

WBIZ  
 Eau Claire, WI  
 Quarterly Issues/Programs List  
 First Quarter, 2024  
 04/08/2024

WBIZ  
 Quarterly Issues/Programs List

WBIZ provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Cancer Awareness, Law Enforce:** Discuss the fight against prostate cancer and providing resources to law enforcement agencies.
- **Disaster Relief and Uplifting:** Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.
- **Equality, Civil Rights:** Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started
- **Filing Taxes, Donating Blood:** Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.
- **Fraud/Scam Awareness, Nutriti:** Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.
- **MS Awareness:** Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur
- **Online fraud, Holiday Philant:** Discuss health tips for the new year and how to spot and help victims of human trafficking.
- **Public Health:** Discuss being proactive regarding cancer, importance of screenings, and understanding risk factors.
- **Public Health and Cyber Bully:** Discuss Veterans/service members and suicide prevention.
- **Public Health, Domestic Violen:** Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.
- **Tech and Social Media, Humani:** Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.
- **Veterans Affairs, Black Histo:** Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.
- **battle with alcohol use disorder, along with the work RecoveryEducation.com:** Discuss scams to watch out for over the holidays and the services provided by The Salvation Army.

**Section I  
 LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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Online fraud, Holiday Philant	9007792 iHeartRadio Communities: Public Affairs Special	Discuss health tips for the new year and how to spot and help victims of human trafficking.	K. Stokes, K. Hodder	01/07/2024 07:01 AM	029:50
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started	M. King III, A. King	01/14/2024 07:01 AM	029:50
battle with alcohol use disorder, along with the work RecoveryEducation.com	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss scams to watch out for over the holidays and the services provided by The Salvation Army.	Laurie Dhue	01/21/2024 07:01 AM	029:49
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/28/2024 07:01 AM	029:49
Public Health and Cyber Bully	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veterans/service members and suicide prevention.	J. Lane	02/04/2024 07:01 AM	029:49
Filing Taxes, Donating Blood	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.	R. Steber, J. McNamara	02/11/2024 07:01 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss being proactive regarding cancer, importance of screenings, and understanding risk factors.	D. SPEIGEL	02/18/2024 07:01 AM	029:49
Veterans Affairs, Black Histo	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.	J. Whaley, T. Williams	02/25/2024 07:01 AM	029:49
Public Health, Domestic Violence	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.	Dr. K. Marynak, P. Zaballa	03/02/2024 08:27 AM	029:49

Public Health, Domestic Violence	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.	Dr. K. Marynak, P. Zaballa	03/03/2024 07:01 AM	029:49
MS Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cure.	R. Nunley	03/10/2024 07:01 AM	029:49
Tech and Social Media, Humani	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.	M. Anderson, B. Stern	03/17/2024 07:01 AM	029:49
Disaster Relief and Uplifting	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/24/2024 07:01 AM	029:49
Disaster Relief and Uplifting	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/25/2024 02:06 AM	029:49
Disaster Relief and Uplifting	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/25/2024 03:07 AM	029:49
Fraud/Scam Awareness, Nutriti	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, D. Fanelle	03/31/2024 07:01 AM	029:49

**Section II  
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	CE PSA: Generic	000:07	1
	iHM/PSA	000:30	12
	iHM/PSA	000:30	45
	PSA - Ad Council - Courage 15	000:15	1
	PSA - DAV - Victories Adam A 30	000:30	1

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	PSA - DAV - Victories Michael 30	000:30	1
	PSA - DAV - Victories Michael 60	001:00	1
	PSA - Feeding America - Connie Britton 60	001:00	1
	PSA - Feeding America - Shanola Hampton 15	000:14	1
	PSA - No Kid Hungry - Jeff Bridges 30	000:30	1
	PSA - Organ Donation - Made Possible By Chris 60	001:00	1
	PSA - Poison Control - Make The Call v1 15	000:15	1
	PSA - St Jude - Luna's Dad 15	000:15	1
	PSA - St Jude - Luna's Dad 15	000:15	1
	PSA - VA - Edu Cost Comp 15	000:15	1
	PSA - VA - Health Care Cost Comp 15	000:15	1
	PSA - VA - Home Loan Cost Comp 15	000:15	1
Adoption	Ad Council	000:15	201
Adoption	Ad Council	000:30	37
Adoption	Ad Council	000:30	37
Adoption	Ad Council	000:30	35
Adoption	Ad Council	000:30	51
Adoption	Ad Council	001:00	89
Adoption	Ad Council	001:00	83
Arbor Day Foundation	Arbor Day Foundation	000:30	31
Cancer	MAKE A WISH	000:15	117
Cancer	MAKE A WISH	000:30	32
Cancer	St. Jude Children's Research	000:15	119
Cancer	St. Jude Children's Research	000:15	106
Cancer	St. Jude Children's Research	000:15	211
Cancer	St. Jude Children's Research	000:29	36
Cancer	St. Jude Children's Research	000:30	60
Cancer	St. Jude Children's Research	000:30	92
Cancer	St. Jude Children's Research	000:30	32
Cancer	St. Jude Children's Research	000:30	33
Cancer	St. Jude Children's Research	001:00	96
Cancer	St. Jude Children's Research	001:00	85
Cancer	St. Jude Children's Research	001:00	124
Cancer	St. Jude Children's Research	001:00	164

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Cancer	St. Jude Children's Research	001:00	84
Cancer	St. Jude Children's Research	001:00	83
Cancer	St. Jude Children's Research	001:00	86
Cancer	STAND UP TO CANCER	000:15	107
Cancer	STAND UP TO CANCER	000:30	29
CANCER AWARENESS	THE V FOUNDATION	000:28	6
CANCER AWARENESS	THE V FOUNDATION	000:30	3
Catholic Churches	Catholic Charities	000:30	34
Catholic Churches	Catholic Charities	001:00	85
Community Assistance	YMCA	000:30	57
Community Engagement	CE PSA: Generic	000:07	481
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	5
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	11
COMMUNITY INVOLVEMENT	AMERICAN HEART ASSOCIATION	000:29	15
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	7
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	5
COMMUNITY INVOLVEMENT	UNCF	000:30	10
Dementia Society of America	Dementia Society of America	000:15	107
Dementia Society of America	Dementia Society of America	000:30	31
Dementia Society of America	Dementia Society of America	001:00	84
DISTRACTED DRIVING	Ad Council	000:15	104
DISTRACTED DRIVING	Ad Council	000:30	58
Family	US Dept. Health & Human Svc	000:30	30
Family	US Dept. Health & Human Svc	001:00	87
FINANCIAL COACHING	OPERATION HOPE	000:29	12
HEP C.	CDC - Center Disease Control	000:28	97
HEP C.	CDC - Center Disease Control	000:29	35
HEP C.	CDC - Center Disease Control	000:56	225
HPV	PREVENT CANCER FOUNDATION	000:30	33
HPV	PREVENT CANCER FOUNDATION	001:00	87
Hunger	Feeding America	000:15	209
Hunger	Feeding America	000:30	28
Hunger	Feeding America	000:30	31
Hunger	Feeding America	001:00	90

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Hunger	Feeding America	001:00	108
Hunger	NO KID HUNGRY	000:15	113
Hunger	NO KID HUNGRY	000:30	27
Hunger	NO KID HUNGRY	001:00	89
Leukemia	Leukemia	000:15	104
Leukemia	Leukemia	000:30	37
Leukemia	Leukemia	001:00	90
National Fed. of State HS Ass	Nat'l Fed of State HS Assoc	000:30	23
National Fed. of State HS Ass	Nat'l Fed of State HS Assoc	001:00	53
ORGAN DONATION	US Dept. Health & Human Svc	000:30	34
ORGAN DONATION	US Dept. Health & Human Svc	000:30	36
ORGAN DONATION	US Dept. Health & Human Svc	000:30	70
ORGAN DONATION	US Dept. Health & Human Svc	000:59	92
ORGAN DONATION	US Dept. Health & Human Svc	001:00	90
ORGAN DONATION	US Dept. Health & Human Svc	001:00	86
ORGAN DONATION	US Dept. Health & Human Svc	001:00	86
Pet Adoption	Best Friends Animal Society	000:29	40
Pet Adoption	Best Friends Animal Society	000:30	37
Pet Adoption	Best Friends Animal Society	000:30	85
Pet Adoption	Best Friends Animal Society	000:32	39
POISON CONTROL	US Dept. Health & Human Svc	000:15	218
POISON CONTROL	US Dept. Health & Human Svc	000:15	254
POISON CONTROL	US Dept. Health & Human Svc	000:30	74
POISON CONTROL	US Dept. Health & Human Svc	000:30	63
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	10
School	Communities In Schools	000:30	26
School	Communities In Schools	001:00	83
School	Nat'l Fed of State HS Assoc	000:30	90
School	Nat'l Fed of State HS Assoc	001:00	188
SELF ESTEEM	US Air Force	000:32	35
Smoking	CDC - Center Disease Control	000:30	44
Smoking	CDC - Center Disease Control	000:30	34
Smoking	CDC - Center Disease Control	000:30	94

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Smoking	CDC - Center Disease Control	000:31	33
Smoking	CDC - Center Disease Control	001:00	91
Smoking	CDC - Center Disease Control	001:02	83
Veteran Affairs, Mental Healt	Wounded Warrior Project	000:15	212
Veteran Affairs, Mental Healt	Wounded Warrior Project	000:30	58
Veteran Support	Disabled Amer Vets	000:30	67
Veteran Support	Disabled Amer Vets	001:00	260
Veteran Support	Home For Our Troops	000:30	68
Veteran Support	Home For Our Troops	001:00	173
Veteran Support	VETERANS ASSISTANCE	000:15	413
Veteran Support	VETERANS ASSISTANCE	000:29	27
Veteran Support	VETERANS ASSISTANCE	000:30	59
Veteran Support	VETERANS ASSISTANCE	000:30	114
Veteran Support	VETERANS ASSISTANCE	000:59	99