

Public service WKRU Public service/ Programs and issues Report
April-June 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.

March 6th-16th:

Issue Covered: Wine Behind the Curtain

Program: Website/ Promo's

Length: Live/:60 recorded

Dates aired: 3/6-16

WKRU made the community aware of Wine behind the curtain event to help rais emoney for the Meyer Theater. 50 total messages

April 11-17th:

Issue Covered: Walk in Her Shoes

Program: Website

Length: Live

Dates aired: 4/11-16

WKRU made the community aware of The Walk a Mile Charity Event.

Website/Social Media, 10 Live Messages

April 15-May 15th

Issue Covered: Eco Fest

Program: Website/ Promo's

Length: Live/:60 recorded

Dates aired: 4/15-5/15

WKRU made the community aware of the first Green Bay Eco Fest. 350 total

messages

May 20th-June 13th:

Issue Covered: Bellin Run

Program: Website/ Promo's/Appearance

Length: Live/:30 recorded

Dates aired: 5/20-6/13

WKRU made the community aware of The Bellin Run. 50 total messages

June 1st-June 26th:

Issue Covered: Savour Green Bay

Program: Live Mentions/Website/ and appearance

Length: Live/:60 Recorded

Dates aired: 6/1-26

WKRU made the community aware of the food festival Savour Green Bay that benefits Mosaic (not for profit). 350 Messages

June 17-Now:

Issue Covered: Farmers Market on Broadway

Program: Live Mentions/Website/ and appearance

Length: Live/:30 Recorded

Dates aired: 6/17-now

WKRU made the community aware of the weekly free Farmers Market on Broadway. Messages ongoing

June 27-Now:

Issue Covered: Summer in the Park

Program: Live Mentions/Website/ and appearance

Length: Live/:30 Recorded

Dates aired: 6/27-now

WKRU made the community aware of the weekly free concerts. Messages ongoing

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

April - June 2013

ISSUES COVERED: ORGAN DONATION

PROGRAM: APRIL IS THIRTY DAYS TO HELP SAVE A LIFE.

LENGTH: 90 seconds

DATE / TIME AIRED April 6/7, 2013

DESCRIPTION: EVERY DAY IN APRIL, PEOPLE ACROSS THE U.S. MAKE A SPECIAL EFFORT TO CELEBRATE THE TREMENDOUS GENEROSITY OF THOSE WHO HAVE SAVED LIVES BY BECOMING ORGAN, TISSUE, MARROW AND BLOOD DONORS AND TO ENCOURAGE MORE AMERICANS TO FOLLOW THEIR FINE EXAMPLE.

ISSUES COVERED: ENVIORMENT

PROGRAM: EACH YEAR, ROUGHLY TWENTY-ONE TORNADOES TOUCH DOWN IN WISCONSIN.

LENGTH: 90 seconds

DATE / TIME AIRED: April 12/13, 2013

DESCRIPTION: YOUR SAFETY DEPENDS ON BEING ALERT AND CAUTIOUS. YOU SHOULD UNDERSTAND THE DIFFERENCE BETWEEN A TORNADO WATCH AND WARNING. A WATCH MEANS, "WATCH" THE SKY. WEATHER CONDITIONS ARE RIGHT FOR TORNADOES TO FORM. A WARNING MEANS A TORNADO HAS BEEN SIGHTED. TAKE COVER IMMEDIATELY. DO YOU KNOW WHAT TO DO IN THE EVENT OF SEVERE WEATHER? WISCONSIN EMERGENCY MANAGEMENT RECOMMENDS DEVELOPING A PLAN FOR YOU AND YOUR FAMILY FOR HOME, WORK, SCHOOL AND OUTDOORS IN CASE OF THREATENING WEATHER. .

ISSUES COVERED: HEALTH

PROGRAM: A NEW REPORT FROM THE NATIONAL WILDLIFE FEDERATION DOCUMENTS SEASONAL ALLERGIES ARE ON THE RISE

LENGTH: 90 seconds

DATE / TIME AIRED: April 20/21, 2013

DESCRIPTION: THOSE WITH ALLERGIES IN WISCONSIN KNOW SPRING IS IN FULL SWING. SEASONAL ALLERGY TRIGGERS ARE FLOURISHING AS THE CLIMATE

CHANGES. THE REPORT SHOWS SEASONAL ALLERGIES AND ASTHMA AFFECT FIFTY MILLION PEOPLE NATIONWIDE AND COST NEARLY TWENTY-SEVEN BILLION DOLLARS IN MEDICAL EXPENSES.

ISSUES COVERED: HEALTH

PROGRAM: DON'T FORGET PEOPLE WITH DISABILITIES IN A DISASTER

LENGTH: 90 seconds

DATE / TIME AIRED April 27/28, 2013

DESCRIPTION: THE WISCONSIN BOARD FOR PEOPLE WITH DEVELOPMENTAL DISABILITIES OVER SEES THE STATE'S RESPONSES TO THE NEEDS OF PEOPLE WITH DEVELOPMENTAL DISABILITIES. THE B P D D WANTS TO MAKE SURE THE NEEDS OF PEOPLE WITH DISABILITIES ARE MET DURING DISASTERS AND EMERGENCIES. AS A RESULT THEY HAVE LAUNCHED A NEW STATEWIDE DISASTER AND EMERGENCY PLANNING PROJECT TO MAKE SURE PEOPLE WITH DISABILITIES AREN'T LEFT BEHIND.

ISSUES COVERED: HEALTH

PROGRAM: AMERICANS ARE AFFECTED BY THE MYRIAD CHALLENGES, STRESSES AND DEMANDS ON THEIR LIVES.

LENGTH: 90 seconds

DATE / TIME AIRED: May 4/5, 2013

DESCRIPTION: THE MENTAL HEALTH AMERICA'S LIVE YOUR LIFE WELL WEBSITE, PROVIDES TEN RESEARCH-BASED, STRAIGHTFORWARD TOOLS AND WAYS TO APPLY THEM IN EVERYDAY LIFE. FROM RELAXATION TECHNIQUES TO JOURNALING EXERCISES TO SIMPLE WAYS TO GET BETTER SLEEP AND IMPROVE EATING HABITS, THE MATERIALS OFFER A WIDE RANGE OF RESOURCES TO BUILD RESILIENCY AND WELL-BEING.

ISSUES COVERED: SAFETY

PROGRAM: WISCONSIN STATE PATROL ARE URGING MOTORIST TO ENSURE BOATS, CAMPERS AND OTHER PIECES OF TOWED EQUIPMENT ARE ALWAYS SECURELY FASTENED TO VEHICLES.

LENGTH: 90 seconds

DATE / TIME AIRED: May 11/12, 2013

DESCRIPTION: FOR SAFE TOWING ON ROADWAYS, STATE LAW REQUIRES THE BALL AND HITCH COUPLING ASSEMBLY MUST MATCH EXACTLY AND FIT SECURELY. TWO SAFETY CHAINS OF PROPER LENGTH AND STRENGTH ALSO MUST BE ATTACHED

BETWEEN THE VEHICLE AND THE TRAILER. THE SLACK ON EACH LENGTH OF CHAIN MUST NOT BE MORE THAN IS NECESSARY TO PERMIT PROPER TURNING.

ISSUES COVERED: HEALTH

PROGRAM: ONLY HEART DISEASE AND CANCER KILL MORE AMERICANS THAN STROKE

LENGTH: 90 seconds

DATE / TIME AIRED: May 18/19, 2013

DESCRIPTION: DURING MAY, AMERICAN STROKE MONTH, HEALTH CARE PROFESSIONALS WANT PEOPLE TO LEARN MORE ABOUT THE RISK FACTORS AND WARNING SIGNS. THE WARNING SIGNS INCLUDE SUDDEN NUMBNESS OR WEAKNESS IN THE FACE, ARM, OR LEG; SUDDEN CONFUSION; TROUBLE SPEAKING, SEEING OR UNDERSTANDING; AND A SUDDEN SEVERE HEADACHE.

ISSUES COVERED: MILITARY

PROGRAM: MAY IS NATIONAL MILITARY APPRECIATION MONTH.

LENGTH: 90 seconds

DATE / TIME AIRED: May 25/26, 2013

DESCRIPTION: THIS IS A TIME TO HONOR, REMEMBER, RECOGNIZE AND APPRECIATE ALL MILITARY PERSONNEL; MEN AND WOMEN WHO HAVE SERVED THROUGHOUT HISTORY AND ALL WHO NOW SERVE AND THEIR FAMILIES.

ISSUES COVERED: HEALTH

PROGRAM: THE NATIONAL WILDLIFE FEDERATION THIS SUMMER FOR WISCONSIN CHILDREN WHO MAY BE EXPERIENCING "NATURE DEFICIT DISORDER," BECAUSE THEY SPEND SO LITTLE TIME OUTDOORS COMPARED TO CHILDREN A GENERATION AGO.

LENGTH: 90 seconds

DATE / TIME AIRED: June 1/2, 2013

DESCRIPTION: ONE REASON KIDS SPEND MORE TIME INSIDE, WITH SOME STUDIES SHOWING CHILDREN SPEND SIX HOURS A DAY IN FRONT OF THE TV OR A VIDEO SCREEN. BY NOT GETTING OUTSIDE, THEY'RE NOT ENGAGING IN RELAXATION, RELATING TO OTHER KIDS, JUST GETTING SOME EXERCISE. WE'RE REALLY SEEING THAT AMERICAN CHILDHOOD HAS MOVED INDOORS. TODAY'S GENERATION OF CHILDREN MAY BE THE FIRST IN AMERICAN HISTORY TO LIVE SHORTER LIVES THAN THEIR PARENTS BECAUSE NEARLY ONE IN THREE KIDS AND TEENS ARE OVERWEIGHT

AND EVEN OBESE.

ISSUES COVERED: HEALTH

PROGRAM: THE NATIONAL COUNCIL ON SKIN CANCER PREVENTION IS REMINDING YOU TO TAKE PRECAUTIONS WHILE HAVING FUN IN THE SUN

LENGTH: 90 seconds

DATE / TIME AIRED: June 8/9, 2013

DESCRIPTION: SKIN CANCER IS VERY COMMON, BUT ENTIRELY PREVENTABLE WITH PRECAUTIONS. USE THE PHRASE “SLIP, SLOP, SLAP AND WRAP” TO REMEMBER SUN SAFETY. SLIP ON A SHIRT, SLOP ON SUNSCREEN, SLAP ON A HAT AND WRAP ON SUN GLASSES, BASICALLY TO PROTECT SKIN FROM ULTRAVIOLET RAYS.

ISSUES COVERED: SAFETY

PROGRAM: YOUNG PEOPLE WILL BE OUT CELEBRATING SUMMER. YOUNG DRIVERS MAY BE TEMPTED TO GET BEHIND THE WHEEL AFTER DRINKING.

LENGTH: 90 seconds

DATE / TIME AIRED: June 15/16, 2013

DESCRIPTION: RESIST THE TEMPTATION BECAUSE WISCONSIN LAW REQUIRES DRIVERS UNDER THE AGE OF TWENTY-ONE TO MAINTAIN ABSOLUTE SOBRIETY- NOT EVEN A DROP OF ALCOHOL ALLOWED WHEN OPERATING A MOTOR VEHICLE.

ISSUES COVERED: HEALTH

PROGRAM: HERE COME THE MOSQUITOS

LENGTH: 90 seconds

DATE / TIME AIRED: June 22/23, 2013

DESCRIPTION: LAST YEAR, SOUTHERN WISCONSIN HAD AN EXTREMELY DRY SUMMER, WHILE NORTHERN WISCONSIN GOT SOAKED. AT U-W MADISON, ENTOMOLOGIST PHIL PELLITTERI (PEL-UH-TARE-EE) SAYS THE MOSQUITO POPULATION WAS ABOUT AVERAGE FOR NORTHERN WISCONSIN LAST SUMMER, AND PROBABLY WILL BE AGAIN THIS SUMMER. BUT FOR SOUTHERN WISCONSIN, IT'S A DIFFERENT STORY.

ISSUES COVERED: SAFETY

PROGRAM: 4TH OF JULY SAFETY

LENGTH: 90 seconds

DATE / TIME AIRED: June 29/30, 2013

DESCRIPTION: THE FOURTH OF JULY IS ONE OF THE BIGGEST HOLIDAYS OF THE YEAR. UNFORTUNATELY, MANY PEOPLE END UP IN EMERGENCY ROOMS ON THE FOURTH OF JULY. WHETHER IT'S NOT PROPERLY PREPARED FOOD, TOO MUCH ALCOHOL OR FIREWORKS GONE WRONG MANY PEOPLE FIND THEMSELVES SICK OR INJURED EACH YEAR. AVOID RUSHING TO THE EMERGENCY ROOM THIS FOURTH OF JULY BY FOLLOWING THESE TIPS. FOURTH OF JULY BARBEQUES ARE ONE OF THE MOST IMPORTANT TIMES TO REMEMBER FOOD SAFETY. COOK FOOD TO A SAFE TEMPERATURE TO KILL ANY BACTERIA. USE A PROBE THERMOMETER TO CHECK INTERNAL TEMPERATURE OF GRILLED MEAT AND CHICKEN. DO NOT ALLOW PEOPLE WHO ARE DRINKING TO COOK FOOD ON THE GRILL.
