

# Quarterly Issues and Programs List

## Iron County Community Broadcasting –WFER 97.9FM/1230AM

For the Quarter beginning July 1, 2020  
Compiled and placed in the public file October 6, 2020

### Section I – Issues

These stations have identified the following issues facing our community during this quarter:

1. Economy – Jobs, Development
2. Health and Education – Community information, Health, PSA
3. Community - Local Area, Events, Government
4. Nature/Environment – Conservation, Preservation, Recreation
5. Local Government

### Section II – Responsive Programs

The station has broadcasted programming dealing with these issues listed. Unless otherwise noted, the programming was broadcast on BOTH radio stations. This list of programs does not necessarily include all broadcasts that may have addressed the issues noted.

#### **1. Economy**

***“Chamber Chat” 12p Saturdays (IN JULY)*** – A recorded replay of Wednesdays Chamber Chat hosted on WIKB, where members of the Iron County Chamber and Chamber Alliance discuss the local economy, business, jobs, events and more.

***PSA, :60, Aired May-July 6a-8p “Stay Positive”***: PSA featuring GM Bob Black thanking advertising partners and sponsors, encouraging businesses to advertise, and offering hopeful and encouraging words about community during the Pandemic.

***PSA, :60, Aired July 1-30 6a-8p “2020 Census”***: A PSA from local Census officials asking listeners to register for the census as well as providing some details and figures on the process.

***PSA, :60, Aired July – August 4a-9a “IC Chamber Alliance”***: PSA providing information and direction for listeners looking for local economic or business information, event information, or contact info for local officials.

## **2. Health and Education**

**PSA, :60, Aired August – 4a-9p “IC Museum”:** PSA outlining aspects of the local historical museum in Iron River – exhibits, tours, information and schedules.

**NEWS, 9/22-9/25 9-12p “Aspirus Restrictions”:** News release ran to alert the community of visitor restrictions at the local hospital due to COVID-19 outbreaks in the area.

**NEWS, 9/23 – 9/24 9-12p “High School COVID”:** News release ran to alert the community that teachers and students at a local school tested positive for COVID, and that classes would be cancelled while information is gathered by Health Department.

## **3. Community**

**PSA, :30, Aired 8/1-8/21 6a-8p – “Alvin Fire Department Brat Fry”:** A PSA announcing the drive-thru Brat Fry and Car Wash hosted by the Alvin Fire Department with proceeds going to the Fire Department for new radios.

**EVENT + PSA, :30, Aired 8/3-8/8 6a-8p – “WIC Fire Department Boot Drive”:** A PSA for the WIC Fire Departments “Fill the Boot” fundraiser. Listeners were asked to stop by one of the local businesses (including WIKB) and drop a donation in a boot held by members of the local Fire Department. Members of the Fire Department were also interviewed for IRCB Local News.

**EVENT + PSA, :30, Aired 8/1-8/25 6a-8p – “Peddling for Preslie”:** Locals held a 320 mile bike ride across the UP to raise funds for a local child diagnosed with cancer. WIKB ran a PSA throughout August leading up to the event, and TT Host Adam Stender was on site and participated in the beginning of the ride. This fundraiser was also discussed and promoted with Call-Ins on Telephone Time.

**PSA, :30 Campaign, Aired 9/1-9/30 6a-8p – “Suicide Prevention Month”:** A flight of PSAs aimed at providing education, support and resources for dealing with mental illness and suicide with a focus on teen suicide. Spots provided tips, tools and resources for those dealing with or who know someone dealing with potential mental illness.

**NEWS, 9/8-9/12 9a-12p “Fall Artisan Market”:** Michigamme Township held an outdoor market on September 13<sup>th</sup> that included Artists, Artisans and Crafters selling and displaying their works, as well as food, music and games. WFER promoted this in the week leading up to the event through Local News Coverage.

#### 4. Nature/Environment

**NEWS, 7/22, 12p “Ladies Disc Golf”:** A News Story about the Disc On! Ladies League (DOLLS) announcing their 3<sup>rd</sup> Annual Disc Golf Tournament. A quick history of their organization is provided as well and a call for sponsorship is made. Aired on IRCB Noon News

**NEWS, 8/17, 12p “Hunting Season Information”:** A News Release from the DNR outlining hunting season dates by species and area, as well as providing directions to further information resources. Aired on IRCB Noon News.

**NEWS, 9/26, 12p “Water Safety”:** A Press Release from local hospital offering tips on water recreation safety, including swimming and boating. Aired on IRCB Noon News.

**NEWS + TT, 9/1 9-12p “Fall Cleanup”:** News Release/Live Read announcing city-wide cleanup on Saturday, September 19. Large Item/furniture/appliance pickup, brush and grass drop offs, blight reduction. Aired on IRCB Noon News.

#### 1. Local Government

**NEWS, 7/16 12p “City Hall Monthly Meeting”:** News Story covering the July City Hall meeting. Issues covered included zoning, DPW Union meetings, 911 millage, various public works issues, absentee ballots, roads and property damage from recent storms, financial reporting, new hires and more.

**NEWS, 8/20 12p “IR City Council Meeting”:** News Story covering the August City Council Meeting held on Wednesday 8/19. Issues covered included a Healthcare Benefits Assistance Millage, various tax issues, property inquiries raised by local businesses, various internal reporting, financial reporting, and inquiries concerning local roads and off-road trails.

**NEWS, 9/19 12p “IR City Council Meeting”:** News Story covering the September City Council Meeting held on Wednesday 9/16. Issues reported included points of the City Managers report including blight issues and infrastructure projects, new police assets including an interceptor, potential sale of local armory, new police hires, upcoming DDA meetings and more.