



**PROGRAMS/ISSUES PROGRAM FILE
10/1/2020 – 12/31/2020**

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Local Talk Issues/Guests - Attachment with Topics
General Charitable Organization Promo Announcements
Election Coverage Notes
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Attachments:

Samples of Public Service Liners as indicated within this report.
Info Track & This Week in America Public Affairs Program Cue Sheets

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 topics.
- 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.

"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. The program is rebroadcast each Monday at at 11am.

"America this week" is a 22-minute program running on Sunday from 5:06am-5:30am and addresses items in the news of the past week.

"This week In America" runs 28-minutes each Sunday from 5:30-6am and provides listeners with topical Information on a variety of subjects.
Subject sheets for these programs are included with this Report as available.

WEBSITE INFORMATION EFFORTS

WCLO's website has become a secondary resource for listeners to obtain news and information on community topics. We provide audio archives from our local talk show as well as upload current newscasts and featured news audio.

A special Covid-19 Resource page continues to be updated and adapted as the informational appetite of the community changes. Less cancelations are featured and more links to factual information continue to be added to try and prevent mis-information that flows freely over social media channels.

COMMUNITY SERVICE EFFORTS

Charity Auction, Friday, December 4.

All five stations of Big Radio including WCLO organized to present a first-time charitable event to address safety concerns during the Coronavirus Pandemic. Big Radio secured large-ticket items with approximate values of \$600 each (12 items total) to auction online. All five stations dedicated a substantial amount of airtime on 12/4/2020 to close-out one item each hour. At the end of the day, more than \$7500 was raised which flowed to our annual Kids Helping Kids campaign for ECHO and the Salvation Army.

Issues addressed: 10, 13, 14

Kids Helping Kids/ Salvation Army/ECHO Holiday Campaign

During the period between November 27th and December 11, WCLO and all stations of Big Radio participated in an annual “Kids Helping Kids/Ringing and Bringing” campaign. On the day of the event (Friday, December 11th) the stations staffed a 12 hour long marathon broadcast at the Farm and Fleet parking lot where we set up a contactless “drive through drop off” for cash, toys and non-perishables to benefit the local charities. More than \$15, 000 in cash, toys and non-perishable items were received. WCLO donated airtime valued at more than \$3000 in the form of free live remote broadcasts and free promotional announcements encouraging listeners to donate to the annual fund drive.

Issues addressed: 10, 13, 14

Janesville Performing Arts Center LIVE Radio Play

In a year where the performances at theatres was decimated by the pandemic, radio – the original ‘socially distanced entertainment choice’ – came to the rescue. Collaboration with JPAC, Stage One Inc., and local writer/director Jim Lyke resulted in a live radio play broadcast never before aired in history. Jim Lyke wrote the play which debuted for the WCLO audience on December 22, 2020 from 6-6:30.

Issues addressed: 8, 13, 14

WCLO Community Calendar

WCLO accepts notices from all non-profit groups, clubs and organizations for our website listing. Many of these items are also featured as Public Service Announcements on the air as time permits. While not specifically scheduled, we estimate that more than 100 of these types of announcements air in each calendar quarter, giving access of the airwaves to many qualifying organizations.

CAMPAIGN AND ELECTION COVERAGE

2020 Presidential, congressional and local WI political coverage.

WCLO Provided listeners with extensive coverage of the election season throughout the early part of the fourth quarter. In addition to the many political related items logged in our talk guests addendum, WCLO brought listeners these special event coverages:

- Monday 10/5 – a discussion on the Blackhawk Technical College Spending Referendum at 10am.
- Friday, 10/2 – a discussion with officials from the School District of Milton on their referendum at 10am.
- Tuesday, 10/6 - a debate between the two candidates for Wisconsin Assembly District 31 was held from 10-11am.
- Thursday, 10/8 – a debate between the two candidates for Wisconsin’s Second Congressional District was held from 10-11am.
- Monday, 10/12 – WCLO Provided live, continuous coverage of the remarks of Eric Trump, campaigning in Milton, WI.
- Tuesday 10/13 – a debate between the two candidates for Wisconsin Assembly district 45 was held from 9:15-10am.
- Tuesday, 10/13 – a discussion was held with officials from the School District of Clinton about their referendum.
- Thursday, 10/15 – a debate between the two candidates for Wisconsin Assembly District 43 was held from 10-11am.
- Friday, 10/16 – a debate between the two candidates for Wisconsin’s First Congressional District was held from 9:15-10am.
- **Saturday, 10/17 – WCLO Provided live and continuous coverage of President Trump’s appearance at the Southern Wisconsin Regional Airport from 5:30pm until approximately 9pm.**
- Monday, 10/18 – a debate between the two candidates for Wisconsin Assembly District 44 was held from 10-11am.

NOVEMBER 3 ELECTION NIGHT COVERAGE:

WCLO provided extensive coverage of election night 2020 including a discussion panel of local officials and radio station personnel WCLO followed the developments through the evening until it was predicted that Joe Biden had enough electoral votes to win. Follow-up news coverage of the President’s challenges to those results has continued through the entire quarter.

■ PSA INFORMATION – WCLO

As a service to our listeners, WCLO donates much of its 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 after school programs, the arts and many others. A representative listing is available by viewing our current program logs. The estimated monthly airtime total of these types of PSA announcements is approximately 3 Hours per month in total, with a value of more than \$4,200.

WCLO LOCAL TALK SHOW

WCLO's "Your Talk Show" explores community issues and events through the view of callers and the program's host, Tim Bremel. Opinions on all sides of the political spectrum are welcomed and the show also features factual presentation of newsworthy items including political candidate discussions and expert "guest" interviews on a variety of topics. The show's actual topic listing for the quarter is attached for review and podcasts of most shows are available for at least 12 months on the station's website.

STAN MILAM SHOW

The Stan Milam Show, provides additional opportunity for topical insight, opinion and discussion. Guests and topics from this segment can also be found on our talk show and guest addendum.