



## ISSUES AND PROGRAMS

WQCC / WKBH

FOURTH QUARTER 2023

### Interviews

The list below shows regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed for the calendar quarter.

**Issue:** Feeding the Hungry

**Program Title:** Celebrating 29 Years of Rotary Lights

**Description:** Rotary Lights has been collecting food for our food pantries and those who are hungry for 29 years. This is how and why they do it.

**Guest:** Pat Stephens

**Date/Time:** 11/19/23 6:00 AM

**Duration:** 6:27

**Issue:** Consumer Protection around Holiday Shopping

**Program Title:** Read the fine print. Watch your credit report.

**Description:** Discuss the dangers of getting hooked into a time share & keeping your identity safe.

**Guest:** Michelle Reinen

**Date/Time:** 11/26/23 6:00 AM

**Duration:** 6:16

**Issue:** Donating to those less fortunate and how United Way uses funds

**Program Title:** Every Dollar Every Donor Everyone Counts

**Description:** United Way wrapping up its annual campaign

**Guests:** Co-Chairs Chuck and Luann

**Date/Time:** 12/3/23 6:00 AM

**Duration:** 10:31

**Issue:** Charitable Giving and Holiday Scams

**Program Title:** Protecting Yourself from the Bad Guys .

**Description:** We discuss how the Wisconsin Department of Financial Institutions (DFI) is joining the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) in an effort to ensure donors' money reaches real charitable organizations, not scammers taking advantage of their generosity this holiday.

**Guest:** Michelle Reinen, Administrator of DATCP's Division of Trade and Consumer Protection.

**Date/Time:** 12/10/23 6:00 AM

**Duration:** 8:00

**Issue:** Supporting Local Businesses and Agriculture

**Program Title:** Shop Local and Support Agriculture

**Description:** We discuss how shopping for products produced in Wisconsin helps our area and the importance of remembering agriculture during the holiday season.

**Guest:** Ashley Hagenow – Alice in Dairyland

**Date/Time:** 12/17/23 6:00 AM

**Duration:** 5:16

**Issue:** Importance of Butter to Wisconsin Economy

**Program Title:** Wisconsin Butter

**Description:** We discuss how important butter is to Wisconsin's economy, and when buying butter, look for the Made in Wisconsin logo

**Guest:** Ashley Hagenow – Alice in Dairyland

**Date/Time:** 12/24/23 6:00 AM

**Duration:** 6:51

### **Local News:**

WQCC airs local news covering four to six stories of local interest. News casts run anywhere from two to four minutes and is a quick snap shot of "What's Happening". WQCC news airs at: 6:15, 7:55, 8:30, 11 and 12.

WKBH airs local news covering four to six stories of local interest. News casts run anywhere from two to four minutes and is a quick snap shot of "What's Happening". WKBH news airs at 6:15, 7:15, 8:15, 12:15 and 1:15.

WKBH-HD2 airs local news covering four to six stories of local interest. News casts run anywhere from two to four minutes and is a quick snap shot of "What's Happening". WKBH news airs at 6:30, 7:30, 8:30, 12:15 and 1:15.

WKBH-HD3 airs local updates that highlight what's going on in the area, and sometimes involve a local guest being interviewed. Updates air at 6, 7, 8.