

Public service WQLH Public service/ Programs and issues Report
October-December 2023!

In our ongoing effort to serve the public interest, station WQLH (Star 98) 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.

October-

Issued Covered: Raising awareness and funds for American Cancer Society with Making Strides Against Breast Cancer

Program: PSA's

Length: 30 seconds live

Dates aired: October 1st-October 14th

WQLH was the media sponsor for the Making Strides against Breast Cancer Event on October 14th at Aurora Baycare Medical Center. The event featured hundreds of people walking the course and raised money used for Breast Cancer Awareness programs as well as help to local families and their needs around people with Breast Cancer. Jimmy Clark was live at the event and conducted a fundraising Plinko Game as well as doing the same fundraiser at the Bart Starr Plaza Tailgate Party on September 24th.

Issued Covered: Breast Cancer Bellin Women's Half Marathon

Program: PSA's and appearances

Length: 30 seconds live

Dates aired: October 1st - October 7th

The Bellin Women's Half Marathon took place October 7th in Downtown Green Bay. The number of mentions/promotional announcements were done in September however our race day events took place on October 7th. Proceeds go to benefit local female focused causes through the women's fund of greater Green Bay. Jimmy Clark was on location to add to the excitement by hosting the Star 98 "Energy Zone" for both the 5K and ½ Marathon courses.

Issued Covered: Family Fun with Fall Fest on Broadway

Program: PSA's and appearances

Length: 30 seconds live

Dates aired: October 1st - October 7th

WQLH Encouraged families to participate in the Fall Fest on Broadway. The event featured trick or treating, scare crow contest and classic car show. This was supported with 25 live mentions on air as well as a landing page on our website STAR98.net

Issued Covered: N.E.W Zoo Boo '23

Program: *PSA's and appearances*

Length: *30 seconds live/recorded*

Dates aired: *October 20th – November 8th*

WQLH supported the NEW Zoo Zoo Boo for the 3 weekends leading up to Halloween! Each Week on Friday and Saturday the Zoo opened to trick or treaters and their families to come out and have a safe and fun environment in the confines of the NEW Zoo. WQLH's Jimmy Clark was also on location October 14th and 28th handing out Trick or Treat stickers and playing Plinko with the dollar donations going to the Zoo. Each live appearance was from 2 to 7 PM. In total for the month WQLH ran 100 live and recorded promotional announcements and ticket giveaways.

Issued Covered: Various Fundraising causes with Plinko at the Bart Starr Plaza Tailgate Parties

Program: *PSA's and appearances*

Length: *30 seconds live/recorded*

Dates aired: *October 1st – December 31st*

WQLH was live at the Bart Starr Plaza Tailgate Party October 29th , November 5th and 19th as well as December 3rd and 17th. We collected donations for Wisconsin Humane Society Green Bay Chapter as well as The Ruck Walk to benefit Veterans and the prevention of suicide and the Salvation Army with the Christmas Angles Giving Tree. All broadcasts came with 7 live remote breaks as well as 25 live/recorded promo's per week of live home games.

November-

Issued Covered: Ruck Walk to Benefit the Veterans Group Hooah Wisconsin

Program: *PSA's and appearances*

Length: 30 seconds live/recorded

Dates aired: November 1st -November 11th

WQLH-FM ran 25 live mentions about the Ruck Walk that took place on November 11th at the KI Convention Center in Green Bay. WQLH Also used our Plinko board Fundraiser board to collect money that went to the cause. In total \$1250 was raised for the event that tallied \$220,000. WQLH's Jimmy Clark was on location the 11th of November and walked with the participants. The monies raised that day are with the organization Hooah Wisconsin, which help veterans and their families that are effected by mental health issues and suicide.

Issued Covered: *Salvation Army Kids in Need present drive*

Program: *PSA's and appearances*

Length: 30 seconds live

Dates aired: *November 15th-December 7th*

The Christmas Angels Giving tree took place Mid November though the 7th of December. This campaign was to encourage listeners to purchase games for kids in need to help create family unity and fun. We kicked off the campaign on November 15th. The program was supported with 100 live promotional announcements. The final numbers in the efforts showed we helped raise Christmas gifts for several hundred children and their families. That program concluded December 7th. WQLH-FM's Jimmy Clark also conducted a fundraiser at the Bart Starr Plaza Tailgate Party on November 13th and purchased games for kids.

December-

Issued Covered: *Promote Parades in Northeast Wisconsin*

Program: *PSA's and appearances*

Length: 30 seconds live

Dates aired: *November 16th -December 7th*

WQLH supported community Holiday Parades bring exposure to the cities of Green Bay, and Howard/Suamico. We represented each of the parades by driving the Star 98 Starlander in each of the community gatherings. This was also supported with 50 live promotional announcements for each parade.

WQLH also ran:

We also ran a campaign (49 psa's per week) in conjunction with Community First Credit Union to encourage people to get involved with community projects and volunteering. This is an ongoing campaign which is an addition to a paid schedule they run with us.

WQLH ran several Public Service announcements for various WBA campaigns. These ran over the entire 3 month period.

WQLH-FM ran "Weekend Focus" which is a 15 minute program to address local issues of interest and information. The program runs at 5:45 AM on Saturdays. The following is a list of the programs and issues that were addressed and their dates:

Weekend FOCUS **October, November and December 2023**

ISSUES COVERED: ZOO BOO AND THE ADDITION OF A NEW GIRAFFE

PROGRAM: ZOO BOO

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY OCTOBER 7TH 2023

DESCRIPTION: EXCLUSIVE INTERVIEW WITH ANGELA FROM THE NEW ZOO TO TALK ABOUT FALL ACTIVITIES INCLUDING ZOO BOO AS WELL AS THE ADDITION OF A NEW GIRAFFE TO THE ZOO. ANGELA SPOKE OF THE FUNDRAISER AND HOW TO GET TICKETS AND WHAT YOU WILL BE ENJOYING IF YOU COME OUT TO THE ZOO IN OCTOBER. THE GIRAFFE NEWS WAS A DETAILED LOOK AS HOW THE NEW ZOO BECOME THE HOME TO ITS NEWEST MEMBER.

ISSUES COVERED: FALL ACTIVITIES INCLUDING ZOO BOO AT THE NEW ZOO

PROGRAM: ZOO BOO AND FALL ACTIVITIES AT THE NEW ZOO

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY OCTOBER 14TH 2023

DESCRIPTION: ENCORE AIRING OF EXCLUSIVE INTERVIEW WITH ANGELA FROM THE NEW ZOO TO TALK ABOUT FALL ACTIVITIES INCLUDING ZOO

BOO AS WELL AS THE ADDITION OF A NEW GIRAFFE TO THE ZOO. ANGELA SPOKE OF THE FUNDRAISER AND HOW TO GET TICKETS AND WHAT YOU WILL BE ENJOYING IF YOU COME OUT TO THE ZOO IN OCTOBER. THE GIRAFFE NEWS WAS A DETAILED LOOK AS HOW THE NEW ZOO BECAME THE HOME TO ITS NEWEST MEMBER.

ISSUES COVERED: CHILDREN WITH SENSORY ISSUES TRICK OR TREAT

PROGRAM: TRUNK OR TREAT WITH INTEGRATED SENSORY OF GREEN BAY

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY OCTOBER 21ST 2023

DESCRIPTION: FAITH AINSWERTH OF INTEGRATED SENSORY OF GREEN BAY, THE COORDINATOR OF A SENSORY FRIENDLY TRUNK OR TREAT EVENT FOR THOSE KIDS WITH SENSORY ISSUES. THIS EVENT WAS UNIQUE IN THE FACT THAT IT DIDN'T INCLUDE THE USUAL HALLOWEEN THINGS OF MUSIC AND GHOULS AND GOBLINS BUT A SAME NON-INTIMIDATING WAY FOR THOSE WITH SENSORY ISSUES TO PARTAKE IN THE EVENTS AND FUN OF HALLOWEEN.

ISSUES COVERED: PREVENTION OF VETERANS SUICIDE AND WELL BEING

PROGRAM: RUCK WALK WITH HOOAH WISCONSIN

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY OCTOBER 28TH 2023

DESCRIPTION: WEEKEND FOCUS FEATURED CHELSEA KOCKEN OF HOOAH WISCONSIN TO DESCRIBE THE REASONS AND THE EVENTS OF THE NOVEMBER 11TH RUCK WALK THAT TOOK PLACE AT THE KI CONVENTION CENTER IN GREEN BAY. THE RUCK WALK NOT ONLY SERVED AS A HUGE FUNDRAISER WITH OVER \$220,000 DOLLARS RAISED BUT AWARENESS OF THE NEEDS OF VETERANS INCLUDING SUICIDE PREVENTION.

ISSUES COVERED: HUMAN RIGHTS TO BENEFIT THE WISCONSIN HUMANE SOCIETY

PROGRAM: WISCONSIN HUMANE SOCIETY HOLIDAY FUNDRAISER

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY NOVEMBER 4TH 2023

DESCRIPTION: INTERVIEWED TONYA DITZMAN OF THE WISCONSIN HUMANE SOCIETY TO HIGHLIGHT THE HOPE LIGHT CAMPAIGN, WHICH IS A FUNDRAISER FEATURING LIGHTS OUTSIDE THE WISCONSIN HUMANE SOCIETY CAMPUS IN GREEN BAY. MAKE A DONATION AND GET A LIGHT TO SHINE BRIGHT. TONYA ALSO TALKED ABOUT PET CARE DURING THE STRESSES OF THE HOLIDAYS TO GIVE TIPS....THE CONVERSATION ALSO INCLUDED DETAILS ON PET ADOPTIONS FROM THE WISCONSIN HUMANE SOCIETY.

ISSUES COVERED: FUNDRAISER FOR VETERANS AND VETERANS NEEDS

PROGRAM: HOUSES OF HONOR FUNDRAISER AT STADIUM VIEW
NOVEMBER 12TH

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY NOVEMBER 11TH 2023

DESCRIPTION: INTERVIEWS KATHY KOLBECH OF THE HOUSES OF HONOR IN NORTHEAST WISCONSIN TO TALK ABOUT A HUGE FUNDRAISER TO BENEFIT THE VETERANS OF NORTHEAST WISCONSIN. SHE TALKED ABOUT THE ORGANIZATION AS WELL AS WHY THEY DO WHAT THEY DO. THIS FUNRAISER WAS FREE TO ALL MILITARY VETERANS AND WAS ALSO USED AS A SOCIAL TO BRING VETS TOGETHER WITH ORGANIZATION THAT REACH OUT TO HELP IN A VARIETY OF WAYS.

ISSUES COVERED: HOLIDAY EVENTS AND ACTIVITIES

PROGRAM: GREEN BAY HOLIDAY PARADE AND KICK OFF TO THE HOLIDAY SEASON

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY NOVEMBER 18TH 2023

DESCRIPTION: INTERVIEWS SPECIAL EVENTS DIRECTOR SAMANTHA MERKES OF DOWNTOWN GREEN BAY TO TALK ABOUT KICKING OFF THE HOLIDAY SEASON WITH THE 39TH ANNUAL PARADE IN DOWNTOWN GREEN BAY. SHE ALSO SPOKE OF THE KICK OFF TO THE HOLIDAY SEASON THAT TOOK PLACE THAT WEEK TO JUMPSTART THE HOLIDAY SHOPPING AND FESTIVE PROGRAMS IN THE AREA,

ISSUES COVERED: SMALL BUSINESS SATURDAY

PROGRAM: SMALL BUSINESS SATURDAY TO SHOP LOCAL

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY NOVEMBER 25TH 2023

DESCRIPTION: EXCLUSIVE INTERVIEW WITH GREGG FROM GAME TRADE IN DEPERE TO TALK ABOUT SMALL BUSINESS SATURDAY. THE INTERVIEW INCLUDING DETAILS OF THE HISTORY OF SMALL BUSINESS SATURDAY AND THE IMPACT SHOPPING LOCALLY CAN HAVE ON OUR ECONOMY. THE INTERVIEW AIRD ON SMALL BUSINESS SATURDAY!

ISSUES COVERED: FOOD COLLECTION FOR PAUL'S PANTRY IN GREEN BAY

PROGRAM: FOOD DRIVE FOR COLLECTION OF NON-PERISHABLE FOOD ITEMS.

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY DECEMBER 2ND 2023

DESCRIPTION: SPOKE BOB HORNACEK THE ASSOCIATE EXECUTIVE DIRECTOR FOR PAUL'S PANTRY TO TALK AB OUT THE NEED FOR FOOD AND SERVICES OVER THE HOLIDAYS FOR THOSE IN NEED. HE SPOKE OF THE OPERATION AND HOW MANY THINGS INCLUDING THE DISTRIBUTION OF THE FOOD TO VOLUNTEERING AT THE PANTRY TO OTHER SERVICES TO HELP THOSE COMMUNITY MEMBERS IN NEED.

ISSUES COVERED: HOLIDAY ENTERTAINMENT IN THE BROADWAY DISTRICT

PROGRAM: WINTER WINE AND BEER WALK AND CRISTKINDL MARKET

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY DECEMBER 9TH 2023

DESCIPTION: WEEKEND FOCUS INTERVIEWED MARY RHODE THE DIRECTOR OF MARKETING FOR ON BROADWAY INC. SHE SPOKE OF SOME OF THE HOLIDAY ORIENTED EVENTS AND ACTIVITIES OF THE HOLIDAYS INCLUDING THE WINTER WINE AND CRAFT BEER WALKS THAT WERE GOING ON EACH FRIDAY LEADING UP TO CHRISTMAS. SHE ALSO SHARED

INFORMATION ON THE CRISTKINDL MARKET GOING ON IN THE DISTRICT. UNIQUE AND FUN ENTERTAINMENT THAT ALSO FALLS UNDER THE SHOP LOCAL CAMPAIGN OF THE SEASON.

ISSUES COVERED: ENTERTAINMENT IN THE BROADWAY DISTRICT

PROGRAM: WINTER WINE AND CRAFT BEER WALKS AND CRISTKINDL MARKETS ON BROADWAY.

LENGTH: 15 MINUTES

DATE/TIME AIRED: SATURDAY DECEMBER 16TH 2023

DESCRIPTION: ENCORE PRESENTATIONM OF THE ON BROADWAY FESTIVITIES GOING ON IN THE BROADWAY DISTRICT FROM THE PREVIOUS WEEK. THE INFO WAS TIMELY AND FIT THE HOLIDAYS.

ISSUES COVERED: RECYCLING AROUND THE HOLIDAYS

PROGRAM: OUTAGAMIE RECYCLING CENTER

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY DECEMBER 23TH 2023

DESCRIPTION: WEEKEND FOCUS FEATURED AND EXCLUSIVE INTERVIEW WITH JORDAN HILLER OF THE OUTAGAMIE RECYCLING CENTER TO TALK ABOUT THE VARIUS WAY TO RECYCLE THOSE HOLIDAY ITEMS LIKE WRAPPING PAPER, PLASTIC WRAPS FOR TOYS AND VARIOUS OTHER ITEMS THAT EITHER ARE OR AREN'T RECYCLABLE. THE INTERVIEW WAS VERY INFORMATIVE AND ALSO TALKED ABOUT THE ISSUES THAT HAPPEN WHEN RECYLCING IS NOT DONE PROPERLY.

ISSUES COVERED: RECYCLING AROUND THE HOLIDAYS

PROGRAM: OUTAGAMIE RECYCLING CENTER

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY DECEMBER 30TH 2023

DESCRIPTION: ENCORE AIRING OF THE PREVIOUS WEEKS PROGRAM AS HOLIDAY GATHERS AND RECYCLING NEEDS CONTIUES THROUGH THE

WEEK. SAME PROGRAM AS THE WEEK BEFORE.
