSHVILLE**

**SPRING BREAK MEAL PROGRAM FOR FAYETTE COUNTY**

**FAYETTE COUNTY 4-H COUNCIL AUCTION FUNDRAISER**

**GLEANERS AT EXPO HALL**

**COLLEGE CORNER COMMUNITY CLUB EASTER EGG HUNT**

# **PUBLIC SERVICE ANNOUNCEMENTS**

**January 1, 2016 THRU March 31, 2016**

**CONNERSVILLE PARKS & REC ONLINE SURVEY AND PUBLIC FORUM**

**GOOD FRIDAY COMMUNITY SERVICE IN CONNERSVILLE**

**EVERTON VOL FIRE DEPT BREAKFAST**

**CONNERSVILLE VET CLINIC COLLECTIONS FOR BULLET PROOF K9 VEST**

**FAYETTE COUNTY FARMERS' MARKET CALL OUT MEETING**

**HOMERUN 5K WALK/RUN FOR CONNERSVILLE BASEBALL TEAM**

**KNIGHTSTOWN CHURCH OF GOD SUNRISE SERVICE**

**BIG FLATROCK CHRISTIAN CHURCH EASTER SERVICES**