

**Public service WKRU Public service/ Programs and issues Report**  
**July-September 30, 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.

**June-Sptember:**

***Issue Covered: Farmers Market on Broadway***

***Program: Live Mentions-Website***

***length: Various***

***Dates Aired: June 28th-Present***

WKRU made the community aware of the weekly farmers Market on Broadway with Website link and Weekly Live Mentions

**Aug 1-Aug 8:**

***Issued Covered: Lambeau Leap***

***Program: Web-Live mentions-Promos***

***Length: :60***

***Dates aired: 7/28-8/8***

WKRU made the community aware of the Lambeau Leap for Special Olympics and did the leap. Posted Video on Facebook 25 total messages

**Aug 10-Aug 25th:**

***Issue Covered: Artstreet***

***Program: Website/ Promo's/Appearance***

***Length: Live/:30 recorded***

***Dates aired: Aug 10-Aug 25***

WKRU made the community aware of Artstreet. 50 total messages

***Aug 15th-September 6th:***

***Issue Covered: United Way Glow Golf Kickoff***

***Program: Website/ Promo's/Appearance***

***Length: Live/:30 recorded***

***Dates aired: Aug 15-Sept 6th***

WKRU made the community aware of the United Way Kickoff event. 100 Messages

***Aug 29th-Sept 14th***

***Issue Covered: Rock Your Cause***

***Program: Website/ Promo's/Appearance***

***Length: Live/:30 recorded***

***Dates aired: Aug 15th-September 14th***

WKRU made the community aware of the multi-charity event. 150 Messages

**September 7th-September 22nd:**

***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 Walk to End Alzheimers event. 75

Messages

**September 7th-Now:**

***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 ongoing.

***September 24th-Now:***

***Issue Covered: Coats for Kids***

***Program: Website/ Promo's/Appearance***

***Length: Live/:60 recorded***

***Dates aired: Sept 24th-Now***

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

# **FOCUS**

## **July - September 2012**

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**ISSUES COVERED: ENVIRONMENT**

**PROGRAM: July is National Park and Recreation Month**

**LENGTH: 90 seconds**

**DATE / TIME AIRED: July 7/8, 2012**

**DESCRIPTION:** GET OUTSIDE, PACK A PICNIC, PLAY ON A PLAYGROUND, COMPLETE IN A SPORT AND ENJOY THE SUNSHINE! THE NATIONAL RECREATION AND PARK ASSOCIATION (NRPA) IS CELEBRATING NATIONAL PARK AND RECREATION MONTH. EACH JULY, RECREATION FACILITIES AND PARKS ACROSS THE COUNTRY KICK-OFF SUMMER PROGRAMS, PROMOTE OUTDOOR PHYSICAL ACTIVITIES AND PULL TOGETHER COMMUNITY VOLUNTEER TO MAKE THEIR OUTDOOR SPACE A BETTER PLACE FOR ALL

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**ISSUES COVERED: SAFETY**

**PROGRAM: Summer Heat + Kids Alone in Cars = Deadly Combination**

**LENGTH: 90 seconds**

**DATE / TIME AIRED: July 14/15, 2012**

**DESCRIPTION:** DOESN'T HAVE TO BE A SCORCHER DAY TO BE DANGEROUS FOR KIDS. THE TEMPERATURE IN A CAR IS HIGHER THAN IT IS OUTSIDE AND FOR CHILDREN, THE EFFECTS ARE FAR WORSE THAN FOR ADULTS. IT IS ALSO NOT SAFE TO LEAVE A CHILD IN THE VEHICLE – EVEN IF THE WINDOW IS CRACKED.

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**ISSUES COVERED: SAFETY**

**PROGRAM: Slow Down in Work Zones**

**LENGTH: 90 seconds**

**DATE / TIME AIRED: July 21/22, 2012**

**DESCRIPTION:** WITH SO MANY ROADS CURRENTLY UNDER CONSTRUCTION, MOTORISTS FACE THE CHALLENGE OF SAFELY MANEUVERING IN AND OUT OF WORK ZONES WHILE MAINTAINING A SAFE DISTANCE FROM CONSTRUCTION WORKERS, HEAVY MACHINERY

AND OTHER MOTORISTS. WISCONSIN STATE PATROL SUPERINTENDENT DAVID COLLINS SAYS WORK ZONES ARE DANGEROUS UNDER THE BEST OF CIRCUMSTANCES, BUT REACTION TIME AND MARGIN FOR ERROR ARE REDUCED SIGNIFICANTLY IF A DRIVER IS SPEEDING, TAILGATING OR NOT PAYING ATTENTION TO RAPIDLY CHANGING TRAFFIC SITUATIONS.

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**ISSUES COVERED: HEALTH**

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**PROGRAM: Born Learning- Early Childhood Development**\_\_\_\_\_

**LENGTH: 90 seconds**

**DATE / TIME AIRED:** July 28/29, 2012

**DESCRIPTION:** PARENTS AND CAREGIVERS OF YOUNG CHILDREN UNDERSTAND THE EARLY YEARS ARE IMPORTANT, YET MANY AREN'T SURE HOW TO ENCOURAGE EARLY LEARNING OR FEEL THERE'S NOT ENOUGH TIME TO DO WHAT IT TAKES TO HELP CHILD SUCCEED IN SCHOOL. IN RESPONSE, BORN LEARNING, AN INNOVATIVE PUBLIC ENGAGEMENT CAMPAIGN TO HELP PARENTS, CAREGIVERS AND COMMUNITIES WAS CREATED TO PROVIDE QUALITY EARLY LEARNING OPPORTUNITIES FOR YOUNG CHILDREN. BORN LEARNING HAS THREE CORNERSTONES: AWARENESS- PROVIDING IMPORTANT INFORMATION ABOUT HOW YOUNG CHILDREN LEARN.

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**ISSUES COVERED: SAFETY**

**PROGRAM: Cyber bullying a problem among today's youth.**

**LENGTH: 90 seconds**

**DATE / TIME AIRED:** August 4/5, 2012

**DESCRIPTION:** ONLINE BULLYING, CALLED CYBER BULLYING, HAPPENS WHEN CHILDREN AND TEENS USE THE INTERNET, CELL PHONES OR OTHER DEVICES TO SEND OR POST TEXT OR IMAGES INTENDED TO HURT OR EMBARRASS ANOTHER PERSON. CYBER BULLYING IS A PROBLEM AFFECTING ALMOST HALF OF ALL AMERICAN TEENS. THE NATIONAL CRIME PREVENTION COUNCIL IS HELPING PARENTS RECOGNIZE THE REAL THREAT OF CYBER BULLYING AND LEARN WHAT TO DO ABOUT IT.

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**ISSUES COVERED: HEALTH**

**PROGRAM: CHILDREN'S VISION AND LEARNING MONTH**

**LENGTH: 90 seconds**

**DATE / TIME AIRED:** August 11/12, 2012

**DESCRIPTION:** “AUGUST IS CHILDREN’S VISION AND LEARNING MONTH” CAMPAIGN IS WORKING TO RAISE AWARENESS ABOUT THE IMPORTANT CONNECTION BETWEEN VISION AND LEARNING. SIXTY PERCENT OF STUDENTS IDENTIFIED AS “PROBLEM LEARNERS” HAVE UNDETECTED VISION PROBLEMS ACCORDING TO THE AMERICAN OPTOMETRIC ASSOCIATION. . VISION IS MORE THAN TWENTY/TWENTY. NEAR DISTANCES, DEPTH PERCEPTION, EYE COORDINATION AND NUMEROUS OTHER VISUAL SKILLS ARE REQUIRED IN THE LEARNING PROCESS.

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**PROGRAM:** Immunizations

**LENGTH:** 90 seconds

**DATE / TIME AIRED:** August 18/19, 2012

**DESCRIPTION:** AUGUST IS RECOGNIZED AS NATIONAL IMMUNIZATION AWARENESS MONTH. THE CENTER FOR DISEASE CONTROL AND PREVENTION WANTS TO INCREASE AWARENESS ABOUT IMMUNIZATIONS ACROSS THE LIFE SPAN, FROM INFANTS TO THE ELDERLY.

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**ISSUES COVERED:** SAFETY

**PROGRAM:** Motorist, walkers and bicyclists watch out for each other

**LENGTH:** 90 seconds

**DATE / TIME AIRED:** August 25/26, 2012

**DESCRIPTION:** SCHOOL WILL BE STARTING SOON AND SAFETY OFFICIALS ARE ASKING MOTORIST, WALKERS AND BICYCLISTS TO WATCH OUT FOR EACH OTHER. NOW IS A GOOD TIME FOR PARENTS TO TEACH OR REVIEW WITH CHILDREN SAFE TRAVEL RULES. MOTORISTS ARE ALSO RESPONSIBLE FOR CHILD PEDESTRIAN SAFETY.

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**ISSUES COVERED:** EDUCATION

**PROGRAM:** Classroom Connection

**LENGTH:** 90 seconds

**DATE / TIME AIRED:** September 1/2, 2012

**DESCRIPTION:** AS RESOURCES ARE TIGHTER THAN EVER, EDUCATORS ARE HOPING PARENTS WILL TAKE AN ACTIVE ROLE IN CHILDREN’S EDUCATION. THE WISCONSIN EDUCATION ASSOCIATION COUNCIL SAID BUDGET CUTS AT SCHOOL AND ECONOMIC



PRESSURES FACING STUDENTS AT HOME, MEAN PARENTS FORGING PARTNERSHIPS WITH SCHOOLS IS MORE IMPORTANT THAN EVER.

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**ISSUES COVERED: SAFETY**

**PROGRAM: National Preparedness Month**

**LENGTH: 90 seconds**

**DATE / TIME AIRED: September 8/9, 2012**

**DESCRIPTION:** SEPTEMBER IS NATIONAL PREPAREDNESS MONTH. THE FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) IS ENCOURAGING ALL AMERICANS TO VISIT WWW.DOTREADY.DOTGOV AND LEARN HOW TO BE BETTER PREPARED BEFORE THE NEXT EMERGENCY OF DISASTER.

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**ISSUES COVERED: EDUCATION**

**PROGRAM: High School Dropout Prevention**

**LENGTH: 90 seconds**

**DATE / TIME AIRED: September 15/16, 2012**

**DESCRIPTION:** THE MORE PARENTS GET INVOLVED, THE BETTER CHILDREN DO IN EVERY WAY- TEST SCORES, ATTITUDE, EVEN THE LIKELIHOOD OF GRADUATION AND A COLLEGE EDUCATION. REGARDLESS OF THE PARENT'S LEVEL OF EDUCATION, SIMPLE THINGS CAN BE DONE TO HELP, LIKE MAKING SURE THEY WAKE UP ON TIME FOR SCHOOL EVERY DAY. PARENTS SHOULD SHOW CHILDREN THEIR EDUCATION IS IMPORTANT.

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**ISSUES COVERED: LAW**

**PROGRAM: Gambling on Sports**

**LENGTH: 90 seconds**

**DATE / TIME AIRED: September 22/23, 2012**

**DESCRIPTION:** THE ACTION ON THE FOOTBALL FIELD TRIGGERS BETTING ACTION ACROSS THE COUNTRY AND RIGHT HERE IN WISCONSIN. SPORTS BETTING IS ONLY LEGAL IN TWO STATES, NEVADA AND OREGON, BUT THAT DOES NOT STOP PEOPLE FROM PLACING BETS ON COLLEGE AND PRO FOOTBALL.

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**ISSUES COVERED: LAW**

**PROGRAM: Gambling on Sports**

**LENGTH: 90 seconds**

**DATE / TIME AIRED:** September 29/30, 2012

**DESCRIPTION:** THE ACTION ON THE FOOTBALL FIELD TRIGGERS BETTING ACTION ACROSS THE COUNTRY AND RIGHT HERE IN WISCONSIN. SPORTS BETTING IS ONLY LEGAL IN TWO STATES, NEVADA AND OREGON, BUT THAT DOES NOT STOP PEOPLE FROM PLACING BETS ON COLLEGE AND PRO FOOTBALL.

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