

Public service WOGB Public service/ Programs and issues Report
July-September 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.

July:

Issued Covered: Promoting of Farmers Market to support agriculture and community

Program: Farmer's Market On Broadway

Length: 30 seconds

Dates aired: July 1st -September 27th

WOGB ran 20 live P.S.A.'s per week supporting the Farmers Market On Broadway located in the Broadway District in Green Bay. The Farmers Market consists of local food and arts vendors and is Free to the public. It encourages local diversity with ethnic foods and ware. The event was held each Wednesday from 3 to 8 PM and 3-7 PM for the month of September. WOGB also supported the event with social media posts, being there live every other week and website details and links.

Issued Covered: Various Community support with Community First Credit union

Program: PSA's

Length: 60 seconds

Dates aired: July 1st - September30th

WOGB ran 455 promotional spots for various community activities under the umbrella of "Spread the Love" These included a number of events from Green Bay to the Fox Valley.

Issued Covered: Promote Art Street and their new location

Program: PSA's

Length: 30 seconds

Dates aired: August 15th – August 25th-27th

WOGB supported Art Street leading up to the weekend event of August 26th-28th! WOGB aired 100 live/recorded promotional announcements driving people to the event at its new location at Ashwaubamay Park in Ashwaubenon. WOGB's Jimmy Clark and Eric Westphal were also on hand at the event to post social media posts to make fans aware and encourage listeners to come down and support the arts and watch live bands. The was the second year at the new location so exposure for the event was extremely important.

Issued Covered: Bellin Women's Half Marathon and 5K

Program: PSA's

Length: 30 seconds

Dates aired: September 17th –September 30th

WOGB ran 50 live solicit announcements to get volunteers and participants for the event that took place on October 7th in Green Bay. WOGB's Eric Westphal was also on location to support the program and cheer on the participants.

Issued Covered: On Broadway Fall Fest

Program: PSA's

Length: 30 seconds

Dates aired: September 15th –September 30th

WOGB supported sister station WQLH who was the radio media partner for the Fall fest on Broadway October 7th with 35 of the promotional announcements. This is a family friendly event that promotes fun and local business' The event took place on October 7th but the promotional mentions for the event started in September.

Issued Covered: Support American Cancer Society Making Stride Breast Cancer Walk

Program: PSA's

Length: 30 seconds

Dates aired: September 22nd –September 30th

WOGB ran 30 live P.S.A.'s to encourage people to sign up to walk or run in the annual event that will take place on October 15th. The event took place October 14th but mentions took place this week in September as well.

Issued Covered: Blood Drive with American Red Cross

Program: PSA's

Length: 30 seconds

Dates aired: August 1st-24th

WOGB sponsored the WOGB We Only Give Back Blood Drive that took place August 24th at the Automobile Gallery in Green Bay. WOGB's Eric Westphal not only hosted the event but also donated blood. The Event was supported with 100 live promotional announcements as well as social media and website.

Issued Covered: Wisconsin Humane Society Donation Match Program

Program: PSA's

Length: 30 seconds

Dates aired: August 1st-31st

WOGB sponsored the Wisconsin Humane Society Donation Match to double the donations. We conducted a live interview Tanya Ditzman on August 15th about the match. WOGB Also supported this with 15 live mentions throughout the campaign.

Issued Covered: Woodland Dunes Nature Preserve Hike and Brew

Program: PSA's

Length: 30 seconds

Dates aired: August 14th – September 1st when the event was closed to registration.

WOGB sponsored 1st ever Heikenbrew at Woodland Dunes Nature Preserve in Two Rivers. The event took place on September 8th and was supported with 50 live promotional announcements as well as information on our website and facebook pages. The event was a success and succeeded their first year goals.

Issued Covered: Support American Cancer Society Making Stride Breast Cancer Walk

Program: PSA's

Length: 30 seconds

Dates aired: September 23rd –September 30th

WOGB ran 25 recorded P.S.A.'s to encourage people to sign up to walk or run in the annual event. Sign up and awareness of the program are extremely important as donation have been down dramatically this year. The event took place October 15th but mentions took place this week in September as well.

Issues Covered: multiple issues and events

Program: PSA's – Green Bay Watch

Length: 60 seconds recorded

Dates aired: 7/1-9/30

WOGB ran over 180 vignettes that highlighted different charity and community events throughout the listening area. This runs 2 times per day every day!

Issues Covered: Multiple

Program: Wisconsin Broadcasters Association

Length: 30 seconds recorded

Dates aired: 7/1-9/30

WOGB ran over 180 produced PSAs promoting things like Army National Guard, The Wisconsin Department of Workforce, The DOT and transportation and work zone safety, as well as covid 19 prevention and vaccination P.S.A's..

WOGB also ran a campaign in conjunction with Community First Credit Union to encourage people to get involved with community projects and volunteering. This is an ongoing campaign which is an addition to a paid schedule they run with us. 540, 60-second PSAs in total.

Other Stuff:

WOGB gave the forecast for the Reedsville/Green Bay area live every hour from 6am-7pm, Monday-Friday (over 720 times). We also gave the forecast over the weekend.

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

Weekend FOCUS **July, August AND September 2023**

ISSUES COVERED: PEARLY GATES EVENT TO BENEFIT VETERANS OF ALL ERAS

PROGRAM: PEARLY GATES VETERANS EVENT.

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY JULY 1ST 2023

DESCRIPTION: INTERVIEWED MIKE CORPUS OF THE PEARLY GATES VETERANS GROUP ABOUT THE PEARLY GATES VETERANS FUND RAISER WHICH WAS HELD AT PEARLY GATES IN GREEN BAY ON SATURDAY JULY 8TH. MIKE TALKED ABOUT THE PROGRAMS FOR VETERANS AND HOW THE MONIES WOULD GO TO HELP. HE TALKED ABOUT HONOR AND VALOR A GROUP THAT TAKES VETERANS OUT HUNTING AND FISHING AND SO MANY OTHER WAYS IN WHICH THE DAY WILL BENEFIT VETS.

ISSUES COVERED: SOLDIER FOLDS OF HONOR GROUP

PROGRAM: PROMOTED SCHOLORSHIP FUND FOR KIDS OF DISABLED AND FALLEN VETS

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY JULY 8TH 2023

DESCRIPTION: INTERVIEWED RICK SICKMAN FROM FOLDS AND HONOR ABOUT THE EVENTS WITH THE BUDWEISER CLYDESDALES AND HOW THE GROUP HELPS WITH EDUCATION AND SCHOLORSHIPS FOR CHILDREN OF FALLEN AND DISABLED VETERANS. THE BUDWEISER CLYDESDALES MADE SEVERAL APPEARANCES IN OUR AREA OVER A WEEK OF STOPS TO CREATE AWARENESS OF THE ORGANIZATION AND ITS BENEFITS.

ISSUES COVERED: MY BROTHERS KEEPER MALE MENTORING GROUP

PROGRAM: HARRY SYDNEY OPEN TO BENEFIT MY BROTHERS KEEPER INC.

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY JULY 15TH 2023

DESCRIPTION: INTERVIEWED HARRY SYDNEY FROM MY BROTHERS KEEPER INC. A NON-PROFIT 501C GROUP TO HELP MENTOR MEN AND BOYS TO BECOME BETTER FATHERS, HUSBANDS AND CITIZENS. HARRY SPOKE ABOUT THE PROGRAM AS WELL AS THE BENEFIT GOLF OUTING THAT TOOK PLACE AT PAR 5 RESORT IN MICHICOT. HARRY'S EVENT EARNED THOUSANDS OF DOLLARS TO PROVIDE THESE MENTORING SERVICES TO THOSE IN NEED.

ISSUES COVERED: MY BROTHERS KEEPER MALE MENTORING GROUP

PROGRAM: HARRY SYDNEY OPEN TO BENEFIT MY BROTHERS KEEPER INC.

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY JULY 22ND, 2023

DISCRIPTION: INTERVIEWED HARRY SYDNEY FROM MY BROTHERS KEEPER INC. A NON-PROFIT 501C GROUP TO HELP MENTOR MEN AND BOYS TO BECOME BETTER FATHERS, HUSBANDS AND CITIZENS. HARRY SPOKE ABOUT THE PROGRAM AS WELL AS THE BENEFIT GOLF OUTING THAT TOOK PLACE AT PAR 5 RESORT IN MICHICOT. HARRY'S EVENT EARNED THOUSANDS OF DOLLARS TO PROVIDE THESE MENTORING SERVICES TO THOSE IN NEED.

ISSUES COVERED: NEW ZOO FUNDRAISER

PROGRAM: FEAST WITH THE BEASTS FUNDRAISER FOR THE NEW ZOO GREEN BAY

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY JULY 29TH

DISCRIPTION: CONDUCTED AND INTERVIEW WITH KRISTINE SCHUETZE OF THE BROWN COUNTY ZOOLOGICAL SOCIETY TO TALK ABOUT THE EVENTS AT THE NEW ZOO INCLUDING A FUN FUNDRAISER CALLED FEAST WITH THE BEASTS. THIS EVENT TOOK PLACE AUGUST 7TH AT THE ZOO. KRISTINE SHARED THE EVENTS OF THE DAY AS WELL AS HOW THE MONIES HAVE BEEN SPENT IN ZOO EXPANSION AND IMPROVEMENTS.

ISSUES COVERED: RIDE TO ADVOCATE WITH OTHER GUYS MOTORCYCLE CLUB

PROGRAM: RIDE TO ADVOCATE

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY AUGUST 5TH 2023

DESCRIPTION: THIS WEEKENDS PROGRAM FEATURED AN INTERVIEW WITH JUSTIN REAGAN OF THE OTHER GUYS LAW ENFORCEMENT GROUP TO TALK ABOUT THE RIDE TO ADVOCATE. THE RIDE IS TO RAISE MONEY TO HELP EDUCATE MINORS BEFORE THEY FACE THE PEOPLE WHO HAVE BEEN CHARGED WITH A CRIME AGAINST THEM. THIS GROUP REPRESENTS A HUGE NEED IN OUR AREA TO HELP THE SYSTEM,

ISSUES COVERED: ARTS AND ENTERTAINMENT WITH ART STREET

PROGRAM: MOSAIC ARTS INC ARTSTREET.

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY AUGUST 12TH 2023

DESCRIPTION: INTERVIEWED CAROL FALTYNSKI OF MOSAIC ARTS INC ABOUT ARTSTREET. ARTSTREET IS AN EVENT THAT TAKES PLACE ANNUALLY AND THIS YEAR WAS ITS SECOND YEAR AT ASHWAUBEMAY PARK IN ASHWAUBENON. CAROL TALKED ABOUT THE SCHOLORSHIPS AS WELL AS THE EFFECT THE ARTS HAVE ON THE COMMUNITY AND YOUTH. SHE ALSO TALKED ABOUT THE EVENT THAT TOOK PLACE AUGUST 24TH-26TH WITH ARTISTS AROUND THE MIDWEST AS WELL AS THE LIVE MUSIC THAT WOULD BE FEATURED AT THE EVENT.

ISSUES COVERED: 9/11 RIDE TO REMEMBER

PROGRAM: FIRE AND IRON'S RIDE TO REMEMBER

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY AUGUST 19TH 2023

DESCRIPTION: INTERVIEWED KEN RAMSEY OF FIRE AND IRON TO TALK ABOUT THE RIDE THAT WOULD TAKE PLACE ON SEPTMBER 10TH TO COMMEMERATE THE 9/11 ATTACKS WHILE RAISING MONEY FOR BURN CAMPS FOR KIDS IN WISCONSIN. KEN TALKED ABOUT THE HISTORY OF THE RIDE AS WELL AS HOW THOSE KIDS HAVE BEEN HELPED. TO TAKE A HORRIBLE DAY IN HISTORY AND USE IT TO DO SOMETHING GOOD AND LIFE RELATED.

ISSUES COVERED: 9/11 RIDE TO REMEMBER REPLAY

PROGRAM: FIRE AND IRON'S RIDE TO REMEMBER

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY AUGUST 26TH 2023

DESCRIPTION: INTERVIEWED KEN RAMSEY OF FIRE AND IRON TO TALK ABOUT THE RIDE THAT WOULD TAKE PLACE ON SEPTMBER 10TH TO COMMEMERATE THE 9/11 ATTACKS WHILE RAISING MONEY FOR BURN CAMPS FOR KIDS IN WISCONSIN. KEN TALKED ABOUT THE HISTORY OF THE RIDE AS WELL AS HOW THOSE KIDS HAVE BEEN HELPED. TO TAKE A HORRIBLE DAY IN HISTORY AND USE IT TO DO SOMETHING GOOD AND LIFE RELATED.

ISSUES COVERED: AMERICAN PARKINSONS ASSOCIATION WALK

PROGRAM: OPTIMISM WALK TO BENEFIT THE AMERICAN PARKINSONS ASSOCIATION.

LENGTH: 15 minutes

DATE / TIME AIRED: SATURDAY SEPTEMBER 2ND 2023

DESCRIPTION: INTERVIEWED MEGHAN RAMSTACK OF THE AMERICAN PARKINSONS ASSOCIATION ABOUT THE WALK THAT TOOK PLACE AT HOWARD COMMONS AND HOW IT BENEFITS THE PROGRAM. MUCH ON EDUCATION AND MORE ON THE FACT THAT EXERCISE IS A SUCH AN IMPORTANT PART TO PREVENT PARKINSONS. OF COURSE, THE EVENT WAS BASED AROUND FITNESS WITH IT BEING A WALK.

ISSUES COVERED: BE THE LIGHT WALK FOR MENTAL WELLNESS

PROGRAM: FAMILY SERVICES MENTAL HEATH AND SUICIDE PREVENTION

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY SEPTEMBER 9TH 2023

DESCRIPTION: INTERVIEWED KATY YOUNKER THE DIRECTOR OF FAMILY SERVICES IN GREEN BAY. SHE GAVE STATISTICS OF SUICIDE AND ADRESSED SOME OF THE SYMPTONS AND STIGMAS THOSE WHO HAVE LOST A LOVED ONE TO SUICIDE FACE. THE INTERVIEW ALSO INCLUDED INFORMATION ON THE WALK THAT TOOK PLACE ON SEPTEMBER 15TH IN DOWNTOWN GREEN BAY

ISSUES COVERED: GREEN BAY PACKERS KICK OFF WEEKEND

PROGRAM: 20TH ANNUAL KICK OFF WEEKEND FOR THE GREEN BAY PACKERS

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY SEPTEMBER 16TH 2023

DESCRIPTION: SPOKE WITH AARON POPKEY OF THE GREEN BAY PACKERS TO LEARN ABOUT THE KICK OFF WEEKEND THAT THE PACKERS HAVE EACH SEASON PRIOR TO THE PACKERS HOME OPENER WEEKEND. AARON SPOKE OF THE FREE CONCERT FEATURING COLLECTIVE SOUL AND STONE TEMPLE PILOTS THAT WAS HELD ON SEPTEMBER 23RD IN FRONT OF LAMBEAU FIELD AS WELL AS THE HOMECOMING EVENTS OF FORMER PLAYERS. HE ALSO TALKED ABOUT THE PACKERS AND SEVERAL OTHER EVENTS OF THE WEEKEND.

ISSUES COVERED: BELLIN RUN ANNUAL HALF MARATHON AND 5 K.

PROGRAM: BELLIN RUN/WALK WEEKEND TO CELEBRATE WOMEN AND FITNESS

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY SEPTEMBER 23RD 2023

DESCRIPTION: INTERVIEWED LINDA MAXWELL THE ASSISTANT RACE DIRECTOR OF THE ANNUAL BELLIN RUN. LINDA SHARED THE EXCITEMENT OF THE DAY THAT WOULD BE HELD ON OCTOBER 7TH IN DOWNTOWN GREEN BAY. LINDA TALKED OF HOW THE WEEKEND IS A CELEBRATION OF WOMEN AND WOMEN IN FITNESS. THE EMPOWERMENT AND EFFECT OF FITNESS ON FEMALES. THE INTERVIEW TALKED ABOUT THE HISTORY AS WELL AS THE BENEFITS OF THE PROCEEDS.

ISSUES COVERED: FALL FEST IN THE BROADWAY DISTRICT

PROGRAM: 3RD ANNUAL FALL FEST IN ON BROADWAY

LENGTH: 15 MINUTES

DATE / TIME AIRED: SATURDAY SEPTEMBER 30TH 2023

DESCRIPTION: SPOKE WITH BRIAN JOHNSON FROM ON BROADWAY INC ABOUT THE DEVELOPMENT OF THE BROADWAY DISTRICT AS WELL AS THE EVENTS COMING OCTOBER 7TH AT LIECHT MEMORIAL PARK IN GREEN BAY. BRIAN TALKED OF THE FAMILY FREE ACTIVITIES AND JUST BRINGING PEOPLE DOWN TO THIS GROWING AND THRIVING PART OF TOWN.