



PROGRAMS/ISSUES PROGRAM FILE 10/1/2021 – 12/31/21

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Local Talk Issues/Guests - Attachment with Topics
General Charitable Organization Promo Announcements
Election Coverage Notes
PSA information/Local charity announcements
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Attachments:

Samples of Public Service Liners as indicated within this report.
Info Track & This Week in America Public Affairs Program Cue Sheets

ISSUE REFERENCES:

The issues below are indicated, by number, in this report. Programs specifically relating to one or more of the issues below, are assigned the issue number from this page of regularly addressed issues.

Programs addressing issues not contained here will indicate their individual issue(s) in the program description.

- 1) Healthcare concerns of the community/nation.
- 2) Humanitarian issues and those relating to generating a greater understanding and cooperation between ethnic, religious and other groups.
- 3) Business and productivity issues which foster awareness and improved business climate.
- 4) Community Government issues
- 5) Education issues relating to children
- 6) Education issues relating to secondary and higher education
- 7) Consumer Protection issues relating to product safety, mail fraud and other consumer awareness subjects
- 8) Performing Arts awareness and promotion
- 9) Ecological issues relating to conservation, wildlife, green space, recycling and related topics.
- 10) Family values issues
- 11) Special news coverage of current newsworthy issues
- 12) Public safety concerns and issues
- 13) Charitable Organization awareness and promotion
- 14) Local event awareness
- 15) Governmental issues and information
- 16) Issues of special interest to the protection and safety of children and children's rights.
- 17) Issues of special interest to women and/or minorities
- 18) Issues of special interest to the aging.
- 19) Political - either subjects political in nature or programs with a political theme including candidate forum discussions and debates.
- 20) Programs in the interest of governmental programs or national security including agencies like FEMA, the armed services, Social Security and others.

WCLO PUBLIC SERVICE BROADCASTS:

Each Friday/Saturday	<p>WCLO Broadcasts a Specially Produced newscast that is approximately 5:00 in length that promotes soft news from area businesses.</p> <p>ISSUES ADDRESSED: 3,14</p>
Each Saturday/Sunday	<p>WCLO Provides listeners with four news/issues programs. "Info track" runs 26-minutes each Saturday from 5:00-5:30am and addresses topical issues.</p> <p>"Ag Matters" is a locally produced weekly program that Airs Saturdays from 5:30-6am and focuses on issues And content of particular interest to the large agricultural community.</p> <p>"America this week" is a 22-minute program running on Sundays from 5:30am-6:00am and addresses items in the news of the past week.</p> <p>"This week In America" runs 28-minutes each Sunday from 5-5:30am and provides listeners with topical Information on a variety of subjects.</p> <p>Subject sheets for these programs are included with this Report as available.</p>

WEBSITE INFORMATION EFFORTS

WCLO's website has become a secondary resource for listeners to obtain news and information on community topics. We provide audio archives from our local talk show as well as upload current newscasts and featured news audio.

COMMUNITY SERVICE EFFORTS

Kids Helping Kids/ Salvation Army/ECHO Holiday Auction & Donation Campaign

During the period between November 29th and December 10, WCLO participated in an annual “Kids Helping Kids/Ringing and Bringing” campaign. On December 3, donated items from area advertisers were auctioned off during a 12 hour marathon “close out” broadcast. Items were up for bids from November 29th until December 3. All funds raised donated the effort. Then, from December 3 through 10th promotional inventory focused on our “Ringing & Bringing Event”. This was a staffed, 12 hour long marathon broadcast at the Farm and Fleet parking lot where we set up a “drive through drop off” for cash, toys and non-perishables to benefit the local charities. More than \$8, 000 in cash, and an estimated \$10,000 in toys and non-perishable items were received from the two events.

WCLO donated airtime valued at more than \$3000 in the form of free live remote broadcasts and free promotional announcements encouraging listeners to donate to the annual fund drive.

Issues addressed: 10, 13, 14

WCLO Community Calendar

WCLO accepts notices from all non-profit groups, clubs and organizations for our website listing. Many of these items are also featured as Public Service Announcements on the air as time permits. While not specifically scheduled, we estimate that more than 100 of these types of announcements air in each calendar quarter, giving access of the airwaves to many qualifying organizations.

PSA INFORMATION – WCLO

As a service to our listeners, WCLO donates much of its unsold inventory within our automated programming to a variety of Public Service Announcements. These announcements cover a wide range of topics, from teen drug abuse to health and wellness subjects, school and after school programs, the arts and many others. A representative listing is available by viewing our current program logs. The estimated monthly airtime total of these types of PSA announcements is approximately 3 Hours per month in total, with a value of more than \$4,200.

WCLO LOCAL TALK SHOW

WCLO's "Your Talk Show" explores community issues and events through the view of callers and the program's host, Tim Bremel. Opinions on all sides of the political spectrum are welcomed and the show also features factual presentation of newsworthy items including political candidate discussions and expert "guest" interviews on a variety of topics. The show's actual topic listing for the quarter is attached for review and podcasts of most shows are available for at least 12 months on the station's website.

STAN MILAM SHOW

The Stan Milam Show provides additional opportunity for topical insight, opinion and discussion. Guests and topics from this segment can also be found on our talk show and guest addendum.