

Issues Programs List for WUPK-FM
January 1st, 2024 – March 31st, 2024

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.

CULINARY JOURNEY

During the month of January, we did a series of interviews with staff from the Upper Peninsula Children's Museum promoting the 2024 Culinary Journey. This event is the main annual fundraiser to help raise money to help with the Children's Museum's operating costs throughout the year. The event happened at the museum on January 21st from 6-10pm. We also had staff onsite at the event to do social media coverage of the event and promotion.

LIP SYNC BATTLE FOR HOSPICE

We ran a series of DJ live reads and interviews promoting the Lip Sync Battle to benefit Lake Superior Life Care & Hospice. The event was held January 19th at 7:30pm at the Forest Roberts Theatre. Seven businesses and organizations from the community performed in the show to help raise money for local hospice.

NMU THEATRE AND DANCE PERFORMANCE

We ran a series of promotional announcements and live reads promoting the performance of "Carnival of the Animals & Choreography Showcase" at Northern Michigan University. The performances occurred 7:30 p.m. February 1-3 in the Forest Roberts Theatre. In addition, there was a sensory-friendly Theatre for All matinee that was held at 1 p.m. February 3 that we promoted.

SECOND THURSDAY

During the months of January, February and March, 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.

NMU THEATRE AND DANCE PERFORMANCE

We ran a series of promotional announcements and live reads promoting the performance of "Puffs" at Northern Michigan University. The performances occurred 7:30 p.m. February 22-24 and 29-March 2 in the Panowski Black Box Theatre. In addition, there was a sensory-friendly Theatre for All matinee that was held at 1 p.m. February 24 that we promoted.

2024 AGRICULTURE FOR TOMORROW CONFERENCE

In the months of January and February, we ran a series of promotions for the 2024 Agriculture for Tomorrow Conference as part of our Superior Area Community Focus piece in addition to DJ live reads. The conference, put on by Michigan State University Extension's Upper Peninsula Research and Extension Center out of Chatham, MI, took place at Bay College on February 20. This conference helps promote growth and advancement in our local farming community.

MARQUETTE COUNTY 4-H

We did a series of interviews between January-March with the Marquette County 4-H Office to talk about the various programs they have launched and registrations that have opened since the beginning of the year, including Livestock Skill-a-thon, Exploration Days, 4-H Great Lakes & Natural Resource Camp, and UP 4-H Camp. We promoted these events through live read PSAs and the Community Calendar piece.

WOMEN'S CENTER DONATIONS

During the month of March, we promoted the immediate need of shelf stable food donations to the Women's Center Harbor House. We ran a series of promotions through our Community Calendar piece and live DJ PSA's to help spread the word.

2024 FIRST ROBOTICS DISTRICT EVENTS

We ran a series of promotional tracks leading up to the 2024 FIRST Robotics District Events in Escanaba and Sault Ste Marie between late February and mid March. The Escanaba competition took place at Escanaba High School all day March 7-9. The Sault Ste Marie competition took place March 14-16 at Lake Superior State University. We conducted a live broadcast at both events from 12-4pm both Friday and Saturday, during which we interviewed dozens of local students from across the Upper Peninsula about their robotic programs.