

# **Northeast Digital and Wireless Inc.**

**for station**

## **WSKI-AM**

**3rd Quarter – 2020  
July 1 - September 30**

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# Issues of Concern to Listeners Within the WSKI-AM Coverage Area Third Quarter 2020

WSKI-AM broadcasts the nationally syndicated program “The Adam Ritz Show”. The show is “...social awareness radio covering topics from Bullying to Alcohol to Charities and Foundations. Adam travels the country interviewing amazing inspiring people, professional athletes, and social experts.” WSKI-AM feels that listeners in our area place value in personal wellness and generally support the topics discussed in this program.

## July, 2020

### **The Adam Ritz Show**

Sunday, July 5<sup>th</sup>, 2020 – 06:30 AM

We cover a load of topics on today’s show, beginning with Fireworks Safety. History shows the danger of fireworks mixed with alcohol and poor decisions is a recipe for disaster. Stay safe everyone!!! We also cover a Scam Warning for popular scams that happen during this Patriotic Weekend, including fake Military or Veteran charities, and election donation scams.

### **The Adam Ritz Show**

Sunday, July 12<sup>th</sup>, 2020 – 06:30 AM

Jay and Adam start the show with a nod to Ringo Starr, and his 80th birthday this week. To ring in 80, Ringo and his pals performed a livestream charity concert, benefitting Water Aid, The David Lynch Foundation, Black Lives Matter, and Music Cares. Paul McCartney, Joe Walsh, Sheryl Crow, Michael McDonald, Kenny Loggins, and more helped the famous Beatle celebrate the big Eight Oh and raise money and awareness for charity. We also take a look at how polling during the age of Covid contributes to the way we react and make decisions during this New Normal.

### **The Adam Ritz Show**

Sunday, July 19<sup>th</sup>, 2020 – 06:30 AM

Adam and Jay cover a lot of ground on this show, start with 100 Million Trees. The search engine Ecosia just planted their 100 millionth tree. Ecosia has used the majority of their revenue to plant trees over their 11 year history. We also report on the fittest city in America, the myth of the 5 Second Rule, and we take a look at a sporting event that just had 20,000 fans... the largest gathering of fans in almost half a year.

### **The Adam Ritz Show**

Sunday, July 26<sup>th</sup>, 2020 – 06:30 AM

There’s another movie reunion for charity, this time benefiting World Central Kitchen to help feed the hungry. Katie Couric hosted the cast and crew of The Parent Trap, including Lindsay Lohan and Dennis Quaid, to talk about the 1998 movie. Couric posted it to her Instagram. The video has links to donate to World Central Kitchen. We also cover more life under Covid, including social distancing advice in restaurants.

## August, 2020

### **The Adam Ritz Show**

Sunday, August 2<sup>nd</sup>, 2020 – 06:30 AM

This show begins with a report on a charity product from Cedar Electronics (<http://www.cedarelectronics.com>). Portions of the proceeds from their Cobra Pink CB Radio will go to Breast Cancer Awareness and Research. Real Truck Drivers use pink CB's! So look for a pink CB Radio in a Big Rig near you! We also take a look at more 'Life Under Covid' as 2020 slowly moves along.

### **The Adam Ritz Show**

Sunday, August 9<sup>th</sup>, 2020 – 06:30 AM

This show features an initiative from Turkey Hill Convenience Stores to raise money and awareness for Disabled American Vets. By rounding up your change to the nearest dollar at check out, Turkey Hill and their sister stores are hoping to raise \$250,000 for Disabled American Vets, an organization that helps over 1 million veterans access a full range of benefits, every year. We also dive deep into a few National Awareness Days in August, including Duran Duran Appreciation Day on August 10.

### **The Adam Ritz Show**

Sunday, August 16<sup>th</sup>, 2020 – 06:30 AM

We start the show with the story of two Michigan boys who found a wallet stuffed with more than \$500 in cash. Rather than keep it, they turned it in to police. The Wayland Police Department announced that the boys, Logan Mishoe, age 14, and Austin Nichols, age 13, would be honorary "Citizens of the Day" for their good deed. We also continue our look at Life Under Covid with the emergence of E Sports in lieu of Real Sports.

### **The Adam Ritz Show**

Sunday, August 23<sup>rd</sup>, 2020 – 06:30 AM

This episode features a conversation with Dr. Robb Bell. We talk about his latest book called 'No One Gets There Alone.' This book is about helping others, not only in athletics, but in the corporate world as well, with an athletic mindset. Life is a competition, and No One Gets There Alone! This show also features a report on Norwegian Cruise Lines' work with the Make A Wish Foundation.

### **The Adam Ritz Show**

Sunday, August 30, 2020 – 06:30 AM

This episode features a conversation with Charlie Kimball. Charlie is a professional race car driver hitting speeds over 200 MPH on the Indy Car racing circuit. As a young adult, Charlie was diagnosed with Diabetes. Currently he is an ambassador for the JDRF. The JDRF funds type 1 diabetes research, turning Type One into Type None. Learn more about Charlie's efforts at <http://www.charliekimball.com/>.

## September, 2020

### **The Adam Ritz Show**

Sunday, September 6th, 2020 – 6:30 AM

We begin this show with research showing that taking off your shoes at home probably isn't the biggest thing to worry about in the world of Germs and Bacteria. We offer a few other germ tips to look out for in addition to or instead of taking off the shoes. We also take a look at a few changes in the fast food industry, as well as a new shuffle feature from Netflix to help make Family Movie Night more efficient.

### **The Adam Ritz Show**

Sunday, September 13, 2020 – 6:30 AM

On this episode we discuss the new version of the Jerry Lewis MDA Telethon, hosted by Kevin Hart. This re-imagination of the great television cause to raise money for MDA, will be hosted by the comedian and his charity. The 2 hour tv special will be called The MDA Kevin Hart Kids Telethon, and airs October 24th. We also take a look at America's satisfaction with the Summer of 2020, more family movie night options, and hit on the start of the NFL season.

### **The Adam Ritz Show**

Sunday, September 20, 2020 – 6:30 AM

On this episode we highlight an organization that has raised over \$1 Million for Prostate Cancer, while having some fun with beard growth. SeptemBeard.org promotes being a hero by growing a beard, and raising awareness and money, during Prostate Cancer Awareness Month. We also hit on financial advice, and talk about your dog's vocabulary.

### **The Adam Ritz Show**

Sunday, September 27th, 2020 – 6:30 AM

We begin the show with a recent experience Adam had buying tires at Tire Plus. With an easy donation at the register, you can give to a great organization like The Boys and Girls Clubs of America, to help kids Stay in School, Lead a Healthy Lifestyle, Avoid Risky Behavior, Develop Leadership Skills, and Build Strong Character. We also discuss fall activities do do with your family on this, the first weekend of Autumn!