

## **4Q 2015 Issues Programming**

**WJBO-AM**

**KRVE-FM**

**WYNK-FM**

**WLRO-AM**

**WFMF-FM**

## 2015 Community Issues iHeart Media – Baton Rouge

### **Crime**

- *Drug-related violent crime*
- *BRAVE initiative effectiveness, expansion*

### **Education**

- *Improve K-12 public school performance in EBR*
- *Adequate funding for and accountability in higher education*
- *Support for TOPS as initially defined*
- *Overcrowding of schools in outlying parishes*

### **Economy/Economic Development**

- *Retain/expand current businesses*
- *Attract new businesses*
- *Effectiveness/return of tax incentives*
- *Expanding downtown development, including residential*

### **Government/Politics**

- *Working of Louisiana Legislature, Metro Council and regional parish councils*
- *Cost of running for public office*
- *Public apathy*

### **Healthcare**

- *Access to care for un-and under-insured, especially North Baton Rouge*
- *Affordable health care for all*
- *Declining mental health spending*

### **Infrastructure**

- *Interstate traffic congestion*
- *Traffic signal synchronization*
- *Progress of federally mandated sewer upgrade*
- *Troubled public transportation system (CATS)*

### **Quality of Life**

- *Support museums, libraries, etc*
- *Citizen involvement*

### **Taxes**

- *Tax proposals need convincing argument to pass*
- *Proof that taxpayer's money is well spent*
- *City of St George incorporation efforts*

**“Of Interest to You”**

**7:00 am**

**WJBO, WRLO, WFMF-FM, KRVE-FM**

**8:00 am**

**WYNK-FM**

**“Morning News” Interviews**

**5:00 – 9:00 am**

**“Arts Council”**

**7:30 am**

**WJBO, WRLO, WFMF-FM, KRVE-FM**

## Of Interest to You

Weekly Public Affairs Interview Program for Heart Media Baton Rouge  
 29:30 Sundays 7 am - WJBO-AM, KRVE-FM, WLRO-AM, WFME-FM; 8 am - WYNK-FM

### October 2015

DATE	GUEST	TOPIC	ISSUES
04	Barry Erwin, Pres/CEO Council for a Better Louisiana (CABL)	(cont'd) 2015 Election Agenda – previous topics include economy & Innovation and Education. This week – Medicaid expansion; coastal Restoration Protection and Restoration; statewide water management	Health 10:15 Infrastructure 05:52
	Michael DeRisto, VP Baton Rouge Area Chamber (BRAC)	BRAC's Gubernatorial Election Platform – six public policy issues. This week Capital Region transportation crisis; adequate funding to ensure LSU is the state's premier university; and expanding healthcare for the working poor.	Education 04:15 Healthcare 03:35 Infrastructure 04:05
11	Michael DeRisto, VP Baton Rouge Area Chamber (BRAC)	(cont'd) BRAC's 2015 Gubernatorial Platform - maintain and elevate the state's economic growth; increase supply to trained workers to meet increased workforce demand; and prioritize and incentivize innovation and the 'knowledge' economy.	Economy 14:00
	Kristen Lizana, Mentoring Director Big Buddy Program	History of Big Buddy and their Annual Day of the Mentor on October 23rd	Other 09:00
18	Spencer Watts, Director EBRP Library System	Explains importance of the tax renewal on the October 24 <sup>th</sup> ballot. It provides 98-percent of the systems funding, and if not renewed, the system could shutdown by February.	Taxes 09:12
	Dwayne Sanburn, Owner 13 <sup>th</sup> Gate	History of one of the nation's best haunted houses and it's economic impact on the Capital Region	Economy 18:35
25	Elliott Stonecipher Political analyst, Demographer	The role polling and surveys play in elections; how polling questions can be phrased to produce the required response	Govt/politics 20:05
	Kelley Stein, Founder 1031 Consortium	Annual Halloween Gala and Parade – fundraisers for OLOL Children's Hospital and the GBR Food Bank	Other 07:48

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## November 2015

DATE	GUEST	TOPIC	ISSUES
01	Pearson Cross, Poli-Sci UL Lafayette	Analysis of the 10/24 vote in the governor's and other statewide offices; four constitutional amendments, etc	Govt/politics 10:15
	Elliott Stonecipher Political Analyst	(contd) How the role of media in politics has changed	Govt/politics 17:10
08	John Kennedy, State Treasurer	How the state's budget crisis can be addressed by the newly elected administration; START college fund program	Taxes 27:50
15	Don Redman, AAA	Explains rising price at-the-pump and how high they will likely go.	Economy 04:08
	Trey Edwards, PR Winn Dixie	Veteran's campaign with proceeds going to the Wounded Warriors Project	Other 06:29
	Alex Juan, Exec Director USS Kidd and Veteran's Museum	History of the ship and museum; attraction for veteran's and the general public	Economy 13:17
	Ronald Reagan, Pres	Veteran's Day 1958 speech at Arlington National Cemetery	Other 03:28
22	Bobby Jindal, Governor State of Louisiana	Why he is ending his quest for the GOP Presidential nomination	Govt/politics 02:08
	James Wascom, Chief Fire District 4, Livingston Parish	Outlines importance of tax renewal be approved by voters; how the revenue is spent; what services would be trimmed if not renewed.	Taxes 07:54
	Brett Meredith, Capt Salvation Army	History and mission; Christmas fundraising; Angel Tree; future building and services	Other 17:30
29	Elliott Stonecipher Political analyst and demographer	Recaps runoff election results; surprises; what losers are likely to do in the future.	Govt/politics 06:17
	Ken Davis, historian and NYT best-selling author	Thanksgiving Special	Other 21:45

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### December 2015

DATE	GUEST	TOPIC	ISSUES
06	Michael Acaldo, CEO St Vincent DePaul	Holiday and cold weather preparations; pharmacy update; capital improvement projects	Other 15:10
	Pearson Cross, Assoc Prof PoliSci ULL	The budget challenges facing governor-elect John Bel Edwards; Medicaid expansion; House and Senate leaders and staff appointments.	Govt/politics 02:20 Healthcare 04:15 Taxes 05:17
13	John Bel Edwards Governor-elect	Bio of the man elected to be Louisiana's next governor	Govt/politics 27:33
	John Bel Edwards	Victory comment/promise on runoff election night	Govt/politics 00:09
20	Sid Newman, Executive Dir Crime Stoppers of GBR	History of Crime Stoppers; when it began in Baton Rouge; how anonymity is assured; impact of technology, ie text messages	Crime 27:54
27	Don Redman, AAA	Holiday travel forecast; impact of lower gas prices	Economy 05:50
	Ken Davis, Historian and NYT best-selling author	Christmas Special – dispelling myths	Other 22:00

# WJBO Issues Interview Log

## 2015 – 4<sup>th</sup> Quarter

“WJBO Morning News”

DATE/TIME	Length	GUEST/ORGANIZATION	ISSUES
10/11 5:40 and 7:40	03:15	Jeremy Alford, Publisher LA Policitics.com – Preview 10/24 Louisiana statewide election	Govt/politics 03:15
10/13 6:40 and 8:40	03:25	Jeremy Alford, Publisher LA Policitics.com – Preview CNN Democratic debate	Govt/politics 03:25
10/15 5:10 And 7:10	03:23	Layton Ricks, President, Livingston Parish – updates Juban Landing development and infrastructure.	Economy 02:23
10/23 5:10 and 7:10	03:41	Elliott Stonecipher, political analyst – previews 10/24 primary election and possible ‘surprises’	Govt/politics 03:41
10/27 7:10	05:10	LA Cong Steve Scalise, House Majority Whip – defense bill, Obamacare, Speaker election	Govt/politics 05:10
10/28 5:10 And 7:10	03:37	Julio Malara, Publisher, 225 Magazine – 10 <sup>th</sup> Anniversary – How Baton Rouge has changed	Economy 03:37
11/06 7:40	05:05	Chris Bowman, political analyst – impact of Republican Dardenne endorsing Democrat Edwards in gubernatorial runoff	Govt/politics 05:05
11/11 8:40	03:37	Quint Davis, Producer, Bayou Country Superfest – line-up for 2016	Economy 03:37
11/12 6:10 and 8:10	03:20	Dr Al Johnson - treats PTSD in returning veterans	Healthcare 03:36
11/12 6:40 and 8:40	04:36	Cong Garrett Graves – port, waterway, flood control and ecosystem restoration. Such projects could be positive for the economy	Infrastructure 04:36
11/24 5:10 and 7:10	03:53	Doc Griggs – tips to avoid/treat indigestion	Health 03:53
12/09 6:10 and 8:10	03:35	John Kennedy, State Treasurer – explains what’s involved for the state to expand Medicaid	Healthcare 03:35
12/21 5:10 and 7:10	03:27	Holly Signorelli, CPA –how to avoid charity donations that can mean trouble with the IRS	Economy 03:27
12/23 5:10 And 7:10	03:15	Holly Signorelli, CPA – tax traps for charitable donations	Crime 03:15
12/29 5:10 And 7:10	03:40	Doc Griggs – workout mistakes that can make you sick	Health 03:40

## The Arts This Week

Weekly Public Affairs Program for iHeart Media Baton Rouge, presented by the Arts Council of Greater Baton Rouge. **The issue, unless otherwise indicated, is Quality of Life.**  
**24:30 Sundays 7:30 am - WJBO-AM, WLRO-AM, WFME-FM, KRVE-FM**

**4<sup>th</sup> Q 2015**

DATE	GUEST	TOPIC
	<b>Malcolm Robinson, Host Arts Council of Greater Baton Rouge</b>	
10/04	John Kaufman, Direct of Marketing Manship Theatre	Types of music, dance, drama, etc presented
10/11	Margaret Harmon, Past Pres Regional Arts Council of Zachary	Zachary Fall Art Crawl
	Kate Bradshaw Louisiana Public Broadcasting	Friends of LPB's annual Art Rocks! Art and travel auction
10/18	Molly Dahlberg Opera Louisiana	"Hansel and Gretel" performance and the Halloween Opera Ball
	Sharon Furrate Bailey Futures Fund	Night Gallery event
	Maxine Crump BR Blues Foundation	Previews up-coming gala
10/25	Fairleigh Jackson, Executive Dir Foundation for Historical Louisiana	Annual gala
	Robin McAndrew, Community Arts and Outreach Director Arts Council of GBR	Adult art classes, and outreach efforts
11/01	Brandy Johnson, PR Director DeBose Foundation	Overview of programs through February 2016
	Jeanne Lockett, Education Curator Lauren Hawthorne, Programs Coord West Baton Rouge Museum	November programs and exhibits
	Jenny Ballard, Managing Artistic Dir Theatre Baton Rouge	"The Miracle Worker" opens Friday
11/08	Robin Palmer, Author	Presents Writer's Workshop
	Henry Turner, Jr, musician, bandleader, songwriter	The Henry Turner Jr Listening Room
	Robin McAndrew, Community Arts and Outreach Director Arts Council of GBR	Programs available through Community Arts and Outreach
11/15	Repeat 11/08	
11/22	Christy Benoit, E/D BR Ballet Theater	"Nutcracker" production and ticket scalpers
	Brian Shaw, Prof LSU Jazz Studies	"Cold Winter Nights, Hot Jazz"
	Neda Parandian, POP Art Director	End of season events
11/29	Jovan Zivcovic, Artistic Director	Upcoming concerts



	Kristy Mayes, Interim Development Director Kids Orchestra	
	John Dickson, PhD, Director LSU Choral Studies	Candlelight concert
12/06	Cary Byrd, Pres and executive Dir BR Symphony	Holiday and 2016 offerings, including Home for the Holidays. And Masterworks Series
	Toni Brown, Education Director Arts Council	Poetry Out Loud – local, regional and national spoken word competition
12/13	Jenny Ballard, Managing Artistic Director Theater Baton Rouge	Details of upcoming productions "Into the Woods", "Disney's Little Mermaid", and "A Christmas Carol".
	Elizabeth Weinstein Douglas Kennedy LA Arts and Science Museum	Information about new admission pricing structure, the planetarium, the ancient Egypt Gallery, and more.
	Glen Walden, Board Member LA Sinfonietta	Upcoming performances at the LSU School of Music through April 2016
12/20	Fran Huber, Asst Dir Collections LSUMOA	Current exhibits
	Sam Irwin, author	New book "It Happens in Louisiana" peculiar tales, traditions and recipes from the bayou.
12/27	Repeat 12/20	