

WKRU PUBLIC SERVICE/PROGRAMS AND ISSUES REPORT

OCTOBER-DECEMBER 2023

IN OUR ONGOING EFFORT TO SERVE THE PUBLIC INTEREST, STATION WKRU (106.7 THE BIG DOG) BROADCASTS PROGRAMMING RESPONSIVE TO ISSUES OF CONCERN TO ALLOUEZ AND THE SURROUNDING SERVICE AREA. THE FOLLOWING IS A LIST OF THOSE ISSUES AND THE STATION'S MOST SIGNIFICANT PROGRAMMING TREATMENT OF THEM.

ISSUE COVERED: VETERANS ISSUES

PROGRAM: PSA'S/APPEARANCES

LENGTH: 30-60

PSA'S RAN 3 TIMES PER DAY. 273 PLAYS

DATES: OCTOBER 1ST-DECEMBER 31ST

"BURKEL'S ONE BLOCK OVER-BIG DOG TAIL GATE PARTY." WKRU ROTATES :30 & :60 PSA'S FOR THE TAIL GATE PARTY AT BURKELS ONE BLOCK OVER FOR 2 HOURS PRIOR TO KICK-OFF OF EVERY HOME GREEN BAY PACKERS GAME. MIKE WALSH RUNS A CHARITY CORN HOLE GAME RAISING MONEY FOR HONOR & VALOR OUTDOORS, AN ORGANIZATION THAT TAKES DISABLED VETERANS HUNTING AND FISHING. THIS CULMINTAES AT THE PEARLY GATES VETERANS BENEFIT, WHICH THROUGH VARIOUS EVENTS RAISES ROUGHLY \$150,000.

ISSUE COVERED: VETERANS ISSUES.

PROGRAM: PSA'S/INTERVIEW/APPEARANCE

LENGTH: 30-120

PSAS RAN 5 TIMES PER DAY. 190 PLAYS.

DATES: OCTOBER 5TH-NOVEMBER 12TH.

WKRU RAN :60 RECORDED PSA'S AND MIKE WALSH INTERVIEWED CATHY KOHLBECK OF HOUSES OF HONOR, AN ORGANIZATION THAT OFFERS DISCOUNTED HOUSING SERVICES TO VETERANS. THEY SPONSOR "A SALUTE TO SERVICE" EVENT AT STADIUM VIEW OFFERING FREE PIZZA TO VETERANS, AND GETS VENDORS WHO OFFER SERVICES TO VETERANS IN THE SAME ROOM, SO VETS WHO DON'T KNOW ABOUT THEIR BENEFITS, OR ARE RELUCTANT TO ASK FOR HELP, CAN GET IT. FOOD, DRINK RAFFEL AND TICKET SALES WENT TO HONOR & VALOR OUTDOORS. MIKE WALSH ALSO TOOK PART IN THE EVENT,

WHICH RAISED \$17,313. THIS INCLUDES SOCIAL MEDIA POSTS, AND A LANDING SPOT ON OUR WEBSITE AND INCLUDED IN THE WEEKLY “HOTSHEET” FOR MENTIONS THROUGH ALL DAY PARTS.

ISSUE COVERED: VETERANS ISSUES

PROGRAM: INTERVIEWS

LENGTH: 120

DATES: NOVEMBER 3RD

MIKE WALSH INTERVIEWED MEMBERS OF THE PEARLY GATES VETERANS BENEFIT AHEAD OF THEIR VETERANS DAY LUNCH. CURRENT SERVICE MEMBERS AND VETERANS WERE OFFERED FREE FOOD AND DRINK TO THANK THEM FOR THEIR SERVICE.

ISSUE COVERED: HOMELESS DOGS

PROGRAM: INTERVIEW, PSAS

LENGTH: 120/:30

:30 PSAS RAN 3 TIMES PER DAY, 420 PLAYS.

DATES DECEMBER 5TH-25TH

“THE 12 TAILS OF CHRISTMAS”. MIKE WALSH INTERVIEWED THE FOUNDER OF LUCKY 7 DOG RESCUE TO DISCUSS THEIR MISSION OF RESCUING, FOSTERING AND ADOPTING OUT DOGS THEY BRING TO WISCONSIN FROM TEXAS. WKRU ALSO RAN :30 PSA’S AND FEATURED A DIFFERENT DOG ON OUR WEBSITE AND FACEBOOK PAGE FOR 12 DAYS, THEN REPEATED THROUGH CHRISTMAS. THIS INCLUDED OUR HOTSHEET FOR MENTION THROUGHOUT THE DAYPARTS.

The following is our Weekend Focus Program...a 15 minute local program that deals with local issues and runs every Sunday at 5:45 AM

Weekend FOCUS

October, November and December 2023

ISSUES COVERED: ZOO BOO AND THE ADDITION OF A NEW GIRAFFE

PROGRAM: ZOO BOO

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY OCTOBER 8TH 2023

DESCRIPTION: EXCLUSIVE INTERVIEW WITH ANGELA FROM THE NEW ZOO TO TALK ABOUT FALL ACTIVITIES INCLUDING ZOO BOO AS WELL AS THE ADDITION OF A NEW GIRAFFE TO THE ZOO. ANGELA SPOKE OF THE FUNDRAISER AND HOW TO GET TICKETS AND WHAT YOU WILL BE ENJOYING IF YOU COME OUT TO THE ZOO IN OCTOBER. THE GIRAFFE NEWS WAS A DETAILED LOOK AS HOW THE NEW ZOO BECOME THE HOME TO ITS NEWEST MEMBER.

ISSUES COVERED: FALL ACTIVITIES INCLUDING ZOO BOO AT THE NEW ZOO

PROGRAM: ZOO BOO AND FALL ACTIVITIES AT THE NEW ZOO

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY OCTOBER 15TH 2023

DESCRIPTION: ENCORE AIRING OF EXCLUSIVE INTERVIEW WITH ANGELA FROM THE NEW ZOO TO TALK ABOUT FALL ACTIVITIES INCLUDING ZOO BOO AS WELL AS THE ADDITION OF A NEW GIRAFFE TO THE ZOO. ANGELA SPOKE OF THE FUNDRAISER AND HOW TO GET TICKETS AND WHAT YOU WILL BE ENJOYING IF YOU COME OUT TO THE ZOO IN OCTOBER. THE GIRAFFE NEWS WAS A DETAILED LOOK AS HOW THE NEW ZOO BECOME THE HOME TO ITS NEWEST MEMBER.

ISSUES COVERED: CHILDREN WITH SENSORY ISSUES TRICK OR TREAT

PROGRAM: TRUNK OR TREAT WITH INTEGRATED SENSORY OF GREEN BAY

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY OCTOBER 21ST 2023

DESCRIPTION: FAITH AINSWORTH OF INTEGRATED SENSORY OF GREEN BAY, THE COORDINATOR OF A SENSORY FRIENDLY TRUNK OR TREAT EVENT FOR THOSE KIDS WITH SENSORY ISSUES. THIS EVENT WAS UNIQUE IN THE FACT THAT IT DIDN'T INCLUDE THE USUAL HALLOWEEN THINGS OF MUSIC AND GHOULS AND GOBLINS BUT A SAME NON-INTIMIDATING WAY FOR THOSE WITH SENSORY ISSUES TO PARTAKE IN THE EVENTS AND FUN OF HALLOWEEN.

ISSUES COVERED: PREVENTION OF VETERANS SUICIDE AND WELL BEING

PROGRAM: RUCK WALK WITH HOOAH WISCONSIN

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY OCTOBER 29TH 2023

DESCRIPTION: WEEKEND FOCUS FEATURED CHELSEA KOCKEN OF HOOAH WISCONSIN TO DESCRIBE THE REASONS AND THE EVENTS OF THE NOVEMBER 11TH RUCK WALK THAT TOOK PLACE AT THE KI CONVENTION CENTER IN GREEN BAY. THE RUCK WALK NOT ONLY SERVED AS A HUGE FUNDRAISER WITH OVER \$220,000 DOLLARS RAISED BUT AWARENESS OF THE NEEDS OF VETERANS INCLUDING SUICIDE PREVENTION.

ISSUES COVERED: HOPE ;IGHTS TO BENEFIT THE WISCONSIN HUMANE SOCIETY

PROGRAM: WISCOSNIN HUMANE SOCIETY HOLIDAY FUNDRAISER

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY NOVEMBER 5TH 2023

DESCRIPTION: INTERVIEWED TONYA DITZMAN OF THE WISCONSIN HUMANE SOCIETY TO HIGHLIGHT THE HOPE LIGHT CAMPAIGN, WHICH IS A FUNDRAISER FEATURING LIGHTS OUTSIDE THE WISCONSIN HUMANE SOCIETY CAMPUS IN GREEN BAY. MAKE A DONATION AND GET A LIGHT TO SHINE BRIGHT. TONYA ALSO TALKED ABOUT PET CARE DURING THE STRESSES OF THE HOLIDAYS TO GIVE TIPS....THE CONVERSATION ALSO INCLUDED DETAILS ON PET ADOPTIONS FROM THE WISCONSIN HUMANE SOCIETY.

ISSUES COVERED: FUNDRAISER FOR VETERANS AND VETERANS NEEDS

PROGRAM: HOUSES OF HONOR FUNDRAISER AT STADIUM VIEW NOVEMBER 12TH

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY NOVEMBER 12TH 2023

DESCRIPTION: INTERVIEWS KATHY KOLBECH OF THE HOUSES OF HONOR IN NORTHEAST WISCONSIN TO TALK ABOUT A HUGE FUNDRAISER TO BENEFIT THE VETERANS OF NORTHEAST WISCONSIN. SHE TALKED ABOUT THE ORGANIZATION AS WELL AS WHY THEY DO WHAT THEY DO. THIS FUNRAISER WAS FREE TO ALL MILITARY VETERANS AND WAS ALSO USED AS A SOCIAL TO BRING VETS TOGETHER WITH ORGANIZATION THAT REACH OUT TO HELP IN A VARIETY OF WAYS.

ISSUES COVERED: HOLIDAY EVENTS AND ACTIVITIES

PROGRAM: GREEN BAY HOLIDAY PARADE AND KICK OFF TO THE HOLIDAY SEASON

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY NOVEMBER 19TH 2023

DESCRIPTION: INTERVIEWS SPECIAL EVENTS DIRECTOR SAMANTHA MERKES OF DOWNTOWN GREEN BAY TO TALK ABOUT KICKING OFF THE HOLIDAY SEASON WITH THE 39TH ANNUAL PARADE IN DOWNTOWN GREEN BAY. SHE ALSO SPOKE OF THE KICK OFF TO THE HOLIDAY SEASON THAT TOOK PLACE THAT WEEK TO JUMPSTART THE HOLIDAY SHOPPING AND FESTIVE PROGRAMS IN THE AREA,

ISSUES COVERED: SMALL BUSINESS SATURDAY

PROGRAM: SMALL BUSINESS SATURDAY TO SHOP LOCAL

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY NOVEMBER 26TH 2023

DESCRIPTION: EXCLUSIVE INTERVIEW WITH GREGG FROM GAME TRADE IN DEPERE TO TALK ABOUT SMALL BUSINESS SATURDAY. THE INTERVIEW INCLUDING DETAILS OF THE HISTORY OF SMALL BUSINESS SATURDAY AND THE IMPACT SHOPPING LOCALLY CAN HAVE ON OUR ECONOMY. THE INTERVIEW AIRD ON SMALL BUSINESS SATURDAY!

ISSUES COVERED: FOOD COLLECTION FOR PAUL'S PANTRY IN GREEN BAY

PROGRAM: FOOD DRIVE FOR COLLECTION OF NON-PERISHABLE FOOD ITEMS.

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY DECEMBER 3RD 2023

DESCRIPTION: SPOKE BOB HORNACEK THE ASSOCIATE EXECUTIVE DIRECTOR FOR PAUL'S PANTRY TO TALK ABOUT THE NEED FOR FOOD AND SERVICES OVER THE HOLIDAYS FOR THOSE IN NEED. HE SPOKE OF THE OPERATION AND HOW MANY THINGS INCLUDING THE DISTRIBUTION OF THE FOOD TO VOLUNTEERING AT THE PANTRY TO OTHER SERVICES TO HELP THOSE COMMUNITY MEMBERS IN NEED.

ISSUES COVERED: HOLIDAY ENTERTAINMENT IN THE BROADWAY DISTRICT

PROGRAM: WINTER WINE AND BEER WALK AND CRISTKINDL MARKET

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY DECEMBER 10TH 2023

DESCRIPTION: WEEKEND FOCUS INTERVIEWED MARY RHODE THE DIRECTOR OF MARKETING FOR ON BROADWAY INC. SHE SPOKE OF SOME OF THE HOLIDAY ORIENTED EVENTS AND ACTIVITIES OF THE HOLIDAYS INCLUDING THE WINTER WINE AND CRAFT BEER WALKS THAT WERE GOING ON EACH FRIDAY LEADING UP TO CHRISTMAS. SHE ALSO SHARED INFORMATION ON THE CRISTKINDL MARKET GOING ON IN THE DISTRICT. UNIQUE AND FUN ENTERTAINMENT THAT ALSO FALLS UNDER THE SHOP LOCAL CAMPAIGN OF THE SEASON.

ISSUES COVERED: ENTERTAINMENT IN THE BROADWAY DISTRICT

PROGRAM: WINTER WINE AND CRAFT BEER WALKS AND CRISTKINDL MARKETS ON BROADWAY.

LENGTH: 15 MINUTES

DATE/TIME AIRED: SUNDAY DECEMBER 17TH 2023

DESCRIPTION: ENCORE PRESENTATIONM OF THE ON BROADWAY FESTIVITIES GOING ON IN THE BROADWAY DISTRICT FROM THE PREVIOUS WEEK. THE INFO WAS TIMELY AND FIT THE HOLIDAYS.

ISSUES COVERED: RECYCLING AROUND THE HOLIDAYS

PROGRAM: OUTAGAMIE RECYCLING CENTER

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY DECEMBER 24TH 2023

DESCRIPTION: WEEKEND FOCUS FEATURED AND EXCLUSIVE INTERVIEW WITH JORDAN HILLER OF THE OUTAGAMIE RECYCLING CENTER TO TALK ABOUT THE VARIUS WAY TO RECYCLE THOSE HOLIDAY ITEMS LIKE WRAPPING PAPER, PLASTIC WRAPS FOR TOYS AND VARIOUS OTHER ITEMS THAT EITHER ARE OR AREN'T RECYCLABLE. THE INTERVIEW WAS VERY INFORMATIVE AND ALSO TALKED ABOUT THE ISSUES THAT HAPPEN WHEN RECYLCING IS NOT DONE PROPERLY.

ISSUES COVERED: RECYCLING AROUND THE HOLIDAYS

PROGRAM: OUTAGAMIE RECYCLING CENTER

LENGTH: 15 MINUTES

DATE / TIME AIRED: SUNDAY DECEMBER 31ST 2023

DESCRIPTION: ENCORE AIRING OF THE PREVIOUS WEEKS PROGRAM AS HOLIDAY GATHERS AND RECYCLING NEEDS CONTIUES THROUGH THE WEEK. SAME PROGRAM AS THE WEEK BEFORE.