

Public service WOGB Public service/ Programs and issues Report
April-June 2023

In our ongoing effort to serve the public interest, station WOGB (103.1 WOGB) broadcasts programming responsive to issues of concern to Reedsville and the surrounding service area. The following is a list of those issues and the stations most significant programming treatment of them.

Issues Covered: Energy Conservation and alternate energy sources

Program: *PSA's*

Length: *60 seconds recorded*

Dates aired: *4/1-6/30*

WOGB ran over 250 PSAs supporting a program called Answers to Energy. This promotes energy efficiency and ways to cut costs for consumers.

April-

Issue covered: NWTC Classic Car Show

Program: *P.S.A.'s and Appearances*

Length: *:30 and :60*

Dates Aired: *April 15th through May 7th*

WOGB was the media sponsor for the NWTC Classic Car Show held at NWTC on May 7th. The event drew almost 700 classic automobiles. WOGB promoted the event with 100 live and recorded announcements as well as being on hand with WOGB's Eric Westphal and Jimmy Clark. During the event we played Plinko for donations to the NWTC Car Club. We also attended a luncheon and addressed the students as well as donated money to the cause.

April-

Issue covered: Promotion and donation of the Cars and Guitars Event in June

Program: *P.S.A.'s*

Length: *:60*

Dates Aired: April 1st through June 30th

WOGB ran a series of promotional announcements for the Prince Experience, which performed live at the Mayer Theatre on May 11th. At the event we were on hand to play games to collect donations to fight Alzheimer's as well as promote the Cars and Guitars Event taking place on June 17th in Green Bay.

Issue covered: Fundraiser for the Automobile Gallery in Green Bay

Program: P.S.A.'s

Length: :60

Dates Aired: May 7th through June 17th

WOGB promoted an event called Cars and Guitars with proceeds going to the Automobile Gallery as well as the Alzheimer's Association to fight Alzheimer's. The event, which took place on June 17th sold out for cars to participate. WOGB was also instrumental in getting the WOGB All Star Band to perform, saving organizers expenses to increase the amount of money raised for the organization. WOGB also supported this with social media posts as well as a landing page on our website with information. The event itself was free so money was raised with raffle tickets and food sales.

June-

Issue covered: Awareness for the Bellin Run/Walk

Program: P.S.A.'s and Appearances

Length: :60

Dates Aired: May 17th –June 10th

WOGB was one of the media sponsors for the annual Bellin Run/Walk and other Bellin Race Weekend events. WOGB's Eric Westphal was on hand Saturday June 10th to man an entertainment stop to encourage runners and walkers as they participate. Proceeds went to My Team Triumph as well as scholarships for Bellin College of Nursing. Nearly 9000 people participated over the weekend.

Issue covered: Farmers Market on Broadway

Program: *P.S.A.'s and Appearances*

Length: *:60*

Dates Aired: *May 24th – June 30th*

WOGB supported the Farmers Market on Broadway at its location on Broadway in Green Bay. The event takes place every Wednesday from 3-8 PM and is supported weekly with 25+ live mentions of the gathering. WOGB's Eric Westphal was onhand live on May 31st and June 14th plus WOGB post pictures on social media. We also have a landing page to promote the vendors and the event through the summer!

Issue covered: *June Dairy Month and Breakfast on the Farm*

Program: *P.S.A.'s*

Length: *:60*

Dates Aired: *June 1st – June 18th*

WOGB supported the Kewaunee Country Breakfast on the Farm. We supported with 25 extra public service announcements as well as ticket giveaways on WOGB. We also conducted an interview with the director of the Kewaunee Country Breakfast on the Farm on June 13th. The event took place on the 18th of June at a farm in Luxemburg.

Issue covered: *Green Bay area Kids Day*

Program: *P.S.A.'s*

Length: *:60*

Dates Aired: *June 10th through June 26th*

WOGB is the media sponsor for the annual Kids Day in Green Bay which is about 6 months till Christmas. WOGB's Eric Westphal went out to the Green Bay Wildlife Sanctuary, Green Bay Parks and Rec Departments and Joannes Park to do pre-day interviews to promote on air and with videos on social media. He was also live on location the day for lunch with the mayor. Unfortunately the weather was not good but it was a fun day with emphasis put on kids in our community and the fun thing offered for kids and families.

Issue covered: *Shakespeare in the Park.*

Program: *P.S.A.'s*

Length: *:60*

Dates Aired: June 13st through June 27th

WOGB supported the annual Shakespeare in the Park which was to take place on June 25th, but with weather took place on June 27th. WOGB's Eric Westphal was an actual actor in the performance and represented WOGB to the crowd estimated at over 600. This program was supported with 50 live promotional announcements as well as information on our website and facebook page.

Other stuff-

WOGB also runs an ongoing weekly program called "Weekend Focus". This program runs every Saturday morning at 5:45. Weekend Focus is a 15 minute program to address local issues of interest and information. The following is a list of the programs and issues that were addressed and their dates:

Weekend FOCUS
APRIL, MAY AND JUNE 2023

ISSUES COVERED: ON BROADWAY INC'S EASTER EGGSTAVAGANZA

PROGRAM: ON BROADWAY INC.

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY APRIL 1ST 2023

DESCRIPTION: INTERVIEWED BROOKE HAFS ABOUT THE EASTER EGGSTAVAGA THAT TOOK PLACE APRIL 1ST IN THE BROADWAY DISTRICT. BROOKE SHARED THE INFORMATION OF THE EVENTS OF THE DAY INCLUDING KIDS ACTIVITIES, EASTER EGG HUNT AND MEETING THE EASTER BUNNY. WQLH'S JIMMY CLARK WAS ON HAND TO PLAY MUSIC AND GREET THE FAMILIES THAT CAME OUT TO THE EVENT ON BROADWAY IN GREEN BAY.

ISSUES COVERED: LAKE CLEAN UP EVENT FOR EARTH DAY

PROGRAM: PROMOTED EARTH DAY EVENT WITH GREEN BAY SAIL AND PADDLE

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY APRIL 8TH 2023

DESCRIPTION: INTERVIEWED MEMBER OF THE GREEN BAY SAIL AND PADDLE GROUP TO TALK ABOUT THE IMPORTANCE OF THE LAKE CLEAN UP AND EVENT THAT WOULD BE TAKING PLACE ON APRIL 22ND. THIS IS AN EVENT THAT HAS BECOME AN ANNUAL COMMUNITY CLEAN UP WITH VOLUNTEERS AND MEMBERS OF THE GREEN BAY SAIL AND PADDLE ORGANIZATION.

ISSUES COVERED: LOCAL YOUTH LEADERSHIP AND SKILLS COMPETITION.

PROGRAM: 50TH ANNUAL SKILLS CONFERENCE AND COMPETITION

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY APRIL 15TH 2023

DESCRIPTION: INTERVIEWED WES BURT AND GAVIN PAY OF PREBLE HIGH SCHOOL. WES IS AN ADVISOR AND GAVIN IS A STUDENT WHO WILL BE COMPETING IN THE LEADERSHIP AND SKILLS COMPETITION THAT WILL BE CELEBRATING ITS 50TH YEAR. THE CONFERENCE AND COMPETITION TAKES PLACE IN MADISON AND FEATURES SCHOOLS FROM ALL OVER THE STATE OF WISCONSIN TO PARTICIPATE AND HELP PRODUCE LEADERS AND INTEREST IN THE TECHNICAL SKILLS FROM EVERYTHING LIKE WELDING TO MEDICAL FIELD.

ISSUES COVERED: EARTH DAY RECYCLING AND CARE FOR THE PLANET

PROGRAM: BROWN COUNTY RESOURCES AND RECOVERY

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY APRIL 22ND, 2023

DISCRIPTION: CONDUCTED AND INTERVIEW WITH MARK WALTER, THE BROWN COUNTY RESOURCES AND RECOVERY MANAGER TO DISCUSS EARTH DAY. THE START OF IT IN 1970 AND HOW WE ARE DOING ALL THESE YEARS LATER. MARK ALSO SHARED THINGS WE CAN DO TO RECYCLE AS WELL AS COLECTION OF PERSCRIPTION AND OTHER TOXIC CONTENT.

**ISSUES COVERED: THE NEED FOR BLOOD AND THE SUPER DONOR
PACKERS GIVE BACK COMMUNITY BLOOD DRIVE.**

PROGRAM: AMERICAN RED CROSS

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY APRIL 29TH

DISCRIPTION: CONDUCTED AND INTERVIEW WITH STEVE HANSEN REGIONAL DIRECTOR FOR THE AMERICAN RED CROSS TO TALK ABOUT THE BIG COMMUNITY BLOOD DRIVE AND THE NEED FOR BLOOD. THE EVENT TOOK PLACE MAY 8TH AT THE JOHNSONVILLE TAILGATE VILLAGE IN THE PARKING LOT AT LAMBEAU FIELD FROM 7 AM TO 7 PM. CUMULUS' JIMMY CLARK ATTENDED THE EVENT TO SHARE SOCIAL MEDIA POSTS AND ENCOURAGE PEOPLE TO COME DOWN AND DONATE.

ISSUES COVERED: NWTC CLASSIC CAR SHOW TO BENEFIT THE CAR CLUB AT NWTC

PROGRAM: NWTC CLASSIC CAR SHOW

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY MAY 5TH 2023

DESCRIPTION: THIS WEEKENDS PROGRAM FEATURED AN INTERVIEW WITH MARK LEDVINA, WHO IS THE INSTRUCTOR AND POINT PERSON OF THE EVENT. HE DISCUSSED THE EVENT AS WELL AS DONATIONS AND PROCEEDS AND HOW THEY WILL GO TO PURCHASE A VEHICLE FOR THE STUDENTS TO REBUILD AND DONATE TO A COMMUNITY NON PROFIT FOR USE. HE SPOKE OF THE CLUB AND HOW THEY ARE NOT ONLY LEARNING HOW TO FIX CARS BUT TO FIX ISSUES IN THE COMMUNITY.

ISSUES COVERED: PET CARE AND PET PROGRAMS IN OUR AREA

PROGRAM: PET EXPO AT THE RESCH COMPLEX GREEN BAY

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY MAY 13TH 2023

DESCRIPTION: INTERVIEWED AMY SHARDIAN OF PMI INC ABOUT THE PET EXPO THAT WENT ON THAT WEEKEND OF THE 12-14TH OF MAY 2023. THE EVENT FEATURES VENDORS AND CONTENT FOR PET ENTHUSISTS AS WELL AS PET RESCUES AND HOW PEOPLE CAN HELP ORGANIZATIONS THAT DEAL WITH PET PLACEMENT AND OTHERS.

ISSUES COVERED: ANNUAL MEMORIAL DAY PARADE IN DEPERE THAT WILL TAKE PLACE ON MAY 29TH

PROGRAM: MEMORIAL DAY PARADE IN DEPERE

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY MAY 20TH 2023

DESCRIPTION: INTERVIEWED TED PAGELS SECRETARY OF THE KIWANIS CLUB OF DEPERE. TED SHARED INFORMATION ABOUT HOW TO GET INVOLVED IN THE PARADE, HISTORY OF ITS 70 YEARS AND INFORMATION ABOUT IT FOR THE SPECTATORS.

ISSUES COVERED: annual memorial day parade in depere that will take place on may 29th

PROGRAM: memorial day parade in depere Replay

LENGTH: 15 minutes

DATE / TIME AIRED: saturday 27th 2023

DESCRIPTION: interviewed ted pagels secretary of the kiwanis club of depere. ted shared information about how to get involved in the parade, history of its 70 years and information about it for the spectators.

ISSUES COVERED: ANNUAL PET WALK WITH WISCONSIN HUMANE SOCIETY

PROGRAM: WISCONSIN HUMANE SOCIETY

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY JUNE 3RD 2023

DESCRIPTION: INTERVIEWED LORI NACHWAY OF THE WISCONSIN HUMANE SOCIETY ABOUT THE ANNUAL EVENT THAT WOULD TAKE PLACE ON SUNDAY JUNE 4TH AT PAMPERIN PARK IN GREEN BAY. LORI SHARED INFORMATION ABOUT WHAT WOULD BE HAPPENING AT THE EVENT AS WELL AS DETAILS OF HOW THE MONIES GET DISTRIBUTED AND HOW THEY WILL BE USED. THE GREEN BAY PET WALK IS THE FIRST ONE FOR THE STATE WHICH TAKES PLACE AROUND THE STATE THROUGHOUT THE SUMMER.

ISSUES COVERED: BELLIN RUN ANNUAL 10K AND NOW 5 K.

PROGRAM: BELLIN RUN WEEKEND

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY JUNE 10TH 2023

DESCRIPTION: INTERVIEWED LINDA MAXWELL THE ASSISTANT RACE DIRECTOR OF THE ANNUAL BELLIN RUN. LINDA SHARED THE EXCITEMENT OF THE DAY AS THIS WAS AIRED ON RACE DAY. NEARLY 9000 PARTICIPANTS TOOK TO THE STREETS OF GREEN BAY ALOUEZ AND DEPERE AS WELL AS THE NIGHT BEFORE FOR THE BACK ON THE ROAD WALK/RUN AS WELL AS THE KIDS RUN EVENT. BOTH EVENTS HOSTED BY CUMULUS MEDIA'S JIMMY CLARK. LINDA ALSO SHARED ABOUT THE PROCEEDS GOING TO MY TEAM TRIUMPH AS WELL AS SCHOLARSHIPS FOR THE BELLIN COLLEGE OF NURSING.

ISSUES COVERED: FUNDRAISER TO FIGHT CANCER WITH THE JERRY PARINS RIDE TO CURE CANCER

PROGRAM: 20TH ANNUAL JERRY PARINS CURE FOR CANCER RIDE

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY JUNE 17TH 2023

DESCRIPTION: SPOKE WITH JERRY PARINS AND DIXIE FROM VANDEVEST HARLEY DAVIDSON TO PROMOTE THE 20TH ANNUAL JERRY PARINS CURE FOR CANCER RIDE THAT TOOK PLACE ON JUNE 25TH. JERRY SPOKE OF THE EVENTS OF THE DAY AND HOW THE PROCEED WILL GO TO HELP LOCAL FAMILY AND PEOPLE IN NEED WHO ARE SUFFERING GOING THROUGH CANCER TREATMENT AND THE STAGES OF IT. HE ALSO SPOKE OF HOW IT STARTED INCLUDING A GREAT STORY ABOUT HOW HE TOUGHT FORMER PACKERS HEAD COACH MIKE HOLMGREN HOW TO RIDE AND HOW THIS RIDE STARTED AND BECAME A CORNERSTONE RIDE FOR CANCER.

ISSUES COVERED: REPLAY OF PREVIOUS WEEK WEEKEND FOCUS

PROGRAM: 20TH ANNUAL JERRY PARINS CURE FOR CANCER RIDE

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY JUNE 24TH 2023

DESCRIPTION: SPOKE WITH JERRY PARINS AND DIXIE FROM VANDEVEST HARLEY DAVIDSON TO PROMOTE THE 20TH ANNUAL JERRY PARINS CURE FOR CANCER RIDE THAT TOOK PLACE ON JUNE 25TH. JERRY SPOKE OF THE EVENTS OF THE DAY AND HOW THE PROCEED WILL GO TO HELP LOCAL FAMILY AND PEOPLE IN NEED WHO ARE SUFFERING GOING THROUGH CANCER TREATMENT AND THE STAGES OF IT. HE ALSO SPOKE OF HOW IT STARTED INCLUDING A GREAT STORY ABOUT HOW HE TOUGHT FORMER PACKERS HEAD COACH MIKE HOLMGREN HOW TO RIDE AND HOW THIS RIDE STARTED AND BECOME A CORNERSTONE RIDE FOR CANCER.