

PUBLIC AFFAIRS  
**Townsquare Media of Dubuque**  
Dubuque, IA  
Second Quarter - June 30, 2015  
Tom Brenner - Public Affairs Director  
Townsquare Media of Dubuque

**Townsquare Media of Dubuque Includes:**

WDBQ-AM	1490 am	Dubuque, IA
KXGE – Eagle 102	102.3 fm	Dubuque, IA
WJOD	103.3 fm	Asbury, IA
KLYV – Y105	105.3 fm	Dubuque, IA
WDBQ-FM - Q1075	107.5 fm	Galena, IL

This report is for the public file of WDBQ-AM

This quarterly report highlights several of our regular services.

Also listed are various programs that were aired on some or all of the Townsquare Media of Dubuque stations to deal with certain issues that are important in our community.

Forms are attached to each page of this report which will show which Townsquare Media of Dubuque stations broadcast programs regarding each issue, unless the times and dates of each program are included in the report itself.

**ISSUES:**

- I Youth Development
- II Welfare of Animals
- III Alzheimer's Disease
- IV Welfare of Women and Children in the Tri States
- V Autism Month
- VI Benefit For Families Of Veterans And Enlisted Personnel
- VII Children's Miracle Network
- VIII Children's Bicycle Safety
- IX Historic Education

## **I Youth Development**

Director Jennie Weber told us about the YWCA/YMCA "Reach and Rise Mentoring Program". Reach & Rise pairs qualified adults with area at risk youth ages 6 and 17. A Supportive, consistent mentoring relationship is developed through recreational play and paraprofessional therapeutic techniques. The mentor becomes an extra parent for the child to rely on. This interview was aired on all five Townsquare Media radio stations in Dubuque. A listing of the times and dates this interview was presented is included with this report.

Every Friday afternoon at 4:40 during the school year, (September), WDBQ-FM presents a program, approximately two minutes in length, recorded by students from Galena, IL High School. The program contains high school news, lists coming events, and mentions accomplishments by outstanding students.

## **II Welfare of Animals**

Every Tuesday Morning, Cumulus of Dubuque presents interviews with Jane McCall of the Dubuque Regional Humane Society. The interviews contain information about proper animal care, upcoming fundraising events, and descriptions of animals available at the Dubuque Regional Humane Society. The interviews are heard on WDBQ-FM at 8:40 am, WJOD at 8:50 am, and Y-105 at 8:40 am.

## **III Alzheimer's Disease**

Alex Barton is the Program and Event Coordinator of the Dubuque Alzheimer's Association. Alex told our listeners about different symptoms that could indicate that persons have Alzheimers, but do not necessarily mean that they are affected. Barton also told us different things that people could do to avoid Alzheimers symptoms in the future.

## **IV Welfare of Women and Children in the Tri States.**

Maria House and Theresa Shelter gives women and children a place to stay in times of duress to escape a bad marriage or relationship. Executive Director of Opening Doors Amy Schauer gave us an insight into what services Maria House and Theresa Shelter provides. Amy Shauer also told our listeners that her organization is not a handout, but a hand up. Her clients are expected to learn how to manage their lives, raise their children, and get back into the workforce. This is the purpose of Opening Doors.

4/1/2015

## Cumulus of Dubuque Public Affairs Form

Please fill out one of these when you conduct a public affairs interview on your station. If the public affairs program is prerecorded, one of these forms will be provided for you. When completed, give the form to Tom Brenner. Thanks.

Circle your station:

WDBQ-AM

WJOD

Eagle102 / KXGE

Y-105 / KLYV

Q1075 / WDBQ-FM

Date of program	<u>4/6</u>	time	<u>7:40A</u>	duration	<u>3 MIN</u>
Date of program	<u>4/6</u>	time	<u>10:40A</u>	duration	<u>"</u>
Date of program	<u>4/6</u>	time	<u>12:50P</u>	duration	<u>"</u>
Date of program	<u>4/7</u>	time	<u>15:50P</u>	duration	<u>"</u>
Date of program	<u>4/8</u>	time	<u>6:40A</u>	duration	<u>"</u>
Date of program	<u>4/8</u>	time	<u>9:40A</u>	duration	<u>"</u>

Issue NUTURING DISADVANTAGED YOUTH

Person(s) interviewed JENNIE WEBER

Their title PROGRAM DIRECTOR

Name of organization REACH & RISE PROGRAM -YWCA /YMCA

File name if recorded "REACH & RISE"

A brief synopsis:

Director Jennie Weber told us about the YWCA/YMCA "Reach and Rise Mentoring Program". Reach & Rise pairs qualified adults with area at risk youth ages 6 and 17. A Supportive, consistent mentoring relationship is developed through recreational play and paraprofessional therapeutic techniques. The mentor becomes an extra parent for the child to rely on. This interview was aired on all five Townsquare Media radio stations in Dubuque.

4 1 2015

# Cumulus of Dubuque Public Affairs Form

Please fill out one of these when you conduct a public affairs interview on your station. If the public affairs program is prerecorded, one of these forms will be provided for you. When completed, give the form to Tom Brenner. Thanks.

Circle your station:

WDBQ-AM

WJOD

Eagle102 / KXGE

Y-105 / KLYV

Q1075 / WDBQ-FM

Date of program	<u>4/13</u>	time	<u>6:41 A</u>	duration	<u>1:50</u>
Date of program	<u>4/13</u>	time	<u>8:41 A</u>	duration	<u>1:50</u>
Date of program	<u>4/13</u>	time	<u>13:4 P</u>	duration	<u>"</u>
Date of program	<u>4/14</u>	time	<u>7:50</u>	duration	<u>"</u>
Date of program	<u>4/14</u>	time	<u>10:50 A</u>	duration	<u>"</u>
Date of program	<u>4/15</u>	time	<u>15:40 A</u>	duration	<u>"</u>

Issue Alzheimers / Health

Person(s) interviewed Alex Barton / program Coordinator

Name of organization Dubuque Alzeimers Association

File name if recorded ALZHEIMERS

**A brief synopsis:**

Alex Barton is the Program and Event Coordinator of the Dubuque Alzeimer's Association. Alex told our listeners about different symptoms that could indicate that persons have Alzeimers, but do not necessarily mean that they are affected. Barton also told us different things that people could do to avoid Alzeimers symptoms in the future.

4/1/2015

# Cumulus of Dubuque Public Affairs Form

Please fill out one of these when you conduct a public affairs interview on your station. If the public affairs program is prerecorded, one of these forms will be provided for you. When completed, give the form to Tom Brenner. Thanks.

Circle your station:

WDBQ-AM

WJOD

Eagle102 / KXGE

Y-105 / KLYV

Q1075 / WDBQ-FM

Date of program	<u>4/30</u>	time	<u>7:40 A</u>	duration	<u>1:30 min</u>
Date of program	<u>4/30</u>	time	<u>9:45A</u>	duration	<u>1:50 min</u>
Date of program	<u>4/30</u>	time	<u>12:40P</u>	duration	<u>"</u>
Date of program	<u>4/22</u>	time	<u>8:40A</u>	duration	<u>"</u>
Date of program	<u>4/22</u>	time	<u>12:50P</u>	duration	<u>"</u>
Date of program	<u>4/23</u>	time	<u>12:50 P</u>	duration	<u>"</u>

Issue Welfare of Women and Children

Amy Schauer Executive Director, Opening Doors

Name of organization Maria House / Theresa Shelter

File name & Length "Maria Theresa PA" One minute thirty sec.

A brief synopsis:

Maria House and Theresa Shelter gives women and children a place to stay in times of duress from a bad marriage or relationship. Executive Director of Opening Doors Amy Schauer gave us an insight into what services Maria House and Theresa Shelter provides. Amy Shauer also told our listeners that her organization is not a handout, but a hand up. Her clients are expected to learn how to manage their lives, raise their children, and get back into the workforce. This is the purpose of Opening Doors.

## **V Autism Month**

April is National Autism Month. Jeremy Austin of Autism Speaks told our listeners how young children should be tested for autism, the types of signs parents should look for, and what is being done to try and cure autism today. Jeremy also told us about the types of hardware and toys children can use that are affected by autism. A list of times this program aired is attached to the public affairs report for each station.

## **VI Benefit for Families of Veterans and Enlisted Personnel**

Operation We Care is an organization that raises funds to assist Veterans of United States Armed Forces, and the families of current enlisted personnel. Chuck Tonn explained that many of the needs of these people cannot be fulfilled by the Veterans Administration in a timely manner. Operation We Care works with the VA to get care eventually, but the organization uses most of the funds it raises to help families with immediate needs. Chuck Tonn raised over twenty thousand dollars with a car wash donation and many large donations from area businesspeople. All five Townsquare of Dubuque Stations ran an extensive public service campaign, plus played several interviews with Chuck Tonn describing the necessity of the fund raising campaign.

## **VII Children's Miracle Network**

All five of our Townsquare Media of Dubuque stations are involved in the fundraising activities of the Children's Miracle Network. This organization works with University of Iowa Hospitals to provide extra care for children suffering from debilitating diseases. Maddie Cole spoke to our listeners about Hockey for Hope, a fundraiser at the Mystique Ice Arena in Dubuque to kick start the Dancethon, a fund raising event held every year at Loras College to support the Children's Miracle Network. The interviews were heard between March 10<sup>th</sup> and March 31<sup>st</sup> and some of the times and dates are listed on the form attached to this page in the file of each station.

## **VIII Children's Bicycle Safety**

Pam Louis of The Bike Shack and Karen Vossen of Unity Point Finley Hospital told our listeners about the 18<sup>th</sup> Annual Safety Rules Bike Rodeo scheduled for Saturday, June 6<sup>th</sup>. The purpose of the Bike Rodeo is to teach kids safe riding habits, have them compete on a training course to improve their skills, and check the safety of their helmets and bicycles. The event is free, open to all kids, and prizes will be given during the event. The interview was presented on all five Townsquare Media of Dubuque stations, the times are listed on an accompanying page.

4/14/2015

## Cumulus of Dubuque Public Affairs Form

Please fill out one of these when you conduct a public affairs interview on your station. If the public affairs program is prerecorded, one of these forms will be provided for you. When completed, give the form to Tom Brenner. Thanks.

Circle your station:

WDBQ-AM

WJOD

Eagle102 / KXGE

Y-105 / KLYV

Q1075 / WDBQ-FM

Date of program 4/3 time 7:21 duration 1:30  
Date of program 4/3 time 9:47 duration 1:30  
Date of program 4/4 time 6:54 duration 1:30  
Date of program 4/4 time 10:34 duration 1:30  
Date of program 4/6 time 22:47 duration 1:30  
Date of program \_\_\_\_\_ time \_\_\_\_\_ duration \_\_\_\_\_

Issue AUTISM AWARENESS MONTH

Examples: any local issue including health care, education, economic development, safety, street conditions, emergencies, etc.

Person(s) interviewed JEREMY AUSTIN  
(it could be you!)

Their title AUTISM AWARENESS ACTIVIST

Name of organization (if any) AUTISM SPEAKS

File name if recorded "AUTISM MONTH" 1:30

A brief synopsis:

April is National Autism Month. Jeremy Austin of Autism Speaks told our listeners how young children should be tested for autism, the types of signs parents should look for, and what is being done to try and cure autism today. Jeremy also told us about the types of hardware and toys children can use that are affected by autism.

4/1/2015

Cumulus of Dubuque  
**Public Affairs Form**

Please fill out one of these when you conduct a public affairs interview on your station. . When completed, give the form to Tom Brenner. Thanks.

Circle your station:

WDBQ-AM

WJOD

Eagle102 / KXGE

Y-105 / KLYV

Q1075 / WDBQ-FM

Date of program	<u>5/16</u>	time	<u>7:49</u>	duration	<u>1:40</u>
Date of program	<u>5/16</u>	time	<u>9:48</u>	duration	<u>1:40</u>
Date of program	<del>5/16</del> <u>6/4</u>	time	<u>13:50</u>	duration	<u>1:40</u>
Date of program	<u>6/4</u>	time	<u>17:25</u>	duration	<u>1:40</u>
Date of program	<u>6/5</u>	time	<u>6:46</u>	duration	<u>1:40</u>
Date of program	<u>6/5</u>	time	<u>8:45</u>	duration	<u>1:40</u>

Issue: Benefit for Families of Veterans and Enlisted Personnel

Person interviewed Chuck Tonn

Their Title Director

Name of organization (if any) Operaton We Care

File name if recorded Operation We Care

**A brief synopsis:**

Operation We Care is an organization that raises funds to assist Veterans of United States Armed Forces, and the families of current enlisted personnel. Chuck Tonn explained that many of the needs of these people cannot be fulfilled by the Veterans Administration in a timely manner. Operation We Care works with the VA to get care eventually, but the organization uses most of the funds it raises to help families with immediate needs. Chuck Tonn raised over twenty thousand dollars with a car was donation and many large donations from area businesspeople. All five Townsquare of Dubuque Stations ran an extensive public service campaign, plus played several interviews with Chuck Tonn describing the necessity of the fund raising campaign.



**Play this April 1 through April 10, 2015**

3/13/2015

**Cumulus of Dubuque  
Public Affairs Form**

Please fill out one of these when you conduct a public affairs interview on your station. If the public affairs program is prerecorded, one of these forms will be provided for you. When completed, give the form to Tom Brenner. Thanks.

Circle your station:

**WDBQ-AM**

**WJOD**

**Eagle102 / KXGE**

**Y-105 / KLYV**

**Q1075 / WDBQ-FM**

Date of program 4/3/2015 time 6:44A duration 60  
Date of program 4/4/2015 time 8:31A duration 60  
Date of program 4/4/2015 time 11:35A duration 60  
Date of program 4/5/2015 time 10:30A duration 60  
Date of program 4/8/2015 time 17:34P duration 60

**Issue Hockey For Hope – Children’s Miracle Network**

**Person(s) interviewed Maddie Cole**

**Their title Public Relations Chair– Loras College**

**Name of organization (if any) CHILDREN’S MIRACLE NETWORK**

**File name if recorded HOCKEY FOR HOPE**

**A brief synopsis:**

All five of our Townsquare Media of Dubuque stations are involved in the fundraising activities of the Children’s Miracle Network. This organizations works with University of Iowa Hospitals to provide extra care for children suffering from debilitating diseases. Maddie Cole spoke to our listeners about Hockey for Hope, a fundraiser at the Mystique Ice Arena in Dubuque to kick start the Dancethon, a fund raising event held every year at Loras College to support the Children’s Miracle Network.

6/1/2015

# Cumulus of Dubuque Public Affairs Form

Please fill out one of these when you conduct a public affairs interview on your station. If the public affairs program is prerecorded, one of these forms will be provided for you. When completed, give the form to Tom Brenner. Thanks.

Circle your station:

WDBQ-AM

WJOD

Eagle102 / KXGE

Y-105 / KLYV

Q1075 / WDBQ-FM

Date of program 6/1 time 10:38A duration 1:30  
 Date of program 6/1 time 13:48P duration 1:30  
 Date of program 6/2 time 9:37A duration 1:30  
 Date of program 6/2 time 6:47A duration 1:30  
 Date of program 6/2 time 8:25A duration 1:30

Issue Children's Bicycle Safety

Person(s) interviewed:

Pam Louis - Bike Shack Karen Vossen - Unity Point Finley Hospital.  
Spokepersons for "Safety Rules Bike Rodeo"

File name if recorded "Bike Rodeo"

**A brief synopsis:**  
**EXPIRES 6/5/2015!!!!!!**

Pam Louis of The Bike Shack and Karen Vossen of Unity Point Finley Hospital told our listeners about the 18<sup>th</sup> Annual Safety Rules Bike Rodeo scheduled for Saturday, June 6<sup>th</sup>. The purpose of the Bike Rodeo is to teach kids safe riding habits, have them compete on a training course to improve their skills, and check the safety of their helmets and bicycles. The event is free, open to all kids, and prizes will be given during the event. The interview was presented on all five Townsquare Media of Dubuque stations, the times are listed on an accompanying page.

## **IX Historic Education**

The National Mississippi River Museum and Aquarium of Dubuque, IA opened its largest traveling exhibit in its history, "TITANIC" Besides running countless promotional announcements and live mentions on all five Townsquare of Dubuque radio stations, interviews were also conducted with John Sutter, the public relations director from the museum. John told our listeners about the historical significance of the Titanic wreck, and about an even larger disaster that took place in our own Mississippi River nearly fifty years earlier. The interview, and the museum exhibit gives people a better understanding of safety regulations regarding long distance travel, and the care that must be taken to preserve our past.

### **OTHER SERVICES**

**NEWS:** All Townsquare Media of Dubuque stations carry news of the American Broadcasting Company and six local newscasts each weekday. In addition, WDBQ-AM carries Iowa state news from Radio Iowa.

**WEATHER:** Townsquare features full access to satellite and radar transmissions of current conditions. WJOD is associated with Weathertime, a private weather service that has a much better track record than the National Weather Service, is faster with their reports, and is especially valuable to the Dubuque area's extensive agricultural community.

**PUBLIC SERVICE ANNOUNCEMENTS:** Townsquare of Dubuque stations average well over 20 locally oriented public service announcements per day for various non-profit groups in the tri states.

**Public Affairs Director - Tom Brenner 6/30/2015**

### **Program Directors**

**KLYV - Chris Farber    WJOD / WDBQ-AM / WDBQ-FM - Ken Peiffer    KXGE - Jeff Robb**

4/1/2015

# Cumulus of Dubuque Public Affairs Form

Please fill out one of these when you conduct a public affairs interview on your station. If the public affairs program is prerecorded, one of these forms will be provided for you. When completed, give the form to Tom Brenner. Thanks.

Circle your station:

WDBQ-AM

WJOD

Eagle102 / KXGE

Y-105 / KLYV

Q1075 / WDBQ-FM

Date of program	<u>5/27</u>	time	<u>11:30</u>	duration	<u>2:00</u>
Date of program	<u>5/27</u>	time	<u>14:48</u>	duration	<u>2:00</u>
Date of program	<u>5/28</u>	time	<u>6:45</u>	duration	<u>2:00</u>
Date of program	<u>5/28</u>	time	<u>8:42</u>	duration	<u>2:00</u>
Date of program	<u>5/28</u>	time	<u>12:32</u>	duration	<u>2:00</u>
Date of program	_____	time	_____	duration	<u>2:00</u>

Issue HISTORIC EDUCATION

Person interviewed John Sutter

Their title Public Relations

Organization National Mississippi River Museum and Aquarium

File name if recorded John Sutter Museum

A brief synopsis:

The National Mississippi River Museum and Aquarium of Dubuque, IA opened its largest traveling exhibit in its history, "TITANIC" Besides running countless promotional announcements and live mentions on all five Townsquare of Dubuque radio stations, interviews were also conducted with John Sutter, the public relations director from the museum. John told our listeners about the historical significance of the Titanic wreck, and about an even larger disaster that took place in our own Mississippi River nearly fifty years earlier. The interview, and the museum exhibit gives people a better understanding of safety regulations regarding long distance travel, and the care that must be taken to preserve our past.