

**ISSUES/PROGRAMS LIST: January 9, 2013
OCTOBER-DECEMBER 2012
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ISSUES/CONCERNS AND ACTIONS

Issues/Concerns:

- 1. Concerns dealing with unwanted animals and their care.**
- 2. Promote safe and healthy lifestyles.**
- 3. Promote activities and organizations for developing our local youth.**
- 4. Support community efforts to insure proper nutrition.**
- 5. Keep community aware of activities and issues in their schools.**
- 6. Promote local activities and fundraisers for organizations supporting our community.**
- 7. Promote and support programs benefiting our local military veterans.**

Actions:

- 1. WWIS AM/FM continues to feature “The Pet Connection” which informs listeners of what animals are available for adoption at the local animal shelter. It also includes animal care tips. The program is aired 4 times per week on both WWIS-AM and WWIS-FM; :60 second message.**
- 2. WWIS FM aired public service announcements promoting Flu Vaccinations. The :60 spot aired once a day October 1-December 31, 2012. Hands on CPR was also emphasized; a :30 second spot aired once a day October 1-December 31, 2012.**

3. WWIS Radio partnered with the Boys and Girls Club of Jackson County to promote their Annual Dinner and Fundraiser which was conducted on November 12, 2012. WWIS AM and FM aired 72-:30 second spots on each station from October 14-November 9, 2012.

4. Announcements are made each Monday morning on WWIS AM and FM informing listeners of the food distribution provided by the Friends Food Shelf at the Fair Park from 3 to 5pm. (1 X :30 second promotion each Monday morning on each station). The announcement is also included in our Community Service Announcements that rotate throughout the day on each station. Announcements for the Food Pantrys in Brockway, Alma Center, Hixton, Humbird, Merrilan and Taylor were aired 3 times before each monthly pantry during the Buyline on AM 1260 and FM 99.7.

5. WWIS FM last aired the program Focus on Schools on October 5, 2012. The main guest on the program was Ron Saari, Superintendent of Black River Falls School District and has since resigned. At this time there's no plan to continue with the program. WWIS maintains a constant relationship with many local schools and promotes activities and sporting events as they happen.

6. During the report period, WWIS partnered with the Jackson County Tavern League and Burnstad's Market in promoting a Coats for Kids Drive. It was announced on WWIS AM/FM once per day, Monday through Saturdays on the Buyline Program from October 22-November 30, 2012. The drive produced 310 coats which were donated to grade school aged children/students in Jackson County. Along with numerous community activities that are feature on our Community Service announcements, local activities/benefits are announced on the Buyline program on AM 1260 and FM 99.7. Activities includes but are not limited to, local blood drives, food pantries and other non profit efforts. The Buyline has proven to be the most listened to program on WWIS and receives comments/announcements from the entire 10 county area the signal covers.

7. WWIS AM/FM promoted the 15th Annual LaCrosse Veterans Stand Down which was held on October 18, 2012. The announcement was made live during the Buyline Program, once a day Monday through Saturday from October 12-18, 2012. The Stand Down provides benefit information and some healthcare for local veterans.

Program Descriptions

News Reports: News broadcasts at 7:00 a.m. and 12 Noon Monday through Friday. 7:00 a.m. Saturdays and Sundays. (Local, state, and world/national news, sports and weather.) Local and state news reports also at 9:00 a.m. and 4:00 p.m. Monday through Friday and Saturdays at 10:00 a.m. World/National news hourly (may be preempted for other events) from CBS Radio News.

Community Service Announcements (CSA's): Announcements that run hourly seven days a week to promote and inform about non-profit, government and civic events, meeting notices, and other information important to the community.

Public Service Announcements: Pre-recorded announcements used daily as available concerning state and national issues relevant to listeners.

BuyLine: Monday through Saturday 8:00 to 9:00 a.m. A call in program allowing public access to the radio station to buy, sell, and trade personal items. It also allows promotion of community events.

Statement: WWIS has devoted time to the issues/concerns outlined above as well as other issues and concerns to the community through one or more of the programs listed. Our involvement includes, but is not limited to: local news, community and public service announcements, and other special programming related to events and issues important to the community we serve. Input and requests from the public is given consideration and we make an effort to become involved with and respond to all requests for broadcast time.