

Public service WKRU Public service/ Programs and issues Report
October-December 31, 2012

In our ongoing effort to serve the public interest, station WKRU (KRUZ @ 106.7) broadcasts programming responsive to issues of concert to Green Bay and the surrounding area. The following is a list of those issues and the stations most significant treatment of them.

September 7th-November 1:

Issue Covered: TASTE OF THE tOWN

Program: Website/ Promo's/Appearance

Length: Live/:30 recorded

Dates aired: Sept 7th-Now

WKRU made the community aware of the Big Brothers/Sisters event.
Messages 150.

September 24th-October 30th:

Issue Covered: Coats for Kids

Program: Website/ Promo's/Appearance

Length: Live/:60 recorded

Dates aired: Sept 24th-October 30th

WKRU made the community aware of the multi-charity event. Messages 500

October 10th-October 31st:

Issue Covered: Holloween Hours/Safety Tips

Program: Live Mentions-Website

length: Various

Dates Aired: October 10-31

WKRU made the community aware of the Trick or Treat times and Safety tips by posting a link on wkru103.1.com

December 1 -December 21st:

Issued Covered: Christmas on Us

Program: Web-Live mentions-Promos

Length: :60

Dates aired: 12/1-12/21

WKRU made the community aware of the Christmas on Us charity program and gifted nominated families weekly. 300 messages

FOCUS

October – December 2012

ISSUES COVERED: HEALTH

PROGRAM: October is National Breast Cancer Awareness Month.

LENGTH: 90 seconds

DATE / TIME AIRED October 6/7, 2012

DESCRIPTION: OCTOBER IS NATIONAL BREAST CANCER AWARENESS MONTH. THE NATIONAL BREAST CANCER AWARENESS MONTH ORGANIZATION IS CELEBRATING TWENTY-FIVE YEARS OF EDUCATING AND EMPOWERING WOMEN TO TAKE CHARGE OF THEIR BREAST HEALTH.

ISSUES COVERED: SAFETY

PROGRAM: DEER WILL BE DARTING ONTO HIGHWAYS IN THE COMING WEEKS

LENGTH: 90 seconds

DATE / TIME AIRED: October 13/14, 2012

DESCRIPTION: WISCONSIN STATE PATROL WARNS DEER WILL BE MORE PREVALENT AND THEIR MOVEMENTS LESS PREDICTABLE ALONG WISCONSIN ROADWAYS DURING THE MATING SEASON OR “RUT” IN OCTOBER AND NOVEMBER. DEER ARE MORE ACTIVE, ESPECIALLY AT DUSK AND DAWN WHEN THEY MOVE TO AND FROM THEIR BEDDING AND FEEDING AREAS.

ISSUES COVERED: SAFETY

PROGRAM: DEER WILL BE DARTING ONTO HIGHWAYS IN THE COMING WEEKS

LENGTH: 90 seconds

DATE / TIME AIRED: October 20/21, 2012

DESCRIPTION: WISCONSIN STATE PATROL WARNS DEER WILL BE MORE PREVALENT AND THEIR MOVEMENTS LESS PREDICTABLE ALONG WISCONSIN ROADWAYS DURING THE MATING SEASON OR “RUT” IN OCTOBER AND NOVEMBER. DEER ARE MORE ACTIVE, ESPECIALLY AT DUSK AND DAWN WHEN THEY MOVE TO AND FROM THEIR BEDDING AND FEEDING AREAS.

ISSUES COVERED: SAFETY

PROGRAM: IT'S THAT TIME OF YEAR AGAIN WHEN CHILDREN ENJOY DRESSING UP AND ROAMING THE NEIGHBORHOODS IN SEARCH OF SOME OF CANDY

LENGTH: 90 seconds

DATE / TIME AIRED: October 27/28, 2012

DESCRIPTION: USING SAFETY TIPS AND COMMON SENSE WILL HELP YOU MAKE THE MOST OF YOUR HALLOWEEN SEASON AND MAKE IT AS ENJOYABLE FOR YOUR KIDS AS IT IS FOR YOU.

ISSUES COVERED: HEALTH

PROGRAM: American Diabetes Month

LENGTH: 90 seconds

DATE / TIME AIRED: November 3/4, 2012

DESCRIPTION: THE SERIOUSNESS OF DIABETES AND THE IMPORTANCE OF DIABETES PREVENTION AND CONTROL. THIS YEAR, THE AMERICAN DIABETES ASSOCIATION IS TAKING A BOLDER, MORE AUDACIOUS APPROACH TO AMERICAN DIABETES MONTH. WITH NEARLY TWENTY-FOUR MILLION CHILDREN AND ADULTS IN THE UNITED STATES LIVING WITH DIABETES AND AN ADDITIONAL FIFTY-SEVEN MILLION AMERICANS AT RISK, SIMPLE AWARENESS WILL NO LONGER SUFFICE

ISSUES COVERED: SAFETY

PROGRAM: Winter Weather and Driving

LENGTH: 90 seconds

DATE / TIME AIRED: November 10/11, 2012

DESCRIPTION: IT IS IMPORTANT TO START TAKING PREVENTIVE MEASURES FOR WINTER WEATHER. WINTER STORMS ARE CONSIDERED DECEPTIVE KILLERS BECAUSE MOST DEATHS ARE INDIRECTLY RELATED TO THE STORM SUCH AS TRAFFIC ACCIDENTS ON ICY OR SNOW-COVERED ROADS, PROLONGED EXPOSURE TO THE COLD OR INDOOR CARBON MONOXIDE POISONING. TYPICALLY THERE ARE AROUND TWENTY THOUSAND VEHICLE ACCIDENTS IN WISCONSIN DURING WINTER MONTHS.

ISSUES COVERED: ECONOMIC

PROGRAM: Smart Holiday Shopping

LENGTH: 90 seconds

DATE / TIME AIRED: November 17/18, 2012

DESCRIPTION: THE ADVICE, "NEVER GO TO THE GROCERY STORE WITHOUT A LIST OR WHEN HUNGRY," IS HELPFUL TO AVOID BUYING AND SPENDING MORE THAN NEEDED. THE SAME ADVICE APPLIES WHEN SHOPPING FOR THE HOLIDAYS. WHETHER AT THE MALL, ONLINE, BY PHONE OR MAIL, THE FEDERAL TRADE COMMISSION, THE NATION'S CONSUMER PROTECTION AGENCY, SAYS A LITTLE PLANNING AND KNOW HOW CAN HELP WITH A HOLIDAY SEASON ON A BUDGET

ISSUES COVERED: SAFETY

PROGRAM: Holiday Decorating Safety

LENGTH: 90 seconds

DATE / TIME AIRED: November 24/25, 2012

DESCRIPTION: CONSIDER SAFETY WHILE DECORATING THE HOME FOR CHRISTMAS. EVERY YEAR EMERGENCY ROOMS TREAT ABOUT TWELVE THOUSAND FIVE HUNDRED PEOPLE FOR INJURIES, SUCH AS FALLS, CUTS AND SHOCKS RELATED TO HOLIDAY LIGHTS, DECORATIONS AND CHRISTMAS TREES, ACCORDING TO THE U.S. CONSUMER PRODUCT SAFETY COMMISSION.

ISSUES COVERED: SAFETY

PROGRAM: Winter Weather and Driving

LENGTH: 90 seconds

DATE / TIME AIRED: December 1/2, 2012

DESCRIPTION: IT IS IMPORTANT TO START TAKING PREVENTIVE MEASURES FOR WINTER WEATHER. WINTER STORMS ARE CONSIDERED DECEPTIVE KILLERS BECAUSE MOST DEATHS ARE INDIRECTLY RELATED TO THE STORM SUCH AS TRAFFIC ACCIDENTS ON ICY OR SNOW-COVERED ROADS, PROLONGED EXPOSURE TO THE COLD OR INDOOR CARBON MONOXIDE POISONING. TYPICALLY THERE ARE AROUND TWENTY THOUSAND VEHICLE ACCIDENTS IN WISCONSIN DURING WINTER MONTHS.

ISSUES COVERED: DONATIONS

PROGRAM: Charitably Giving_____

LENGTH: 90 seconds

DATE / TIME AIRED: December 8/9, 2012

DESCRIPTION: WHEN THE ECONOMY IS DECLINING AND BUDGETS ARE TIGHTENING, EVEN THE MOST GENEROUS DONORS TEND TO TRIM BACK ON CHARITABLE GIVING. MORE THAN

EVER, IT'S IMPORTANT TO CHOOSE WISELY AND SELECT TRUSTWORTHY CHARITIES. HERE ARE A FEW SIMPLE TIPS TO HELP MAXIMIZE YOUR DONATIONS AND MAKE THE MOST IMPACT WITH YOUR CHARITABLE GIVING. KNOW THE CHARITY

ISSUES COVERED: HEALTH

PROGRAM: Holiday Depression

LENGTH: 90 seconds

DATE / TIME AIRED: December 15/16, 2012

DESCRIPTION: THE HOLIDAY SEASON CAN BE A TIME OF GREAT JOY AND HAPPINESS. BUT FOR SOME, IT CAN BRING ON SERIOUS BOUTS OF DEPRESSION, ESPECIALLY WITH THE CURRENT ECONOMIC SITUATION. MENTAL HEALTH EXPERTS, DR. LAURA WATERMAN SAYS THE STRESS OF THE SEASON CAN EVEN BRING PEOPLE DOWN WHO AREN'T GENERALLY DEPRESSED OTHERWISE

ISSUES COVERED: SAFETY

PROGRAM: Toy Safety _____

LENGTH: 90 seconds

DATE / TIME AIRED: December 22/23, 2012

DESCRIPTION: ALMOST FIVE MILLION TOYS WERE RECALLED THIS YEAR AND YET THE DANGERS ARE STILL LURKING ON TOY SHELVES IN WISCONSIN AS HOLIDAY SHOPPERS FILL THEIR CARTS. SINCE NINETEEN SEVENTY-THREE, WORLD AGAINST TOYS CAUSING HARM'S (W.A.T.C.H.) ANNUAL "TEN WORST TOYS" LIST HAS IDENTIFIED TOYS WITH THE POTENTIAL TO CAUSE CHILDHOOD INJURIES AND EVEN DEATH.

ISSUES COVERED: ECONOMIC

PROGRAM: Holiday Debt _____

LENGTH: 90 seconds

DATE / TIME AIRED: December 29/30, 2012

DESCRIPTION: THE GUESTS ARE GONE. SOON THE TREE AND DECORATIONS WILL BE TAKEN DOWN. LIFE AFTER THE HOLIDAYS IS RETURNING TO A CALM, PEACEFUL NORM. THAT IS, UNTIL THE CREDIT CARD BILL COMES IN THE MAIL. WHILE MAYBE SHOCKED OR EVEN A LITTLE DEPRESSED TO SEE THE POST-HOLIDAY CREDIT CARD BILLS, DON'T LET IT KEEP YOU DOWN. WITH A FEW STEPS, RECOVERING FROM HOLIDAY DEBT IS POSSIBLE. DON'T IGNORE THE BILLS.
