

WWAX-FM QUARTERLY ISSUES

The following is a list of the more significant issues addressed by WWAX-FM, Duluth, MN for the FIRST quarter in 2016.

This list is by no means complete, nor is the order in which these items appear, intended to imply any degree of priority or significance to these issues.

ISSUE DESCRIPTION	PROGRAM SEGMENT	DATE/TIME	DURATION	DESCRIPTION OF SEGMENT
WINTERFEST 2016	VARIOUS	1/1- 2/27	VARIOUS	CREATED, ORGANIZED AND PROMOTED THE ANNUAL EVENT FEATURING THE GREAT MEDALLION HUNT
WINTERFEST BIG JIG ICE FISHING TOURNAMENT	VARIOUS	1/4 - 2/14	VARIOUS	PROMOTED SPONSORED AND ANNOUNCED AT UMD ATHLETICS' BIGGEST FUNDRAISER OF THE YEAR
JOHN BEARGREASE SLED DOG MARATHON	VARIOUS	1/12- 2/3	VARIOUS	PROMOTED THE MARATHON AND EVENTS SURROUNDING IT
GITCHEE GUMEE BREWFEST	VARIOUS	3/7 - 3/31	VARIOUS	SPONSORED AND PROMOTED THE SUPERIOR JAYCEE'S FUNDRAISER FOR LOCAL PROGRAMS IN THE NORTHLAND
GREAT LAKES POND HOCKEY CLASSIC	VARIOUS	1-1 - 1-24	VARIOUS	SPONSORED AND PROMOTED AND RECRUITED TEAMS AND PARTICIPATED IN THE ANNUAL FUNDRAISER FOR SUPERIOR YOUTH HOCKEY 1-22-24-16
NORTHLAND JOB FAIR	VARIOUS	3/7 - 4/5	VARIOUS	SPONSORED AND PROMOTED THE ANNUAL EVENT WITH OVER 50 BUSINESSES OFFERING LOCAL/REGIONAL EMPLOYMENT
KQDS BEARGREASE MINI SLED DOG RACE	VARIOUS	1/1 - 1/29	VARIOUS	CREATED PROMOTED AND ORGANIZED THIS FREE EVENT WHERE LITTLE DOGS RACED MINI SLEDS
ARC NORTHLAND CHOCOLATE AFTER DARK	VARIOUS	1/25 - 2/9	VARIOUS	SPONSORED AND PROMOTED THE ANNUAL FUNDRAISER FOR ARC NORTHLAND TO HELP PEOPLE WITH DISABILITIES
KERNZ AND KOMPANY HIGH SCHOOL ALL-STAR HOCKEY GAME	VARIOUS	2/24 - 3/8	VARIOUS	SPONSORED AND PROMOTED THE ANNUAL RIVALRY BETWEEN THE IRON RANGE AND DULUTH IN HOCKEY
HOCKEY DAY MINNESOTA	VARIOUS	1/18 - 2/6	VARIOUS	SPONSORED PROMOTED AND HAD A BOOTH AT THE EVENT AT BAYFRONT PARK IN DULUTH
VIKINGS WINTERFEST	VARIOUS	2/9 - 2/21	VARIOUS	SPONSORED AND PROMOTED THE ANNUAL FUNDRAISER FOR THE VIKINGS CHILDRENS FUND IN DULUTH
COMMUNITY CALENDAR EVENTS	VARIOUS	1-1 - 3-31	:60 SECS	921 The Fan airs two :60 rotating calendar of events each hour daily from 6A to 9A AND FROM 2P TO 6P MON - FRI
SCHOOL AND GOVERNMENT CLOSINGS, ETC.	VARIOUS	1-1 - 3-31	90 SECONDS	Through the FIRST quarter, the 921 THE Fan provided free promotion to more than 300 different community and government events.
				WWAX-FM AIRS LOCAL SCHOOL, TRAFFIC, - INCLUDING SPECIAL DAILY SUMMER ROAD CONSTRUCTION UPDATES
				AND GOVERNMENT AND HEALTH ANNOUNCEMENTS DAILY AS THE NEED ARISES
				AND WILL VARY FROM WEEK TO WEEK DEPENDING ON NEED OR SIGNIFICANCE. KQDS-AM REGULARLY INTERVIEWS
				AND SUPPORTS HIGH SCHOOL AND COLLEGE ATHLETICS BY PROVIDING ON-AIR INTERVIEWS AND SCHEDULES
				REGARDING AREA SCHOOLS AND SPORTS TEAMS
NEWSCASTS	6AM - 6PM	1-1 - 3-31	90 SECONDS	WWAX-FM AIRS ONE :60 SECOND NEWSCAST DAILY FROM 6AM TO 12PM SUPPLIED BY THE LOCAL FOX NEWS
				AFFILIATE DETAILING LOCAL NEWS EVENTS AND BULLETINS INCLUDING LOCAL GOVERNMENT, COMMUNITY, HEALTH
WEATHER	6AM - 6PM	1-1 - 3-31	30 SECONDS	WWAX-FM AIRS WEATHER UPDATES TWICE PER HOUR FROM 6AM TO 6PM EVERY WEEKDAY AND 6AM TO 1PM ON WEEKENDS
PSAS VARIOUS TOPICS*	VARIOUS	1-1 - 3-31	:30 - :60 SECS	WWAX-FM AIRED VARIOUS PUBLIC SERVICE ANNOUNCEMENTS THROUGHOUT THE ENTIRE FIRST QUARTER
				REGARDING ISSUES RELATED TO MOTHERS AGAINST DRUNK DRIVING (MADD), EATING HEALTHY VEGETABLES,
				PUTTING CHILDREN IN BOOSTER SEATS, CRIME PREVENTION, ONLINE AND CHAT ROOM BULLYING, CARING FOR THE
				ELDERLY AND SHUT-INS AND YOUNG CHILD DEVELOPMENT.
				* TOPICS INCLUDED
				- Domestic Violence
				- Drunk Driving
				- Obesity prevention
				- Library and reading promotions
				- Underage drinking and drug use
				Disease Prevention
				Depression
				Minority Education
				Blood donation
				- Wildfire prevention
				UNITED NEGRO COLLEGE FUND
				READY.GOV
				AD COUNCIL
				FEED THE PIG
				UNICEF
				SHRINER'S HOSPITAL
				LDS FAMILY SERVICES
				AUTISM SPEAKS
				LUPUS FOUNDATION
				STROKE ASSOCIATION
				CHILD ABUSE PREVENTION
				BOYS AND GIRLS CLUB
				GREAT AMERICAN ADVERTISING
				• RADD
				• Minnesota State High School League
				• Ad Council (topics include drunk driving, underage drinking, domestic violence, disease prevention, forest fire prevention, depression, blood donation, minority education, obesity prevention, literacy)