

**Public service WOGB Public service/ Programs and issues Report**  
**January-March 2024**

In our ongoing effort to serve the public interest, station WOGB (103.1 WOGB) broadcasts programming responsive to issues of concern to Reedsville and the surrounding service area. The following is a list of those issues and the stations most significant programming treatment of them.

**January-**

*Issues Covered: Winterfest on Broadway*

*Program: PSA's, interview and appearance*

*Length: 30 seconds and live*

*Dates aired: 1/05-1/20*

From January 10<sup>th</sup> – January 20<sup>th</sup> WOGB ran 50 live and recorded mentions about the event that took place on January 20<sup>th</sup>. The event featured family events based around the outdoors. WOGB's Eric Westphal and Jimmy Clark attended the event and entertained with music and our Plinko Board for Prizes. The event featured a nice Winter Day that featured snow, as we hadn't had any till days before the event. There was big attendance featuring interactive games for kids, food and activities for the whole family.

*Issues Covered: Protecting Woodland Dunes Nature Center and Preserve and its programs*

*Program: PSA's, interview and appearance*

*Length: 30 seconds and live*

*Dates aired: 1/19-2/24*

From January 15<sup>th</sup> – February 24<sup>th</sup> WOGB ran 150 live and recorded mentions the event that took place on February 25<sup>th</sup> at the Cepia Chapel in Two Rivers.. WOGB also conducted an on-air interview on February 5<sup>th</sup> with Kelsey Beaver a representative from First Bank as they were the main sponsor of the event. The program's goal was to raise \$30,000 for Woodland Dunes and they raised over \$57,000, which is a record for this long time running fundraiser. Eric Westphal served as host and emcee at the event. In addition to the live and recorded promotional announcements WOGB also housed links and information on our website, WOGB.FM

*Issues Covered: Arti Gras Art Show*

*Program: PSA's and appearance*

*Length: 30 seconds live/recorded*

***Dates aired: February 20th – March 9th***

WOGB supported the annual event presented by Mosaic Arts Inc. In Green Bay. The event took place on the weekend of March 9<sup>th</sup> and 10<sup>th</sup> and featured 50+ live and recorded promotional announcement about the event. WOGB's Eric Westphal attended the event and shared some of the sights on our social media Facebook Page. The event is held to raise awareness of the Arts in our area as well as featuring artists from throughout the Midwest with proceeds going to promote the arts in schools as well as giving a place and education for those interested in doing art. WOGB featured a link on its website to get more information and a link to purchase tickets.

***Issues Covered: WOGB We Only Give Back Blood Drive***

***Program: PSA's and appearance***

***Length: 30 seconds and live***

***Dates aired: 2/20-3/05/24***

WOGB sponsored a blood drive at the Automobile Gallery in Green Bay to benefit the American Red Cross of NE Wisconsin Chapter. The event took place on March 5<sup>th</sup> and featured donation appointments and a plea for blood donation as the American Red Cross had issues a state of emergency as blood supplies were dangerously low. This event was supported with 75 Live :30 promotional announcements as well as link to sign up for an appointment on our website. WOGB was also on hand with various giveaways for those donating.

***Issues Covered: NEW Zoo Eggstravaganzoo***

***Program: PSA's and appearance***

***Length: 60 seconds and live***

***Dates aired: 3/25-3/30/24***

WOGB helped promote the NEW Zoo Eggstravaganzoo, which took place on Saturday March 30<sup>th</sup> at the NEW Zoo in Suamico. We aired 25 live promotional PSA's inviting people to participate and enjoy the day March 30<sup>th</sup> from 9 AM to 2 PM with candy and the spirit of Easter at The Zoo.

***Issues Covered: Energy-saving education***

***Program: PSA's***

**Length:** 60 seconds recorded

**Dates aired:** January 1<sup>st</sup> - March 31<sup>st</sup>

From January 1<sup>st</sup> – March 31<sup>st</sup> WOGB ran over 360 recorded mentions about different energy saving opportunities.

**Issues Covered:** Community Events with Community First Credit Union

**Program:** PSA's

**Length:** 60 seconds recorded

**Dates aired:** January 1<sup>st</sup> - March 31<sup>st</sup>

From January 1<sup>st</sup> – March 31<sup>st</sup> WOGB ran over 360 Public Service Messages in conjunction with Community First Credit Union. These announcements promoted community and civic events in our area.

**Issues Covered:** Various local events

**Program:** Green Bay Watch

**Length:** 60 seconds live/recorded

**Dates aired:** January 1<sup>st</sup> - March 15<sup>th</sup>

From January 1<sup>st</sup> – March 15<sup>th</sup> WOGB ran over 200 recorded mentions about different events happening in Green Bay and the surrounding areas.

**Other Stuff:**

WOGB also ran cancellation for schools and non-profits due to inclement weather and the virus.

WOGB 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 2024**

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**ISSUES COVERED: WINTERFEST AND DOWNTOWN WINTER**

**RECREATION**

**PROGRAM:** WINTERFEST

**LENGTH:** 15 MINUTES

**DATE / TIME AIRED:** SATURDAY JANUARY 6<sup>TH</sup> 2024

**DESCRIPTION:** EXCLUSIVE INTERVIEW WITH MARY RHODE TO TALK ABOUT THE EVENTS OF DOWNTOWN AND ON BROADWAY IN PARTICULAR. SHE TALKED ABOUT THE 2<sup>ND</sup> YEAR OF THE CRISTKINDL MARKET AS WELL AS THE WINTERREST DAY THAT WAS HAPPENING ON JANUARY 20<sup>TH</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 WITH CUMULUS MEDIA GREEN BAY HAVING A PRESENCE AT THE EVENT.

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

**PROGRAM:** MLK CELEBRATION

**LENGTH:** 15 MINUTES

**DATE / TIME AIRED:** SATURDAY JANUARY 13<sup>TH</sup>, 2024

**DESCRIPTION:** INTERVIEWED MARIUM BRAVEN, A BOARD MEMBER OF THE 29<sup>TH</sup> ANNUAL MLK DAY CELEBRATION. THIS TOOK PLACE ON MLK WEEKEND AT THE NWTC CAMPUS. MARIUM 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 WAS ATTENDED BY HUNDREDS IN OUR COMMUNITY AND THIS INTERVIEWS SERVED NOT ONLY AS EDUATION BUT ALSO PROMOTION FOR THE EVENT

**USSUES COVERED:** FUNDRAIDER FOR GILOBLASTOMA.

**PROGRAM:** ANNUAL SEPARATE WAYS PERFORMANCE AT RIVERSIDE BALLROOM IN GREEN BAY

**DATE/TIME AIRED:** SATURDAY JANUARY 20<sup>TH</sup> 2024

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**DESCRIPTION:** CONDUCTED AN INTERVIEW WITH KELLY KLAUS OF THE BAND SEPARATE WAYS TO TALK ABOUT THE FUNDRAISER THAT TOOK PLACE ON FEBRUARY 9<sup>TH</sup> AT THE RIVERSIDE BALLROOM IN GREEN BAY. THE EVENING INCLUDED A DINNER, COUPLES PICTURES AND OF COURSE MUSIC WITH WET POSSUM AND SEPARATE WAYS. MONIES WENT TO CANCER RESEARCH AS THE EVENT WAS DONE AS A TRIBUTE TO CARL, HE WAS A FAMILY MEMBER OF THE BAND WHO LOST HIS FIGHT TO CANCER. CUMULUS GREEN BAY WAS ALSO PRESENT THE NIGHT OF THE EVENT TO HELP EMCEE AND SUPPORT THE CAUSE.

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

**PROGRAM: GIRL SCOUT COOKIE SALE**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY JANUARY 27<sup>TH</sup> , 2024**

**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. SHE ALSO SHARED SOME GREAT HISTORY OF THE GIRL SCOUTS AND THE COOKIE SALE WHICH STARTED 5 YEARS AFTER THE START OF THE GIRL SCOUTS, WHICH STARTED IN 1912.

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**ISSUES COVERED: BLOOD SHORTAGE WITH THE AMERICAN RED CROSS**

**PROGRAM: BLOOD DRIVES AND HOW TO HELP**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY FEBRUARY 3<sup>RD</sup>, 2024**

**DESCRIPTION:** WEEKEND FOCUS FEATURED LAURA MCGUIRE OF THE AMERICAN RED CROSS TO TALK ABOUT THE BLOOD SHORTAGE AND THE NEED TO DONATIONS. THE AMOUNT OF BLOOD BEING USED WAS MORE THAN THE AMOUNT BEING COLLECTED TO A STATE OF EMERGENCY WAS ACTIVATED AND THIS INTERVIEW SERVED AS A WAY TO GET THAT INFORMATION OUT.

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**ISSUES COVERED: JOINING BIG BROTHERS BIG SISTERS**

**PROGRAM:** A PUSH FOR BIGS AS WELL AS DONORS

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED:** SATURDAY FEBRUARY 10<sup>TH</sup>, 2024

**DESCRIPTION:** INTERVIEWED ASHLEY STEWART FROM BIG BROTHERS BIG SISTERS ABOUT A VERY IMPORTANT FUNDRAISER CALLED GIVE BIG GREEN BAY, OF WHICH BIG BROTHERS BIG SISTERS WAS PART OF. ASHLEY ALSO PROVIDED GREAT INFORMATION ABOUT THE PROGRAM AS WELL AS 1<sup>ST</sup> HAND ACCOUNTS OF HER BEING A BIG FOR 2 GIRLS IN OUR AREA.

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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 17<sup>TH</sup>, 2024

**DESCRIPTION:** INTERVIEWED ONE OF THE ORGANIZORS DENNIS BUILER OF THE GREATER GREEN BAY COMMUNITY FOUNDATION ABOUT THE GIVE BIG GREEN BAY DAY. HE TALKED ABOUT THE 24 HOURS OF GIVING THAT WOULD BE TAKING PLACE THAT COMING 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, TRULY A GREAT DAY!!!

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**ISSUES COVERED: FUNDRAISER FOR SIDS**

**PROGRAM:** KENDYNS KAUSE CHILI COOK OFF

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED:** SATURDAY FEBRUARY 24<sup>TH</sup>, 2024

**DESCRIPTION:** EXCLUSIVE INTERVIEW WITH KAREN CONNELLY FAMILY MEMBER AND CO-FOUNDER OF KENDYNS KAUSE. THIS CHILE COOK OFF WAS PUT TOGETHER AS A FUNDRAISER TO HELP FAMILIES WHO HAVE LOST AN INFANT TO SIDS AS THEY DID A FEW YEARS AGO. THE PROGRAM ALSO HIGHLIGHTED THE NEED FOR HELP AND EDUCATION

ABOUT SIDS AS YOU DON'T KNOW MUCH ABOUT IT TILL SOMEONE CLOSE TO YOU EXPERIENCES THE LOSS OF A BABY.

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**ISSUES COVERED: YMCA FUNDRAISER**

**PROGRAM: DAY OF GIVING FOR THE YMCA**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY MARCH 2<sup>ND</sup>, 2024**

**DESCRIPTION:** SPOKE WITH EMILY SMITH OF THE GREATER GREEN BAY YMCA ABOUT THE YMCA'S DAY OF GIVING THAT WAS COMING UP THAT FOLLOWING WEEK. THE PROGRAM FEATURED INFORMATION ABOUT THE PROGRAMS AND THE EVENT. THE YMCA SERVES SO MANY IN OUR COMMUNITY THAT WE FOUND IT EXTREMELY IMPORTANT TO GET BEHIND THIS FUNDRAISER EVENT.

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**ISSUES COVERED: YMCA PROGRAMS**

**PROGRAM: DAY OF GIVING REPRIS**

**LENGTH: 15 MINUTES**

**DATE / TIME AIRED: SATURDAY MARCH 9<sup>TH</sup>, 2024**

**DESCRIPTION:** WEEKEND FOCUS WAS A REPLAY OF THE PREVIOUS WEEK AS OUR INTERVIEW SET UP FOR THE WEEK HAD TO CANCEL LAST MINUTE. WE FOUND THE CONTENT FROM THE PREVIOUS WEEK TO HAVE MERIT FOR YET ANOTHER AIRING.

**ISSUES COVERED: BIG BROTHERS BIG SISTER DRIVE FOR BIGS.**

**PROGRAM: EDUCATE AND INFORM HOW TO BECOME A BIG**

**LENGTH: 15 MINUTES**

**DATE/TIME AIRED: SATURDAY MARCH 16<sup>TH</sup> 2024**

**DESCRIPTION:** WEEKEND FOCUS SPOKE TO ASHLEY STEWART OF THE BIG BROTHERS BIG SISTERS OF NORTHEAST WISCONSIN TO INFORM LISTENERS OF HOW TO BECOME A BIG AND THE NEED. SHE HIGHLIGHTED THE LARGE AMOUNT OF KIDS THAT ARE WAITING FOR A BIG AND HOW THE IMPACT THAT PEOPLE CAN HAVE ON THAT LITTLE.

**ISSUES COVERED:** APPLETON AREA EVENTS FOR THE NEXT COUPLE OF MONTHS

**PROGRAM:** GREAT APPLETON DOWNTOWN INC.

**LENGTH:** 15 MINUTES

**DATE / TIME AIRED** SATURDAY MARCH 23<sup>RD</sup> 2024

**DESCRIPTION:** WEEKEND FOCUS THIS WEEK FEATURED AN EXCLUSIVE INTERVIEW WITH JENNIFER STEPHANI FROM APPLETON DOWNTOWN TO TALK ABOUT SOME OF THE EXCITING EVENTS THAT ARE COMING THIS SPRING TO DOWNTOWN GREEN BAY. SOME INDOORS AND OTHERS OUTDOORS BUT THE CALENDAR OF EVENTS ARE MANY. JENNIFER WAS ALSO FEATURED ON OUR SASS CAST PODCAST WITH CUMULUS GREEN BAY'S STEVE AND SUSAN.

**ISSUES COVERED:** EGGSTAVAGANZOO AT THE NEW ZOO

**PROGRAM:** FAMILY FUN AT THE EGGSTRAVAGANZOO

**LENGTH:** 15 MINUTES

**DATE / TIME AIRED:** SATURDAY MARCH 30<sup>TH</sup>, 2024

**DESCRIPTION:** WEEKEND FOCUS FEATURED AN EXCLUSIVE INTERVIEW WITH ANGELA KOSTKY OF THE NEW ZOO TO SHARE INFORMATION ABOUT THE EVENT THAT WAS GOING ON THAT DAY. THE WEATHER WASN'T THE BEST BUT THE EVENT WAS VERY GOOD AND PROVIDED SOME FAMILY FUN AND ALSO RAISED FUNDS FOR THE NEW ZOO. SPRING IS A GREAT TIME TO ENJOY THE NEW GROWTH OF THE ZOO AND THAT INCLUDED SEVERAL ADDITIONS TO THE ZOO.

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