



## Programming and Issues Report

This report covers the Fourth Quarter of 2014

Submitted January 8, 2015

| ISSUE or PROGRAMMING   | PROGRAM                 | DATE       | TIME    | DURATION                              | DESCRIPTION OF PROGRAM   |
|------------------------|-------------------------|------------|---------|---------------------------------------|--|
| Community Involvement  | All dayparts            | 10/1-11/2  |         | :60 recorded promos and live mentions | During the dates listed, WNAM aired recorded promos to publicize the "Coats For Kids" campaign with the Salvation Army and WBAY-TV       |
| Community Involvement  | Morning Show            | 10/3-12/19 | 8:05    | 5 minute interview                    | Every Friday morning, Cheryl Rosenthal from the Oshkosh Area Humane Society does a live interview to discuss pets available for adoption |
| Community Involvement  | All dayparts            | 10/6-11/1  |         | :60 recorded promos and live mentions | During the dates listed, WNAM aired recorded promos to publicize Altrusa's Harvest Moon Sale   |
| CONGRESSIONAL POLITICS | <b>Sunday Spotlight</b> | 10-5       | 6:40 am | 15 MINUTES                            | INTERVIEW WITH WISCONSIN SENATOR RON JOHNSON ABOUT 2014 CAMPAIGNS AND POTENTIAL ACTION ON ILLEGAL IMMIGRATION                            |
| DRIVING SAFETY         | <b>Sunday Spotlight</b> | 10-12      | 6:40 am | 15 MINUTES                            | INTERVIEW WITH NICK JARMUSZ OF AAA WISCONSIN ABOUT STUDY THAT FOUND HANDS FREE DEVICES STILL DISTRACT DRIVERS                            |
| OSHKOSH CITY EVENTS    | <b>Sunday Spotlight</b> | 10-19      | 6:40 am | 15 MINUTES                            | INTERVIEW WITH OSHKOSH CITY MANAGER MARK ROHLOFF ABOUT UNPERMITTED PUB CRAWL AND BUDGET CUTS   |
| COMMUNITY COMPASSION   | <b>Sunday Spotlight</b> | 10-26      | 6:40 am | 15 MINUTES                            | INTERVIEW WITH KEANINE KNAPP OF THE FOX CITIES COMPASSION SYMPOSIUM ON INCREASING EMPATHY IN THE AREA                                    |

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| LIBRARY REFERENDUM     | <b>Sunday Spotlight</b> | 11-2  | 6:40 am | 15 MINUTES | INTERVIEW WITH APPLETON ALDERMAN JEFF JIRSCHLE ABOUT HIS CALL FOR A REFERENDUM ON BUILDING A NEW PUBLIC LIBRARY |
| NEW UWO CHANCELLOR     | <b>Sunday Spotlight</b> | 11-9  | 6:40 am | 15 MINUTES | INTERVIEW WITH NEW U-W OSHKOSH CHANCELLOR ANDREW LEAVITT ABOUT HIS GOALS FOR THE CAMPUS                         |
| COMMUNITY PROGRAMMING  | <b>Sunday Spotlight</b> | 11-16 | 6:40 am | 15 MINUTES | INTERVIEW WITH JANE WELLS FROM THE OSHKOSH SENIOR CENTER ABOUT THEIR NEW SENIOR CONNECTS PROGRAM                |
| HUNTER SAFETY          | <b>Sunday Spotlight</b> | 11-23 | 6:40 am | 15 MINUTES | INTERVIEW WITH DNR WARDEN JON KING ABOUT DEER HUNTER SAFETY   |
| EDUCATION              | <b>Sunday Spotlight</b> | 11-30 | 6:40 am | 15 MINUTES | INTERVIEW WITH OSHKOSH SCHOOL SUPERINTENDENT STAN MACK ABOUT NEW TECHNOLOGY IN SCHOOLS                          |
| STATE BUDGET DEFICIT   | <b>Sunday Spotlight</b> | 12-7  | 6:40 am | 15 MINUTES | INTERVIEW WITH STATE REPRESENTATIVE MIKE SCHRAA ABOUT PROJECTED STATE BUDGET DEFICIT                            |
| CONGRESSIONAL POLITICS | <b>Sunday Spotlight</b> | 12-14 | 6:40 am | 15 MINUTES | INTERVIEW WITH SENATOR RON JOHNSON ABOUT LAME DUCK SESSION AND POTENTIAL GOVERNMENT SHUTDOWN                    |
| CONSUMER PROTECTION    | <b>Sunday Spotlight</b> | 12-21 | 6:40 am | 15 MINUTES | INTERVIEW WITH DEPARTMENT OF CONSUMER PROTECTION ADMINISTRATOR SANDY CHALMERS ABOUT HOLIDAY SCAMS               |
| TAXES                  | <b>Sunday Spotlight</b> | 12-28 | 6:40 am | 15 MINUTES | INTERVIEW WITH TODD BERRY OF THE WISCONSIN TAXPAYERS ALLIANCE ABOUT STATE SHARE OF INCOME PAID TO TAXES         |