

# **PUBLIC FILE**

**680 AM                      WDBC  
ESCANABA, MICHIGAN**

## **MAJOR PROBLEMS, CONCERNS AND COMMUNITY NEEDS**

**2017**

“NEWSMAKERS” is a thirty minute interview program that deals with topics and issues concerning the community and/or the state. “680 Newsmakers” is hosted by News Director Craig Woerpel and airs Monday through Friday at 8:30am.

“U.P. TRAILS AND TAILS” is a locally produced outdoors program. Issues are not limited to hunting and fishing, it also deals with forestry, the Eco-System of the Upper Peninsula, Wildlife observation, harvesting natural foods and more. The show is hosted by Tim Kobasic and airs Saturday mornings from 7am-8am.

“Get Hooked on a Book” produced by local librarian Miss Marian. Children’s books are read on the air to promote reading and literacy. “Get Hooked on a Book” airs Saturdays from 9am to 930am.

**Station WDBC-AM, Newsmakers  
“Most Significant” Programs Responsive to Community Problems and Needs  
January 1, 2017 through March 31, 2017**

### **Economic Issues**

1/31, 2/17, 2/23, 3/13, 3/27

### **Education**

1/18, 1/19, 2/1, 2/22, 3/16, 3/24, 3/28

### **Public Safety**

1/6, 1/11, 1/27, 2/24, 3/17, 3/21, 3/29

### **Local, State & Federal Legislative Issues, Activities & Candidates**

½, 1/3, 1/10, 1/30, 2/20, 2/21, 3/14, 3/20

### **Community Events & Activities**

1/4, 1/5, 1/9, 1/12, 1/13, 1/16, 1/17, 1/25, 2/3, 2/8, 2/14, 2/16, 2/27, 2/28, 3/15, 3/22, 3/30

**fundraising**

1/20, 1/26, 2/2, 2/7, 2/10, 3/23, 3/31

**Health**

1/23, 2/9, 2/13

**Agriculture, Environment, Flora & Fauna**

1/24, 2/6

## **Community Involvement for 680AM**

### **WDBC**

1st Quarter

(January 1<sup>st</sup> – March 31<sup>st</sup> -2017)

- Angel program. This initiative help those addicted to drugs or alcohol to turn themselves in at a police station and get help. They will be arrested or charged. 116 :60's. Total value--\$1856.00
- Memory Care fundraiser. 111 :30s. 1332.00.
- End The Silence—suicide prevention. **All proceeds raised are used to fund suicide awareness programs in Delta County.** Aired PSA's reminding listeners about the fundraising walk. 150 :30s. Value--\$1800.00.
- Escanaba high school "RoBoMo's" robotics competition. Promoted the event with PSA's. 84 :30's on each station. 168 total. Value--\$2016.00
- "Rock the Dock"—A free family event in Escanaba. Promoted event with PSA's. 15 :15's on each station. Total of 30 :15's. Value--\$300.00

**Station WDBC, Newsmakers**

**"Most Significant" Programs Responsive to Community Problems and Needs**

**April 1, 2017 through June 30, 2017**

**Economic Issues**

**See highlighted on the following date:**

4/5, 4/14, 5/1, 5/2, 5/17, 5/31, 6/23, 6/27

**Education**

**See highlighted on the following date:**

4/17, 4/19, 4/21, 5/4, 5/9, 5/11, 5/19, 6/21

**Public Safety**

**See highlighted on the following dates:**

4/4, 4/6, 4/7, 4/13, 4/27, 5/5, 5/18, 5/22, 5/30, 6/12

**Local, State & Federal Legislative Issues, Activities & Candidates**

**See highlighted on the following dates:**

4/20, 4/22, 5/8, 5/23, 6/13, 6/19, 6/22, 6/28

**Community Events & Activities**

**See highlighted on the following dates:**

4/3, 4/10, 4/11, 4/25/, 4/28, 5/24, 5/26, 6/1, 6/14, 6/22, 6/28

**Veterans**

**See highlighted on the following date:**

5/12, 5/29

**Fundraising**

**See highlighted on the following dates:**

4/12, 5/3, 5/5, 5/10, 5/25, 6/15, 6/16

**Women's Issues**

**See highlighted on the following date:**

**Housing Issues**

**See highlighted on the following dates:**

9/15

**Health**

**See highlighted on the following date:**

9/8

**Other Traditional Local Government Issues and Services**

**Agriculture, Environment, Flora & Fauna**

6/20, 6/30

**Note: A complete list of Sideline Programs, topics and descriptions is attached.**

**Community Involvement for WDBC**

**2nd Quarter**

**(April 1<sup>st</sup>- June 30th—2017)**

- A Taste of the North. This was a fundraiser for the Wells Lions Club. 5 :60s/day for 57 days for a total of 285 :60s. Value--\$3420.00
- Delta County Cancer Alliance golf outing. 105 :30s. Value--\$1050.00

- Tri-County Safe Harbor. Diaper drive to help families in need. 81 :30 for a value of \$810, plus six (6) live drop-ins. Value \$300.00
- Pregnancy Service of Delta County. Aired 60 :30s. Value--\$600.00
- Gary Abrahamson fundraiser. Aired 25 spots, promoting event and describing what the Memory Care Center does for Delta County. Value--\$300.00

### **Station WDBC, Newsmakers**

#### **“Most Significant” Programs Responsive to Community Problems and Needs July 1, 2017 through September 30, 2017**

##### **Economic Issues**

**See highlighted on the following date:**

9/26

##### **Education**

**See highlighted on the following date:**

7/19, 7/22, 8/7, 8/23, 8/24, 8/30, 9/19, 9/20, 9/21, 9/22

##### **Public Safety**

**See highlighted on the following dates:**

7/7, 8/1, 8/4

##### **Local, State & Federal Legislative Issues, Activities & Candidates**

**See highlighted on the following dates:**

7/10, 7/12, 7/17, 7/28, 8/8, 8/18, 8/19, 9/15, 9/27

##### **Community Events & Activities**

**See highlighted on the following dates:**

7/3, 7/5, 7/6, 8/2, 8/11, 8/17, 8/25, 8/29, 8/31, 9/5, 9/8, 9/14, 9/18

##### **Veterans**

**See highlighted on the following date:**

9/25

##### **Fundraising**

**See highlighted on the following dates:**

7/11, 7/14, 7/25, 8/10, 9/17, 9/12

##### **Health**

**See highlighted on the following date:**

8/3

##### **Other Traditional Local Government Issues and Services**

**See highlighted on the following date:**

7/18, 7/21

##### **Agriculture, Environment, Flora & Fauna**

**See highlighted on the following date:**

7/13, 7/20, 7/31, 8/9, 8/15, 8/16, 9/13, 9/20

## **Community Involvement for WDBC**

3rd Quarter

(July 1- September 30, 2017)

- Aired 120 :60 spots promoting Wishes On Wheels. This is a drive to furnish school supplies for area students. Total value--\$1440.00
- Wishes On Wheels. Aired 20 live remotes. Total Value--\$1500.00
- Rock the Dock. This was a community event. Aired 25 :30 spots. Value--\$125.00.
- Delta County Cancer Alliance golf outing. 102 :30s. Value--\$1050.00
- Aired 62 :30s for American Red Cross blood drive. Value \$744.00
- Gladstone Bravebots can drive. Aired 88 :30s. Value--\$1056.00
- Walk for Life. Aired 152 :60s promoting event and describing what Walk for Life is. Value--\$1824.00
- Wheelin' Sportsman's Club. Aired 105 :30 spots. Value--\$1260.00
- Hurricane Harvey Fund. Aired 160 :30 spots. Value--\$1920. Aired 30 live remotes promoting event. Value--\$2250.00. Total Value--\$4170.

### **Station WDBC-AM, Newsmakers**

**"Most Significant" Programs Responsive to Community Problems and Needs  
October 1, 2017 through December 31, 2017**

#### **Economic Issues**

**See highlighted on the following date:**

10/25, 12/6

#### **Education**

**See highlighted on the following date:**

10/18, 10/26, 11/13, 11/14, 12/12, 12/19, 12/20

#### **Public Safety**

**See highlighted on the following dates:**

10/19, 10/31, 11/3, 11/9, 11/23, 12/4, 12/5, 12/11

#### **Local, State & Federal Legislative Issues, Activities & Candidates**

**See highlighted on the following dates:**

10/3, 10/4, 10/9, 10/17, 10/23, 11/1, 11/2, 11/6, 11/7, 11/22, 12/21

### **Community Events & Activities**

**See highlighted on the following dates:**

10/2, 10/30, 11/13, 11/21, 11/28, 12/1, 12/8, 12/18, 12/22

### **Fundraising**

**See highlighted on the following dates:**

10/5, 10/11, 10/24, 10/27, 11/16, 11/17, 12/7, 12/13, 12/14

### **Health**

**See highlighted on the following date:**

11/20

### **Agriculture, Environment, Flora & Fauna**

**See highlighted on the following date:**

11/29, 11/30

## **Community Involvement for WDBC-AM**

### **4th Quarter**

**(October 1<sup>st</sup> – December 31<sup>st</sup>-2017)**

- Equinox Horse Show. This is a fundraiser to provide helmets and lessons for disabled riders. 16 :15s. Value--\$128.00
- “Stuff the Blue Goose.” The Blue Goose is a Michigan State Patrol car and encouraged listeners to donated food and toys.. 72 :30s. Value--\$864.00.
- Angel program. This initiative help those addicted to drugs or alcohol to turn themselves in at a police station and get help. They will not be arrested or charged. 94 :90’s on each station for a total of 188 :90s. Total value--\$3572.00.
- Can-A-Thon. Aired PSA’s along with live cut-ins to get listeners to donated groceries and cash for local food pantries. 116 :60s. Value--\$1740.00. 42 live drop-ins. Value--\$3150.00.
- LifeRides. Encouraged use of alternate transportation if drinking on New Years Eve. 54 :60s. Value--\$810.00.
- Delta County Animal Shelter. Promoted continuing need for funds and adoptions. 64 :30s. Value--\$768.00
- Delta/Menominee Depts. Of Health. Informed listeners of free snowshoes rentals. 84 :30s. Value--\$1008.00