

**WWSP Community Ascertainment and Programs Problems List
January 10, 2007**

Four times a year, WWSP conducts an ascertainment of community issues and needs. Thereafter, WWSP examines its programming to see how and what the station programs need to address. The process is divided into three parts. In part one, the station contacts five community leaders and requests lists of issues they feel are of importance to the community. In part two, the responses from these interviews are gathered and are ranked in order of importance, i.e. the more times mentioned, the higher the importance. In part three, WWSP reviews its programming over the past three months and provides a list of how the station has programmed for each of the issues identified by community leaders.

Part One: Issues expressed by Community leaders

Name: Mark Maslowski – County Executive; Stevens Point, WI

Issues of importance within the community:

- 1) justice center - site and cost
- 2) ambulance service for portage county – more than one provider
- 3) planning for next year's budget in March and April

Name: John Charewicz – Sheriff; Stevens Point, WI

Issues of importance within the community:

- 1) justice center
- 2) alcohol and drug abuse in portage county – 80% incarcerated criminals committed crimes while under the influence
- 3) ambulance service discussions between the city and the county

Name: Jeffery Morris – Chief of Police; Stevens Point, WI

Issues of importance within the community:

- 1) city elections
 - a. new mayor
 - b. new council members
- 2) financial future of governance
 - a. levy limits
 - b. community development
- 3) crime
 - a. Stevens Point 8th most violent city per capita in the state
 - b. Crimes that result from drug and alcohol abuse

Name: Shirley Simonis – County Clerk; Stevens Point, WI

Issues of importance within the community:

- 1) spring elections
 - a. new mayor
 - b. always low voter turnout for February primaries
- 2) justice center

Name: Mark Barnes – Fire Chief; Stevens Point, WI

Issues of importance within the community:

- 1) election for mayor
- 2) city and county EMS agreement

Part 2: Rank Ordered List of Issues in Order of Importance

- 1) upcoming elections
- 2) justice center
- 3) ambulance service
- 4) alcohol and drug abuse
- 5) budget

Part 3: WWSP Programming for Public Interest, Convenience or Necessity

Issue #1: Upcoming Election

How WWSP programs to this issue:

WWSP is planning special coverage for this event, featuring on-air interviews with the candidates and students opinions on the issues at hand. The topic will no doubt be mentioned in public affairs shows as Election Day draws closer.

Issue #2: Justice Center

How WWSP programs to this issue:

This issue will most likely be addressed during the city government elections. It may come up during the Public Affairs shows. This issue is still relatively new, but WWSP will follow any major developments.

Issue #3: Ambulance Service

How WWSP programs to this issue:

This is another issue that will come up during the election coverage. Public Service Announcements often address health concerns as well.

Issue #4: Drug and Alcohol Abuse

How WWSP programs to this issue:

Public Service Announcements frequently address the issue of alcohol and drug abuse. Campus news reports events that serve as alternatives to alcohol and drug use. Also, Public Affairs features organizations such as

Centertainment, ACT (Association for Community Tasks), and SGA (Student Government Association) that promote said events.

Issue #5: budget

How WWSP programs to this issue:

Budget issues concerning the national and state finances are brought to us through Associated Press, which our newsreaders announce five times daily with an additional news reading during Public Affairs. SGA has a Public Affairs show that will keep listeners updated on budget issues affecting students.

Issue #6: response to chemical spills