

Issues Programs List for WUPK-FM July 1, 2023 – September 30, 2023

FOX News air every hour from 6am until 12midnight. Covering country and world new stories.

Local weather airs twice an hour covering local weather forecasts and storm alerts.

We air 90 second bulletin boards on a daily basis covering local and regional non-profit events happening. We cover a variety of community events and other public service announcements.

We air a 2-minute feature called the Superior Area Community Focus. Each week we talk with local community leaders about events and activities they are doing within the community. Messages run 3 times per day, 7 days a week.

We air a 1-minute 'Community Calendar' feature that runs multiple times per day. We feature 2-3 events in each update and conclude the message with an invitation for local organizations to submit their own events.

NORTHERN MICHIGAN UNIVERSITY WILDCATS SPORTS MINUTE

Two times per day during the college sports season, we run a :60 second feature that highlights athletics on the campus of Northern Michigan University. This includes interviews with student athletes, coaches and other individuals. Features are updated weekly and feature different teams.

NMU THEATRE AND DANCE PERFORMANCE

We ran a series of promotional announcements and live reads promoting the performance of Monty Python's SPAMALOT at Northern Michigan University. The performances are scheduled for 7:30 p.m. October 12-14 and 19-21 in Forest Roberts Theatre. In addition, there will be a sensory-friendly Theatre for All matinee will be held at 1 p.m. October 14 that we promoted.

BIG 3 SUMMER CONCERT

The Big 3 Summer Concert happened on July 8th. The concert featured Emily Ann Roberts, Jordan Harvey, Gabe Bailey & Shotgun Kelli. We ran a series of promotions, including live DJ chatter and did some ticket giveaways for the event. The day of event we had a local DJ on site for a remote broadcast before the opening act.

NORTHERN LIGHTS MUSIC FEST

The inaugural Northern Lights Music Fest was held at the U.P. State Fairgrounds July 21st and 22nd 2023. Nelson, Sebastian Bach and Pop Evil played on Friday and Keith Urban headlined the Saturday lineup. We did some ticket giveaways leading up to the event, in addition to running a series of promotional ads and live reads. We broadcasted from the fairgrounds the weekend of the event.

BLUEBERRY FESTIVAL

The Marquette DDA hosted Blueberry Festival in Downtown Marquette July 28th from 10am-7pm. We ran a schedule of promotional messages, and had a live broadcast from the event with one of our local DJs. The broadcast included a series of interviews with local vendors, business owners and members of the community.

DOWNTOWN MARQUETTE FARMERS MARKET

Throughout the 2023 season of the Downtown Marquette Farmers Market, we ran a series of promotional messages, as well as a series of live reads and DJ chatter, and had live broadcasts from both the Saturday Market at the Marquette Commons and Wednesday Evening Street Market on their opening days. These :30 promotions started in May and ran through the month of August.

ALGER COUNTY FAIR

The Alger County Fair happened August 4-6th at the Alger County Fairgrounds in Chatham, MI. We ran a series of :30 promotional commercials, live reads and held a live broadcast all weekend from the fairgrounds.

UP STATE FAIR

The UP State Fair took place August 15th-21st this year. We ran a heavy schedule of promotions leading up to the fair, had live reads and DJ chatter about the fair beforehand, and then had live broadcasts from the fair all week long.

MATCH ON THE MACK

The 2nd annual Match on the Mack with the NMU Volleyball team kicked off the NMU 2023-2024 sports season. This occurred on Mackinac Island August 19th with the volleyball game starting at noon. The NMU Women's Soccer team also played on the Island and the NMU Theatre Department held multiple performances of dance and Broadway tunes. We promoted this event through live reads and sent a DJ to follow the team during the event. There were live updates on social media throughout the weekend that included photos, video and an interview with faculty of the theatre department.