



**PROGRAMS/ISSUES PROGRAM FILE
1/1/2020 – 3/31/2020**

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ISSUE REFERENCES:

The issues below are indicated, by number, in this report. Programs specifically relating to one or more of the issues below, are assigned the issue number from this page of regularly addressed issues.

Programs addressing issues not contained here will indicate their individual issue(s) in the program description.

- 1) Healthcare concerns of the community/nation.
- 2) Humanitarian issues and those relating to generating a greater understanding and cooperation between ethnic, religious and other groups.
- 3) Business and productivity issues which foster awareness and improved business climate.
- 4) Community Government issues
- 5) Education issues relating to children
- 6) Education issues relating to secondary and higher education
- 7) Consumer Protection issues relating to product safety, mail fraud and other consumer awareness subjects
- 8) Performing Arts awareness and promotion
- 9) Ecological issues relating to conservation, wildlife, green space, recycling and related Issues:.
- 10) Family values issues
- 11) Special news coverage of current newsworthy issues
- 12) Public safety concerns and issues
- 13) Charitable Organization awareness and promotion
- 14) Local event awareness
- 15) Governmental issues and information
- 16) Issues of special interest to the protection and safety of children and children's rights.
- 17) Issues of special interest to women and/or minorities
- 18) Issues of special interest to the aging.
- 19) Political - either subjects political in nature or programs with a political theme including candidate forum discussions and debates.
- 20) Programs in the interest of governmental programs or national security including agencies like FEMA, the armed services, Social Security and others.

WCLO PUBLIC SERVICE BROADCASTS:

Each Friday/Saturday	WCLO Broadcasts a Specially Produced newscast that is approximately 5:00 in length that promotes soft news from area businesses. ISSUES ADDRESSED: 3,14
Each Saturday/Sunday	WCLO Provides listeners with four news/issues programs. “Info track” runs 26-minutes each Saturday from 5:00-5:30am and addresses topical issues. Topic sheets for this program are included in the report. “Ag Matters” is a locally produced weekly program that Airs Saturdays from 5:30-6am and focuses on issues And content of particular interest to the large agricultural community. “America this week” is a 22-minute program running on Sundays from 5:30am-6:00am and addresses national and world news items of the past week. “This week In America” runs 28-minutes each Sunday from 5:00-5:30am and provides listeners with topical Information on a variety of subjects. Subject sheets for these programs are included with this Report as available.

Additionally, During the 1st quarter of 2020, WCLO offered free publicity for other worthy charitable causes and community events including:

Beloit International Film Festival
Local Kiwanis Club “Truck on ICE” fundraiser

Your Talk Show and The Stan Milam Show:

WCLO produces two local talk/information programs each weekday with a variety of discussions and guest interviews on topics of interest to the audience. A complete listing of the show’s topics and guests is included in the attachment to this report.

WEBSITE INFORMATION, WCLO

Website continues to offer listeners free content and services including:

- Local News content
- National syndicated news, sports and entertainment content
- Local Talk Show topic calendar
- Local Talk Show podcast audio
- Community Events Calendar
- Weather and Closings Information
- Station Information including EEO information as required by FCC.

WCLO Special News/Community Information coverage

Coronavirus coverage:

WCLO responded to the Covid-19 situation as events unfolded. Early in March, a special web resource page was implemented and updated. Initially the page contained mainly closing and cancellation information and continues to evolve at this report. The page currently houses a list of resources on general and statistical COVID-19 information, significant closings and postponements, vital information regarding area schools and other relevant information on the situation. Additionally, WCLO added nationally available Public Service Announcements to support social distancing during the month of March.

ALSO in early March, WCLO (and it's partner stations of Big Radio) launched a special webpage (shoplocal.fm) that seeks to accumulate and report on all the local businesses who are innovating their models to remain open and serve customers. The listings on the page are free of charge to any business in the area.

Issues Addressed: 11, 15, 19

Coronavirus coverage relating to elections:

In the midst of the pandemic, WCLO followed the daily developments surrounding the April 7th election while attempting to provide candidate interviews for several of the contested races. Of particular focus in late March and/or early April were Janesville City Council, Beloit City Council and Milton School Board. Records of these interviews are contained within our Talk Guests/Interviews page for the appropriate quarter.

Issues Addressed: 1, 3, 11, 15, 19

WCLO Major Community Outreach/Service Activities.

Beloit International Film Festival

In support of the Arts, WCLO was again the major sponsor of the Beloit International Film Festival held February 21 – March 1. WCLO ran promotional announcements in support of the festival in January and February and provided a live three hour broadcast at no charge to kick off the festival's final weekend on Friday, February 28.

Issues Addressed: 8, 11, 14

Coronavirus special programming:

Beginning in mid-March, WCLO took special effort to adapt programming to fulfil its role as a public service interest. Our talk show hosts moved from primarily opinion driven content to a much more information presentation style, avoiding the hyper-partisan dialogue of events. Safety information from the CDC and Wisconsin DHS was provided regularly.

Additionally, WCLO temporarily suspended a syndicated program (Free Talk Live) in favor of more family oriented entertainment radio programming in the hopes of providing an on-air respite from the flood of Coronavirus talk.

WCLO also aired specially produced content from CBS containing COVID19 information.

Issues Addressed: 1, 2, 3, 4, 11, 12, 15, 20

WCLO Public Service Announcements.

As a service to our listeners, WCLO donates all unsold inventory within our automated programming to a variety of Public Service Announcements. These announcements cover a wide range of topics, from teen drug abuse to health and wellness subjects, school and afterschool programs, the arts and many others. A representative listing is available by viewing program logs. The estimated monthly airtime total of these types of PSA announcements is approximately 8 Hours per month in total, with a value of more than \$12,000. WCLO also partners with various local charities, writing and producing recorded public service announcements that run within the parameters above at no charge.