

Public service WKRU Public service/ Programs and issues Report
January-March 2013

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.

January 1-January 26:

Issue Covered: Winterfest on Broadway

Program: Website/ Promo's

Length: Live/:30 recorded

Dates aired: Jan 1-26

WKRU made the community aware of The free Winterfest event on Broadway and did a Live Broadcast the day of. 150 total messages

January 23rd-February 23rd:

Issue Covered: Polar Plunge

Program: Website/ Promo's

Length: Live/:60 recorded

Dates aired: 1/23-2/23

WKRU made the community aware of The Polar Plunge to help raise funds for the Special Olympics Online pledges exceeded \$97,000. 250 total messages

January 23rd-February 14th

Issue Covered: A Taste of Wine and Cheese

Program: Website/ Promo's

Length: Live/:60 recorded

Dates aired: 1/23-2/14

WKRU made the community aware of a Taste of Wine and Cheese at the Radisson to help raise money for the Boys and Girls club of Green Bay. Also, hosted the event. 150 total messages

February:

Issue Covered: WBAY Boat Show

Program: Live Mentions/Website/ and appearance

Length: Live

Dates aired: Feb. 1st-Feb. 20th

WKRU made the community aware of an exposition that covered waterfront lifestyle. WKRU executed a live remote on February 20th. In addition to a ticket giveaway,

WKRU offered a web presence at WKRUFM.com.

February 20th-March 9th:

Issue Covered: Arti Gras

Program: Promo's/Live appearance

length: 60 Seconds

Dates Aired: Feb 20th-March 11th

WKRU made the community aware of the annual Arti Gras exhibit. 75 total messages.

FOCUS

January – March 2013

ISSUES COVERED: HEALTH

PROGRAM: A NEW TOOL FOR THOSE HOPING TO STUB OUT THE SMOKES IS THE “QUITTER IN YOU” PROGRAM.

LENGTH: 90 seconds

DATE / TIME AIRED: January 5/6, 2013

DESCRIPTION: IF YOU’VE MADE THE DECISION TO STOP SMOKING, THERE IS NO REASON TO GO IT ALONE ACCORDING TO THE AMERICAN LUNG ASSOCIATION IN WISCONSIN. THIS PROGRAM OFFERS SUPPORT TO THOSE WHO HAVE TRIED AND FAILED IN THE PAST. THOSE WHO HAVE TRIED TO QUIT AND FAILED IN THE PAST CAN GO TO WWW QUITTER IN YOU DOT ORG TO FINISH THE JOB.

ISSUES COVERED: HEALTH

PROGRAM: JANUARY MARKS A SPECIAL MONTH FOR THE UNSUNG HEROES WHO COMMIT TO HELPING THE ONE IN TEN HOSPITAL PATIENTS WHO NEED BLOOD.

LENGTH: 90 seconds

DATE / TIME AIRED: January 12/13, 2013

DESCRIPTION: EVERY YEAR SINCE NINETEEN SEVENTY, BLOOD COLLECTION ORGANIZATIONS HAVE HONORED PEOPLE WHO ROLL UP THEIR SLEEVES TO HELP SAVE LIVES BY DESIGNATING JANUARY AS NATIONAL BLOOD DONOR MONTH. EVERY TWO SECONDS, SOMEONE IN AMERICA NEEDS BLOOD. TO FIND A BLOOD DONATION CENTER VISIT AMERICAN RED CROSS BLOOD DOT ORG.

ISSUES COVERED: SAFETY

PROGRAM: SNOW PLOW SAFETY

LENGTH: 90 seconds

DATE / TIME AIRED: January 19/20, 2013

DESCRIPTION: SNOWPLOW CREWS KEEP ROADS OPEN AND SAFE FOR TRAVELING, EVEN DURING THE COLDEST AND SNOWIEST MONTHS OF THE YEAR. REMEMBER TO EXERCISE CAUTION WHENEVER A SNOWPLOW IS NEAR AND LIMIT NON-ESSENTIAL TRAVEL DURING THE WORST DRIVING CONDITIONS.

ISSUES COVERED: SAFETY

PROGRAM: WINTER WEATHER AND DRIVING

LENGTH: 90 seconds

DATE / TIME AIRED: January 26/27, 2013

DESCRIPTION: IT IS IMPORTANT TO START TAKING PREVENTIVE MEASURES FOR WINTER WEATHER. WINTER STORMS ARE CONSIDERED DECEPTIVE KILLERS BECAUSE MOST DEATHS ARE INDIRECTLY RELATED TO THE STORM SUCH AS TRAFFIC ACCIDENTS ON ICY OR SNOW-COVERED ROADS, PROLONGED EXPOSURE TO THE COLD OR INDOOR CARBON MONOXIDE POISONING. TYPICALLY THERE ARE AROUND TWENTY THOUSAND VEHICLE ACCIDENTS IN WISCONSIN DURING WINTER MONTHS.

ISSUES COVERED: HEALTH

PROGRAM: FEBRUARY IS AMERICAN HEART MONTH.

LENGTH: 90 seconds

DATE / TIME AIRED: February 2/3, 2013

DESCRIPTION: ONE IN THREE AMERICAN ADULTS HAVE ONE OR MORE TYPES OF CARDIOVASCULAR DISEASE, YET MORE THAN EIGHTY PERCENT OF CARDIOVASCULAR DISEASE CAN BE PREVENTED. HEART DISEASE IS THE NUMBER-ONE HEALTH THREAT FOR BOTH MEN AND WOMEN.

ISSUES COVERED: HEALTH

PROGRAM: NATIONAL CHILDREN'S DENTAL HEALTH MONTH

LENGTH: 90 seconds

DATE / TIME AIRED: February 9/10, 2013

DESCRIPTION: EACH FEBRUARY, THE AMERICAN DENTAL ASSOCIATION (A-D-A) SPONSORS NATIONAL CHILDREN'S DENTAL HEALTH MONTH TO RAISE AWARENESS ABOUT THE IMPORTANCE OF ORAL HEALTH. DEVELOPING GOOD HABITS AT AN EARLY AGE AND SCHEDULING REGULAR DENTAL VISITS HELPS CHILDREN GET A GOOD START ON A LIFETIME OF HEALTHY TEETH AND GUMS.

ISSUES COVERED: EDUCATION

PROGRAM: CYBER BULLYING

LENGTH: 90 seconds

DATE / TIME AIRED: February 16/17, 2013

DESCRIPTION: YOUNG PEOPLE ARE USING THE INTERNET MORE THAN EVER AND FOR MANY YOUTH, THE INTERNET ISN'T SIMPLY A CONVENIENT WAY TO RESEARCH OR A FUN AFTER SCHOOL ACTIVITY-

IT'S A BIG PART OF THEIR SOCIAL LIFE. BUT LIKE MANY OTHER SOCIAL SITUATIONS, SOME YOUNG PEOPLE BULLY. 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.

ISSUES COVERED: EDUCATION

PROGRAM: CAFETERIA CONNECTION

LENGTH: 90 seconds

DATE / TIME AIRED: February 23/24, 2013

DESCRIPTION: THERE IS A LOT TO BE GAINED FOR STUDENTS AND FARMERS WHEN FARM-TO-SCHOOL PROGRAMS HELP FUEL WISCONSIN CAFETERIA LINES. SCHOOL FOOD SERVICE DIRECTORS ACROSS THE STATE, AND NATION, ARE STARTING TO TAKE A MORE SERIOUS LOOK AT PROGRAMS CONNECTING LOCAL FARMERS TO THE PROCESS OF FEEDING SCHOOL CHILDREN. ADELE PHILIPS OF THE CENTER FOR RURAL AFFAIRS SAYS FOOD SOMETIMES TRAVELS MORE THAN TWENTY-FIVE HUNDRED MILES BEFORE REACHING THE SCHOOL LUNCH LINE

ISSUES COVERED: COMMUNITY SERVICE

PROGRAM: THE AMERICAN RED CROSS

LENGTH: 90 seconds

DATE / TIME AIRED: March 2/3, 2013

DESCRIPTION: RED CROSS MONTH IS A GREAT TIME FOR PEOPLE TO GET INVOLVED WITH THE RED CROSS BY: DONATING BLOOD, SIGNING UP FOR A CPR, FIRST AID OR ANOTHER RED CROSS COURSE, GIVING A FINANCIAL GIFT OR GETTING INVOLVED AS A VOLUNTEER. VISIT RED CROSS DOT ORG TO GET INVOLVED.

ISSUES COVERED: HEALTH

PROGRAM: AUTISM AWARENESS

LENGTH: 90 seconds

DATE / TIME AIRED: March 9/10, 2013

DESCRIPTION: THE AUTISM SOCIETY OF WISCONSIN WOULD LIKE TO PROMOTE AUTISM AWARENESS MONTH. THE MISSION OF THE AUTISM SOCIETY OF WISCONSIN

IS TO IMPROVE THE LIVES OF ALL AFFECTED BY AUTISM IN WISCONSIN. AUTISM IS A COMPLEX DEVELOPMENTAL DISABILITY TYPICALLY APPEARING DURING THE FIRST THREE YEARS OF LIFE.

ISSUES COVERED: HEALTH

PROGRAM: COLON CANCER REMAINS THE SECOND LEADING CAUSE OF CANCER DEATH IN WISCONSIN

LENGTH: 90 seconds

DATE / TIME AIRED: March 16/17, 2013

DESCRIPTION: THE AMERICAN CANCER SOCIETY IS HOPING TO SAVE MORE LIVES. THE AMERICAN CANCER SOCIETY IN WISCONSIN IS USING THE OCCASION OF NATIONAL COLON CANCER AWARENESS MONTH TO CORRECT SOME MISCONCEPTIONS ABOUT THE DISEASE LIKE WHO MAY BE AT RISK AND WHO NEEDS TO BE TESTED. ALTHOUGH THOSE OVER FIFTY ARE AT HIGHER RISK, THE DISEASE CAN STRIKE ANYONE

ISSUES COVERED: COMMUNITY SERVICE

PROGRAM: GAMBLING HELP LINE

LENGTH: 90 seconds

DATE / TIME AIRED: March 23/24, 2013

DESCRIPTION: TALKS OF THE RECESSIONS DURING THE LAST YEAR IS ENOUGH TO MAKE ANYONE WORRY ABOUT THEIR MONEY AND LOOK FOR WAYS TO GET A LITTLE EXTRA CASH. AND NOW WITH WHAT SOME REGARD AS THE PEAK OF THE GAMBLING SEASON, THE NCAA BASKETBALL TOURNAMENT, LOOKING FOR WAYS TO GET A LITTLE EXTRA COULD LEAD TO BAD HABITS.

ISSUES COVERED: EDUCATION

PROGRAM: HIGH SCHOOL DROPOUT PREVENTION

LENGTH: 90 seconds

DATE / TIME AIRED: March 30/31, 2013

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.

