

PUBLIC ISSUES WZPL-FM FOURTH QUARTER 2023

THE FOLLOWING IS A LISTING OF SOME OF THE SIGNIFICANT ISSUES RESPONDED TO BY WZPL, Greenfield Indiana, ALONG WITH TYPICAL ILLUSTRATIVE PROGRAMMING FOR THE PERIOD OF:

OCTOBER 1 to DECEMBER 31, 2023

THE FOLLOWING ORDER DOES NOT REFLECT ANY PRIORITY OR SIGNIFICANCE.

<u>ISSUE</u>	<u>PROGRAM / EVENT</u>	<u>LENGTH</u>	<u>DESCRIPTION</u>
Various	Public Service Announcements	Variable depending on time	WZPL airs PSAs daily telling of various events happening across the total listening area and parts of Indiana.
Local Traffic	Local Traffic	:30 seconds	WZPL airs local traffic updates in Mornings from 6am-9am Monday-Friday with nine :30 second reports each morning and also weekday afternoons from 3p-6p with six :30 second reports.
Local Weather	Local Weather	:30 seconds	WZPL airs two local weather reports each hour during morning drive and one report each hour until 7pm (weekdays) in partnership with our television affiliate NBC-13 WTHR-TV in Indianapolis.
Community	Hendricks County International Festival	Variable	WZPL promoted the fourth annual Hendricks County International Festival with a social post on Facebook on October 5 th .
Community	Humane Society for Hamilton County	Variable	WZPL promoted the Humane Society for Hamilton County's adoption special Hocus Pick-Ups with a social media post on Facebook posted on October 7 th .
Community	Operation Ride Home	:10 seconds	From October 15 through November 11 WZPL partnered with Jack Daniel's to promote their Operation Ride Home Initiative with 25 live mentions per week (100x total) encouraging listeners to donate to bring our nation's military home for the holidays.

Community	Operation Ride Home	:15 seconds	From October 15 through November 11 WZPL partnered with Jack Daniel's to promote their Operation Ride Home Initiative with 20 recorded promos per week (80x total) encouraging listeners to donate to bring our nation's military home for the holidays.
Community	Operation Ride Home	Variable	From October 15 through November 11 WZPL partnered with Jack Daniel's to promote their Operation Ride Home Initiative with a total of 12x social media posts, 1x email blast, a dedicated landing page (wzpl.com/ride) and promo reel inclusion on the homepage, with a link to donate to the cause.
Community	Humane Society for Hamilton County	Variable	WZPL promoted the Humane Society for Hamilton County's fundraising event Tinsel and Tails with a social media post on Facebook posted on November 4 th .
Community	Alliance for Responsible Pet Ownership	Variable	WZPL promoted Alliance for Responsible Pet Ownership fundraising event Pet Pictures with Santa with a social media post on Facebook posted on November 14 th .
Community	36th Annual Arthritis Foundation Indiana's Jingle Bell Run	Variable	WZPL promoted the 36 th Annual Arthritis Foundation Indiana Jingle Bell Run on the Community Events calendar at WZPL.com and a social post on Facebook on November 19 th .
Community	Wheeler Mission Drumstick Dash	Variable	From October 30 th to November 23 rd WZPL partnered with Wheeler Mission to promote the 2023 Drumstick Dash with a minimum of 70x recorded promos, 70x live promos, inclusion in one e-blast with registration link, inclusion on the events page at WZPL.com, social media support, station presence onsite at the Expo/packet-pick up event on November 22 nd , and provided entertainment along the race route on November 23 rd . This year's Drumstick Dash raised over \$1,000,000 for Wheeler Mission and attendance increased 3% over 2022.
Community	Make-A-Wish Request-A-Thon	Variable	During the 27 th annual 36-hour request-a-thon WZPL raised a total of \$1,000,508.00 in partnership with Make-A-Wish.
Station Note	Public Service Awareness	Variable	WZPL aired multiple Westwood One Podcast Promos, some of which include raising awareness of topical issues in America