

Issues Programs List for WUPK-FM  
October 1, 2023 – December 31, 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 "Clybourne Park" at Northern Michigan University. The performances occurred 7:30 p.m. Novemebr 2-4 and 9-11 in the Forest Roberts Theatre. In addition, there was a sensory-friendly Theatre for All matinee that was held at 1 p.m. November 4 that we promoted.

#### NMU THEATRE AND DANCE PERFORMANCE

We ran a series of promotional announcements and live reads promoting the performance of "A Christmas Carol" at Northern Michigan University. The performances occurred 7:30 p.m. December 7-9 and 14-16 in the Forest Roberts Theatre. In addition, there was a sensory-friendly Theatre for All matinee that was held at 1 p.m. December 9th that we promoted.

## STUFF THE STUDIO

Over the course of October thru December, we did live broadcasts around Marquette County as part of our Stuff the Studio Food Drive. We did broadcasts from participating locations to encourage the community to come to local businesses and donate non-perishable food items which would be delivered to local food banks. Before every broadcast we ran a series of :30 second promotions and live reads on the morning shows. We managed to collect enough canned goods to fill the bed of a pickup truck which we delivered to The Salvation Army of Marquette on December 20<sup>th</sup>, 2023.

## HAUNTED HAYRIDE

During the month of October we ran a series of :30 promotions for Marquette Haunted Hayride, which took place October 19<sup>th</sup>-21<sup>st</sup>, 2023. They also came in several times to talk about the event on our morning show, the DJs read PSAs about the event beforehand and we ran an additional series of :30 promotions for a live remote broadcast on site.

## FALL PHANTASM

We had a series of live reads in October promoting the Fall Phantasm, a local Halloween festival run by the non-profit Marquette Fringe. We also spoke about it as part of the Community Calendar series. The Fall Phantasm occurred October 7<sup>th</sup> starting at 3pm. Members of the organization also appeared on the morning show.

## PROJECT KEEP KIDS WARM

In October we ran the first of two series of 2:00 promotions for Project Keep Kids Warm after an appearance on the morning show. The October recordings talked about the need for donations from the community. In December we ran a second 2:00 promotion for two weeks thanking donors and encouraging more donations to the cause before the end of the year.

## SECOND THURSDAY

During the months of October, November and December, we promoted the Upper Peninsula Children's Museum Second Thursdays events which is a free event that occurs on the second Thursday of every month from 5:30-7:30pm. We ran it as part of the Community Calendar and also as part of the DJ live reads.

## DOWNTOWN MARQUETTE FARMERS MARKET

During November and December, we ran a series of :30 promos for the Winter Market presented by the Downtown Marquette Farmers Market. The market was located at the Marquette Commons every Saturday from 9am-1pm. We also ran a series of live reads and morning show appearances. The market concluded for the season December 16, 2023.