

First Quarter 2020

WV BW fm (Norfolk, VA)

The following is a list of some of the significant issues responded to by the station along with the most significant programming treatment of those issues for the quarter. The listing is by no means exhaustive. The order in which issues appear does not reflect a priority or significance.

*Animals

*Children

*Domestic Violence

*Environment

*Family

*Finance

*Health

*Public Safety

January Public Service Announcements

Total PSAs aired for the month = 30

Issue: Children/Foster care to adoption

Title/Description: Teens' need for families is real. So are the rewards.

Only 5% of children who are adopted are between the ages of 15 and 18. This message encourages potential parents to consider adopting a teen to bring them into their hearts and homes.

Length: 30 seconds

Dates: 01-06-20 to 01-31-20

Issue: Finances

Title/Description: Saving for Retirement

57% of African American households have no retirement savings. This message works to empower African Americans to start preparing for their future and offers free tips to boost retirement savings.

Length: 30 seconds

Dates: 01-06-31 to 01-31-20

Issue: Children/Child safety

Title/Description: Child Car Safety

Motor vehicle crashes are the leading cause of death for children under 13. This message tells parents how to select the proper car seat along with proper placement in a vehicle based on the age of the child.

Length: 30 seconds

Dates: 01-06-20 to 01-31-20

Issue: Children

Title/Description: Girl Scouts

Lessons that last a lifetime are taught through the Girl Scouts program and this message encourages participation while alerting the public about Girl Scout cookie sales.

Length: 60

Dates: 01-06-20 to 01-31-20

Issue: Public Safety

Title/Description: Homeland Security

This “If you see something, say something” campaign aims to empower individuals to protect their neighbors and communities. It is also an effort to raise awareness about the indicators of terrorism along with the importance of reporting suspicious activity.

Length: 30

Dates: 01-06-31 to 01-31-20

Issue: Environment

Title/Description: Keep America Beautiful

This message strives to end littering and to improve recycling to beautify our communities.

Length: 30

Dates: 01-06-20 to 01-31-20

Issue: Domestic Violence

Title/Description: Safer Together

The Banfield Foundation is committed to raising awareness about the link between domestic violence and animal abuse. Professional football player, Russell Wilson, is on board and serves as their advocate.

Length: 30 seconds

Dates: 01-06-20 to 01-31-20

Issue: Children

Title/Description: Discovering Nature

Studies show that 79% of kids wish they could experience more outdoor adventures. This PSA encourages parents and caregivers to visit a forest or park with their families to discover the outdoors.

Length: 30 seconds

Dates: 01-06-20 to 01-31-20

Issue: Public Safety

Title/Description: Social Security

This message warns listeners about the threat of telephone scams and explains how to identify as well as report fraudulent calls.

Length: 60 seconds

Dates: 01-06-20 to 01-31-20

Issue: Pet Adoption

Title/Description: Shelter Pet Adoption

Millions of cats and dogs are in animal shelters. This message shares stories of everyday people and their pets that encourage potential adopters to visit a shelter and give an animal a forever home.

Length: 30 seconds

Dates: 01-06-20 to 01-31-20

Issue: Children

Title/Description: International Children

Opportunities for children around the globe are not as they are in the United States. This message highlights issues like education, poverty and inadequate health care.

Length: 30 seconds

Dates: 01-02-20 to 01-31-20

Issue: Health

Title/Description: Diabetes Awareness

The number of cases of diabetes increases annually and the American Diabetes Association works to education the public about prevention, warning signs and proper treatment.

Length: 30 seconds

Dates: 01-02-20 to 01-31-20

Issue: Public Safety

Title/Description: Texting and Driving

Texting and driving is not only dangerous, but illegal. Drivers could face steep fines in the Commonwealth of Virginia and July brings a hands-free law into effect.

Length: 30 seconds

Dates: 01-02-20 to 01-31-20

Issue: Health

Title/Description: Autism Awareness

While the cause of the onset of autism is not completely clear, methodologies for children and adults to have fulfilling lives while being impacted by autism have improved. This message provides resource information.

Length: 30 seconds

Dates: 01-02-20 to 01-31-20

Issue: Adoption

Title/Description: Expecting a Teen

Teens ages 13 to 18 fill group homes all over America waiting for foster families and adoption. This campaign encourages those considering fostering or adopting to open their hearts and homes to a teen.

Length: 30 seconds

Dates: 01-02-20 to 01-31-20

Issue: Family

Title/Description: Fatherhood Involvement 30

In the African American community, single parent families are all too common with mom raising her child or children alone. The influence and guidance of a father or father figure cannot be replaced. This message promotes mentor programs like Big Brother Big Sisters.

Length: 30 seconds

Dates: 01-02-20 to 01-31-20

Issue: Family

Title/Description: Know your girls

As little girls grow into teens and young adults, their needs, behavior and goals tend to change. Being present and staying close to them as well as their friend circle is vital to keeping them safe and on track for a positive future.

Length: 30 seconds

Dates: 01-02-20 to 01-31-20

Issue: Environment

Title/Description: Earth Justice

This PSA talks about the issue of climate change and small ways each person can make a difference.

Length: 30 seconds

Dates: 01-02-20 to 01-31-20

February Public Service Announcements

Total PSAs aired for the month = 42

Issue: Children/Hunger

Title/Description: Feeding America's campaign states that 11 million children in the United States don't have enough to eat and they're efforts work to help listeners understand the breadth and depth of the issue.

Length: 60 seconds

Dates: 02-03-20 to 02-28-20

Issue: Emergency Preparedness

Title/Description: Planning Ahead alerts the public to the importance of being prepared when disaster strikes. It's estimated that nearly every area in the U.S. will deal with an emergency in the next decade.

Length: 30 seconds

Dates: 02-03-20 to 02-28-20

Issue: Health and Safety

Title/Description: February is American Heart Month and a good time to encourage listeners to make sure their blood pressure numbers are within a healthy range.

Length: 30 seconds

Dates: 02-03-20 to 02-28-20

Issue: Social Security

Title/Description: The Director of the Social Security Administration is warning the public against scams that come both over the phone and over the internet, what to do if it happens and how to protect oneself.

Length: 60 seconds

Dates: 02-03-20 to 02-28-20

Issue: Health

Title/Description: National Eating Disorders Week highlights the issue and provides information on how to recognize the problem, what may trigger it as well as where to get assistance.

Length: 60 seconds

Dates: 02- 23-20 to 02-29-20

March Public Service Announcements

Total PSAs aired for the month = 66

Issue: Children/Foster care to adoption

Title/Description: Teens' need for families is real. So are the rewards.

Only 5% of children who are adopted are between the ages of 15 and 18. This message encourages potential parents to consider adopting a teen to bring them into their hearts and homes.

Length: 30 seconds

Dates: 03-01-20 to 03-29-20

Issue: Finances

Title/Description: Saving for Retirement

57% of African American households have no retirement savings. This message works to empower African Americans to start preparing for their future and offers free tips to boost retirement savings.

Length: 30 seconds

Dates: 03-01-20 to 03-29-20

Issue: Children/Child safety

Title/Description: Child Car Safety

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Dates: 03-01-20 to 03-29-20

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Issue: The Environment

Title/Description: Earth Justice

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Dates: 03-01-20 to 03-29-20

Issue: Health

Title/Description: American Red Cross Blood Drive

The radio station teamed up with our neighbor, The Holiday Inn, to host a blood drive. As a result of COVID-19, blood supply levels have been critically low.

Length: 60 seconds

Dates: 03-01-20 to 03-03-20

Issue: Children

Title/Description: St. Jude Dream Home

The Hampton Roads St. Jude Dream home was built in the city of Norfolk and this message promotes tickets sales, a virtual tour and information on the mission of St. Jude Children's Hospital.

Dates: 03-01-20 to 03-29-20