

WFMF  
 Baton Rouge, LA  
 Quarterly Issues/Programs List  
 Third Quarter, 2021  
 09/30/2021

WFMF  
 Quarterly Issues/Programs List

WFMF provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

**Section I  
 LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Mayor Omar Neal, former Mayor of Tuskegee and Michelle Hillman, Chief Campaign Development Officer of the Ad Council. Omar and Neal discussed the Tuskegee Study and the theme of "tragedy to triumph." The aim is to inspire Black communities to get informed about the COVID-19 vaccines, knowing that Tuskegee is, rightfully, one of the reasons behind a lot of mistrust and inaction. Jared Moskowitz, former director of Florida's Division of Emergency Management talks with Ryan Gorman about the National impact of the Surfside building collapse, hurricane preparedness, and mass shootings.	O. NEIL, M. HILLMAN	07/04/2021 07:05 AM	029:48

Promoting Arts In Baton Rouge	Arts Council 7/4/21 (23:00)	Timmie Callais and Erika Pattman talk local theatre and their new radio show, The Radio Drama Club.	Timmie Callais and Erika Pittman	07/04/2021 07:39 AM	022:59
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Phil Klotzbach, Research Scientist in the Department of Atmospheric Science at Colorado State University - What you need to know about hurricanes and hurricane season. Steve Bowen, Managing Director and Head of Catastrophe Insight at Aon - Record heat and wildfires out West, and a look ahead at what to expect for the rest of 2021.	P. KLOTZBAUGH, S. BOWEN	07/11/2021 07:06 AM	029:49
Promoting Arts In Baton Rouge	Arts Council 7/11/21 (23:00)	Miles Boone discusses photography, music, and the process of writing his book of poetry.	Miles Boone, artist/Writing In Color instructor	07/11/2021 07:41 AM	023:03
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Aditi Nerurkar - Harvard Medical School Physician - Dr. Nerukar discussed the latest COVID Outbreak and the highly contagious Delta variant which according to the CDC now accounts for about 58% of all COVID-19 cases in the United States. Nerukar also gave us a vaccine update. Rishad Tobaccowala - Chief Growth	DR NERURKAR R TOBACOWALA	07/18/2021 07:05 AM	029:50

		Officer at Publicis Groupe, Author & Futurist. Tobaccowala talked about workplace challenges and changes following the pandemic. He discussed how the key skill is getting people to see, think and feel differently about how to grow themselves, their teams and their company.			
Promoting Arts In Baton Rouge	Arts Council 7/18/21 (23:00)	Leslie Charleville talks about her journey as an artist and the Japanese art form gyotaku.	Leslie Caharleville - artist of gyotaku japan art style	07/18/2021 07:39 AM	022:59
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Joseph Allen, associate professor, and director of the healthy buildings program at Harvard University's school of public health - Latest on the pandemic and a Delta variant and vaccine Q&A Dr. Brian Latell, Adjunct Professor and Senior Research Associate at the Institute for Public Policy at Florida International University, who has 35 years of experience serving the CIA and National Intelligence Council on issues involving Latin America - Understanding the situation in Cuba Enrique Santos,	J. ALLEN, B. LATELL, E.SANTOS	07/25/2021 07:06 AM	029:53

		iHeartRadio Morning Show Host - Personal connection to what's happening in Cuba			
Promoting Arts In Baton Rouge	Arts Council 7/25/21 (23:00)	Jonathan Mayers talks about being named the new Poet Laureate, how he creates art in several genres, and his work at saving the Louisiana Creole language.	Jonathan Mayers, Baton Rouge Poet Laureate	07/25/2021 07:41 AM	023:00
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Vivek Murthy served as the 19th and now 21st Surgeon General of the United States under Presidents Obama and Biden. The surgeon general discussed the rapid increase in COVID-19 and called it an "all-in moment" for the nation as the coronavirus pandemic becomes a more regional phenomenon. Murthy discussed the Delta variant and the CDC's recommended mask mandate. He talked about the necessity for Americans to get vaccinated asap and the potential for a booster shot. Robert Lewis, National Communications Director for the Disabled Veterans of America. The Disabled American Veterans is an organization created in 1920 by	Dr. V. Murthy, R. Lewis	08/01/2021 07:05 AM	029:46

		World War I veterans for disabled military veterans of the United States Armed Forces that helps them and their families through various means. Lewis discussed how the DAV helps veterans get the benefits they've earned and talked about their mission in the face of COVID-19.			
Promoting Arts In Baton Rouge	Arts Council 8/1/21 (23:00)	Clay Achee, Artist Advisory Board member, will break down the art of puppetry, his filmmaking journey, and his current project, "Ziggy's Arts Adventures."	Clay Achee, puppeteer	08/01/2021 07:39 AM	023:02
Methodist Children's Home	OITY for Sunday 8 Aug 2021	Patrick Blanchard with the Methodist Children's Home and Dr. Monica Stevens, assistant professor of psychiatry at the Tulane University School of Medicine, discuss a new children's home under construction in Loranger.	P. Blanchard, M. Stevens	08/08/2021 07:05 AM	027:50
Promoting Arts In Baton Rouge	Arts Council 8/8/21 (23:00)	Justin Garner, R&B singer/songwriter, talks about becoming part of the Recording Academy Class of 2021, the future of R&B, and his current projects.	Justin Garner, singer/songwriter	08/08/2021 07:37 AM	023:16
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Rachel Villanueva - President of the National Medical Association. Dr. Villanueva is a	Dr. R. Villanueva, Dr. D. Dye	08/15/2021 07:06 AM	029:49

		<p>women's health expert and advocate who is committed to reproductive justice, health equity, workforce diversity, and disease prevention. Dr. Villanueva spoke about COVID's impact on the black community. She talked about how we all can lower COVID-19 infections with vaccinations and masks. Villanueva discussed why National Medical Association, which advocates on behalf of African American physicians and patients, is one of dozens of health care organizations that recently signed a joint statement in support of COVID-19 vaccine mandates for all workers in the industry. Debra Dyer, MD, chair of the American College of Radiology Lung Screening Committee. Dr. Dyer discussed how that lung cancer kills more people than breast, colon and prostate cancer combined. She talked about the new federal guidelines that have nearly doubled the number of Americans</p>			
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		eligible for lung cancer screening – proven to greatly reduce lung cancer deaths and what we should all know about the disease. Dyer mentioned Kathy Griffin's recent diagnosis with lung cancer and how it can strike non-smokers too.			
Promoting Arts In Baton Rouge	Arts Council 8/15/21 (23:00)	Rodneyna M. Hart, Division Director for the Louisiana State Museum, talks about the traveling exhibit, "The Negro Motorist Green Book" coming to Baton Rouge and the Green Book's history in Baton Rouge and Louisiana.	Rodeyna Hart, Dir., Louisiana State Museum	08/15/2021 07:39 AM	023:02
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Jody Thomas with the Meg Foundation is a licensed clinical psychologist, and specialist in pediatric medical illness and trauma. The Meg Foundations' goal is to empower families with pain management strategies, skills, and support needed to prevent and reduce pain. Thomas discussed how needle anxiety may be a barrier to some people seeking the COVID-19 vaccination... research shows that a quarter of adults and 2/3 or	Dr. Thomas & S. Raviv.	08/22/2021 07:04 AM	029:47

		<p>similar of children have enough worry about getting shots that it affects their health care choices. Thomas talked about where needle fear comes from, why is this not talked about more, and what can be done to help people struggling with this issue. With back to school here, Dr. Thomas explained how needle fear is different for kids versus adults. Shaun Raviv is a freelance journalist based in Atlanta. Raviv has written features for Wired, Smithsonian, Deadspin, BuzzFeed, and The Washington Post. He is the host of new podcast Long Shot: The 250-Year Journey to the COVID-19 Vaccine. Raviv talked about the evolution of vaccines from the very first inoculators to the research, methods, people, and companies behind today's vaccines. Raviv explained his experience interviewing scientists, and vaccine creators and told us how his podcast deals with the facts, myths and legends behind</p>			
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		vaccinations, with information from more than 1000 years ago.			
Promoting Arts In Baton Rouge	Arts Council 8/22/21 (23:00)	Antione Lacey talks about his growth through his own personal lens and his exhibit "Black Joy in the Sun" at the Bluebonnet Library.	Antonie Lacey, Photographer/Poet	08/22/2021 07:37 AM	022:58
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Leonard Weather, an OB-GYN in Louisiana and Immediate Past President of the National Medical Association. Dr. Weather discussed the latest on COVID/the Delta variant. He provided information on the safety and efficacy of the vaccines, address hesitancy in the Black community, encouraged listeners to get vaccinated, and discussed the latest CDC recommendations on vaccinations for pregnant people. Dr. Weather also talked about the latest news on potential booster shots and vaccine enhancements. David Loyn was an award-winning foreign correspondent for 30 years for the BBC and author THE LONG WAR: The Inside Story of America and Afghanistan Since 9/11. Loyn has	Dr. L. Weather, D. Lyon	08/29/2021 07:07 AM	029:47

		reported from such places as Moscow, Kosovo, Delhi, Kashmir, Sri Lanka, Iraq, and Kabul, and has covered every significant event in Afghanistan since 9/11. Loyn talked about his new book and discussed our relationship with Afghanistan, America's longest war, the latest news, and where we go from here now that the Taliban are back in power.			
Promoting Arts In Baton Rouge	Arts Council 8/29/21 (23:00)	Mary Durusau from the Old State Capitol & Ariana Robinson of Bayou Cirque talk about "Dreamland at the Old State Capitol" happening Sunday, September 12th.	M. Durusau, A. Robinson	08/29/2021 07:42 AM	022:58
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Cristina Jones, CMO at Salesforce.org. Jones discussed the social issues that have the potential to lift our community and improve the state of the world. She talked about the importance of leveraging technology, content, and brands to propel discussions for the greater good of society and how organizations are being challenged to move beyond crisis donations and forge partnerships to	C. Jones, B. Solish	09/05/2021 07:08 AM	029:50

		drive real and significant social impact. Barb Solish Director of NAMI's Youth and Young Adult Initiatives. Solish talked about the challenges for kids going back-to-school and the issues they will face with mental health. She offered some best practices for parents, teachers, and kids to deal with the 2021-2022 school year and how everyone can best support wellbeing and mental health.			
Promoting Arts In Baton Rouge	Arts Council 9/5/21 (23:00)	Renee Chatelain, president and CEO of the Arts Council of Greater Baton Rouge, discusses the Arts Council's Creative Relief program in the wake of Hurricane Ida.	R. Chatelain	09/05/2021 07:43 AM	023:04
Patriotism, Mental Health, Re	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Elvis Duran Host of the Nationally Syndicated Elvis Duran Show - Elvis relived his experience of being on-air as the September 11th attacks unfolded. He talked about how the last 20 years have impacted both history and New York. Torie Clarke - Former Assistant Secretary of Defense for Public Affairs under Donald Rumsfeld -	E. Duran, T. Clarke, S. Sonst	09/12/2021 07:05 AM	028:49

		A firsthand account of the September 11th attack on the Pentagon. Q104.3's Shelli Sonstein - New York Morning Show Host & Host of the 9/11 Stories Podcast - Sonstein combined stories of Port Authority Police Officer Will Jimeno and NYPD Detective Scott Strauss, one of the heroes who risked his life to save him. Donna Gibson President of the Friends of Flight 93 National Memorial - Remembering United Airlines Flight 93 and discussing the Shanksville, PA memorial.			
Promoting Arts In Baton Rouge	Arts Council 9/12/21 (23:00)	Jason Andreasen, president and CEO of Baton Rouge Gallery, discusses Movies & Music on the Lawn, an Ebb & Flow Festival Season event.	J. Andreasen	09/12/2021 07:39 AM	020:45
Personal Health, Mental Healt	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Lisa Skinner, behavioral expert in the field of Alzheimer's and author of, "Truth, Lies and Alzheimer's: Its Secret Faces" talked about September 21st marking World Alzheimer's Day... A day to listen, learn and educate others about this devastating disease and how it impacts those	L. Skinner, G. Greene	09/19/2021 07:04 AM	029:46

		battling it, loved ones or caretakers, and those to be diagnosed in the future. Skinner gave insight on some tools family members, spouses, children, and caregivers can use to effectively manage the symptoms of brain disease. Grace Greene, a Gen Z research associate at Hopelab. Greene discussed how Hopelab creates behavior-change technology to help teens and young adults live happier, healthier lives. Hopelab is focused on youth/young adult mental health and well-being. With back-to-school underway, Greene talked about why Hopelab is taking on teen vaping and the "Quit the Hit" Instagram Program.			
Promoting Arts In Baton Rouge	Arts Council 9/19/21 (23:00)	Art Flow Junior featuring Katie Harlan, Art Flow Junior Coordinator, and Sherry Y., Art Flow Middle School first place winner.	K Harlan, S. Yang	09/19/2021 07:39 AM	016:22
Personal Health, Mental Healt	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Diana W. Bianchi, M.D., is the director of the Eunice Kennedy Shriver National Institute of Child Health and Human Development and head of the	Dr. D. Bianchi, Dr. C. Jones,	09/26/2021 07:04 AM	029:46

		<p>Prenatal Genomics and Therapy Section for the Medical Genetics Branch at NHGRI. Dr. Bianchi talked about why is it important for pregnant women to get a COVID-19 vaccine and why could COVID-19 be more dangerous for pregnant women than for people who are not pregnant. She discussed the testing that was done to ensure that COVID-19 vaccines are safe for pregnant women and if the vaccine has any effect on the fertility of men and women. Dr. Chris Jones, acting director of the Centers for Disease Control and Prevention's National Center for Injury Prevention and Control, and Dr. Loretta Jackson Brown, a lead communication specialist from the Division of Overdose Prevention which is within the Injury Center. They talked about how substance abuse disorders are impacting Americans, especially since the beginning of the pandemic. Jones and Jackson Brown discussed how the CDC is</p>			
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		addressing the evolving opioid epidemic and how the Rx Awareness campaign is helping address overdoses and OUD.			
Promoting Arts In Baton Rouge	Arts Council 9/26/21 (23:00)	Grant Benoit, the Educator and Public Programs Manager at the LSU Museum of Art, talks about "The Boneyard: The Ceramics Teaching Collection" and our Jonathan Grimes, Chief Systems Officer for the Arts Council of Greater Baton Rouge, talks about "Sunday in the Park".	G. Benoit, J. Grimes	09/26/2021 07:39 AM	022:06

**Section II**

**NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
(Insert network and/or syndicator-provided programs lists here.)				

**Section III**

**PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	:60 LEUKEMIA LYMPHOMA	001:00	22
	:10 ALCOHOL USE	000:08	8
	:10 INFECTIOUS DISEASES	000:09	6
	:10 TAKE ME FISHING LOCAL	000:09	2
	:10 Adoption Awareness	000:09	5
	:10 Autism Awareness	000:09	1
	:10 Be A Dad	000:09	2
	:10 Diabetes Prevention	000:09	2
	:10 Enviromental	000:09	3
	:10 Peace Corp WJBO	000:09	3
	:10 Respect Awareness	000:09	5
	:15 BOYS AND GIRLS CLUBS	000:15	13
	:15 CREDIT COUNCELING	000:14	20

	:15 LETS PLAY	000:14	15
	:15 Dale/Income (Community Engagement)	000:14	18
	:15 MARK SPITZ US Coast Guard	000:15	18
	:15 Tom & Cindy/Health (Community Engagement)	000:14	20
	:60 (US MARINES)	001:00	20
	:60 FEED THE PIG AD COUNCIL	000:59	18
	:60 SKIN CANCER GOLF	001:00	18
	:60 ENERGY SAVING LIGHTBULBS AD COUNCIL	000:59	24
	:60 Job Training & Employment - How We Do It (Revised)	001:01	18
	:60 LOCAL BBB ROOF REPAIR	001:00	11
	:60 LOUISIANA HIGH SCHOOL ATHLETIC ASSOC.	001:00	28
	:60 MARCH FOR BABIES	001:00	20
	30 KEEP LOUISIANA BEAUTIFUL	000:30	4
	30 Radio PSA - Quit Smoking - Stand Up To Cancer	000:30	2
	30-online-services	000:30	1
	60 FIGHTING BLINDNESS	001:00	21
	60 Radio PSA - Quit Smoking - Stand Up To Cancer	001:00	19
	60-online-services	001:00	18
	7CRO0071000	001:00	19
	7CRO0072000	000:30	2
	7CRO0073000	001:00	20
	7CRO0074000	000:30	2
	7CRO0075000	001:00	18
	7CRO0076000	000:30	3
	AAO_DOS_30s_RADIO_v9	000:30	4
	AAO_DOS_60s_RADIO_v8	001:00	19
	Ad Council DISASTER/ READY DOT GOV ;60	001:00	20
	Ad Council JOBS AD COUNCIL	000:59	19
	Ad Council - Alone Together - Contact	000:29	1
	Ad Council - StoryCorps - Right Now	000:29	3
	Ad Council - StoryCorps - Right Now	001:00	20
	Ad Council - StoryCorps - Right Now AA	000:59	20
	Ad Council (Adoption) - Questionnaire 2 :60	000:59	17
	Ad Council (CAR SEATS) -Kids/Sports :60	001:00	20
	Ad Council (Crime Prevention) - Fraud :60	000:59	20
	Ad Council (Crime Prevention) - Kids Theft :60	000:59	19
	Ad Council (Crime Prevention) - Prevention at Work :60	000:59	19
	Ad Council (Crime Prevention) - School Violence Kids	000:59	19

	Ad Council (Crime Prevention) - School Violence Parents	000:59	17
	Ad Council (Crime Prevention) - Sexual Assault :60	000:59	18
	Ad Council (FOOD SAFETY) :60	000:59	20
	DD2_TheProbablys_national_radio_English_loc_60 (1)	000:59	18
	Doctors W/O Borders - Every Picture has a Story 30	000:30	1
	EIFDJAUEM30	000:30	3
	EIFDJAUEM60	001:00	16
	frcf_kids-thank-responders_radio_30	000:30	1
	frcf_kids-thank-responders_radio_60	001:00	18
	frcf_kids-thank-responders-v2_radio_30	000:30	2
	frcf_kids-thank-responders-v2_radio_60	000:59	20
	maw_stars_align_radio_30_MWSH0271000	000:30	1
	PVAAA6PSAR - Accessible America - 60	001:00	19
	Save Time with a Replacement Card Radio 30	000:30	1
	Save Time with my Social Security 30	000:30	5
	Save Time with my Social Security 60	001:00	18
	Save Time with Retirement Planning Radio 30	000:30	4
	SCORE - BUSINESS :60	001:00	20
	Social Security Phone Scam Warning 30	000:30	2
	Social Security Phone Scam Warning 60	001:00	18
	stjude_saving-lives_eleanor_radio_60	001:00	17
	stjude_saving-lives_imani_radio_30	000:30	3
	stjude_saving-lives_imani_radio_60	001:00	19
	stjude_saving-lives_moment_radio_60	001:00	19
	SU2CEXR2030	000:30	3
	SU2CEXR2060	001:00	19
	TALVSA6PSAR - 60 - Veterans Strengthening America - TAL	001:00	18
	ThanksUSA_BecauseOfYouPSA_Radio	000:30	2
	TTCLLSRAD60	001:00	19
	USDA - Smuggling Interdiction and Trade Compliance :60	000:58	29
	VSOI-2031 15 second The Revolution is Inclusion PSA	000:14	5
	VYUE0011000 In Your Head 30R English HMS	000:30	3
	VYUE0015000 Sounds Of Stress 30R English HMS	000:30	5
	WOUNDED WARRIORS :60	000:59	18
	ymca_stay-with-us_2020_radio_30	000:30	5

	ymca_stay-with-us_2020_radio_60-2	001:00	20
9/11 DAY OF SERVICE	9/11 NATIONAL DAY OF SERVICE	000:29	5
CHILD MENTORING	SAVE THE CHILDREN	000:29	1
DONORS CHOOSE	DONORS CHOOSE	000:30	3
DONORS CHOOSE	DONORS CHOOSE	000:30	5
DONORS CHOOSE	DONORS CHOOSE	000:30	5
DONORS CHOOSE	DONORS CHOOSE	000:30	3
MENTAL HEALTH & SUBSTANCE USE	RECOVER OUT LOUD	000:30	6
NATIONAL SUMMER LEARNING ASSO	NATIONAL SUMMER LEARNING	000:30	20
NO KID HUNGRY	NO KID HUNGRY	000:30	7
NO KID HUNGRY	NO KID HUNGRY	000:30	3
NO KID HUNGRY	NO KID HUNGRY	000:30	4
NO KID HUNGRY	NO KID HUNGRY	000:30	8
POVERTY	FEEDING AMERICA	000:30	4
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	2
PSA	15 English USA - Tune In 2021 - Stand Up To Cancer	000:15	1
PSA	15 PSA - Capital Area CASA Association 1	000:15	1
PSA	15 PSA - Capital Area CASA Association 2	000:15	1
PSA	15 PSA - Capital Area CASA Association 3	000:14	2
PSA	15 Radio PSA - Quit Smoking - Stand Up To Cancer	000:15	9
PSA	15-estimate-your-benefits	000:15	14
PSA	15-manage-your-benefits	000:15	20
PSA	15-my-social-security	000:15	17
PSA	15-retire-online	000:15	11
PSA	60 English USA - Tune In 2021 - Stand Up To Cancer	001:00	1
PSA	AAO_DOS_15s_RADIO_v8	000:15	10
PSA	American Lung Association - COVID-19 Vaccine :30	000:30	2
PSA	American Lung Association - COVID-19 Vaccines :15	000:15	13
PSA	Autism Awareness PSA 10sec	000:09	1
PSA	Cargiver Assistance PSA 10sec	000:10	3
PSA	Cargiver Assistance PSA 2 10sec	000:11	5
PSA	ebb-psa-eng	000:30	1
PSA	EIFDJAUEM15	000:15	10

PSA	frcf_kids-thank-responders-v2_radio_15	000:15	14
PSA	Gun Safety PSA 10sec	000:12	16
PSA	Prediabetes Awareness PSA 10sec	000:12	17
PSA	Save_Time_with_my Social Security_15	000:15	12
PSA	Social Security Phone Scam Warning 15	000:15	16
PSA	SU2CEXR2015	000:15	11
PSA	txt-textandwhatever-radio-eng-10-1	000:10	1
PSA	usdva_innovation_career_radio_15	000:15	15
UNCF	UNCF	000:30	13