WFMF

Baton Rouge, LA

Quarterly Issues/Programs List Fourth Quarter, 2021 04/16/2019

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
Mental Health, Workforce Educ	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Shari Sinwelski, MS/Ed.S., has been working in the field of suicide prevention since 1994 and currently serves as the Associate Project Director for the National Suicide Prevention Lifeline, where she oversees networks operations, standards, training and practices for its network of 165 crisis centers. September is National Suicide Prevention Awareness Month and this year, it's even more important to discuss mental health as both the CDC and WHO have stated that our mental health continues to be a huge issue since the COVID-19 pandemic began. Sinwelski discussed the warnings about its possible effects on suicidal behaviors. Sinwelski discussed how people can maintain hope if they are feeling suicidal and where they can get help. Omney Crawley, Chief Marketing Officer for	S. Sinwelski, O. Crawley	10/03/2021 07:04 AM	029:49

		Goodwill, is responsible for leading the company's brand and its 3300 stores. She discussed equity in education and work and what Goodwill is doing to bridge the gap. Crawley talked about the Goodwill enterprise and how they focus on upskilling millions of Americans and help to get them back into the workforce. She also presented ways people and companies can also get involved in the workforce effort.			
Promoting Arts In Baton Rouge	10/3/21	Lucy Perera has made it her career to make people of all ages excited about looking at, talking about and making art. Her expertise lies in effectively developing and presenting school, youth, family, teen and adult programs that inspire people from diverse backgrounds to think and act more creatively.	L. Perera	10/03/2021 07:38 AM	022:47
Public Health, Race Relations		Dr. Ilan Shapiro is a pediatrician who is currently serving as AltaMed's Medical Director of Health Education and Wellness. Dr. Shapiro discussed health care equality with an emphasis on the Latino population for Hispanic Heritage month. Shapiro has created binational public health programs to improve the health of Hispanic communities on both sides of the border. He talked about advocating for vaccine confidence and can speak to hesitancy in the Latino		10/10/2021 07:04 AM	029:48

		community as well as other COVID-19 related topics. REV. MARKEL HUTCHINS Founder, Chairman, and CEO, Movement Forward, Inc. and Lead Organizer, National faith and Blue Weekend & New York City Police Commissioner Dermot Shea discussed the importance of taking a collaborative, grassroots approach to police reform by bringing law enforcement, local community members, and other stakeholders together to find common ground. Hutchins and Shea talked about how to deal with issues of systemic racism and inequality in policing as well as the mission of National faith and Blue weekend.			
Promoting Arts In Baton Rouge	10/10/21	Gloria Ruiz de Palacios and Raudol Palacios of Palacios House of Arts.	Gloira Ruiz de Palacios, Raudol Palacios	10/10/2021 07:38 AM	023:22
News	OITY for Sunday 17 Oct 2021	Lester Mutt talks about the 2021 Fifolet Halloween Festival and non-profit group 10/31 Consortium. Chloe Demrovsky, President and CEO of Disaster Recovery Institute International. Demrovsky discussed the supply chain and the challenges businesses and families face in conjunction while dealing with the pandemic. She talked about the difficulties we are currently facing while trying to reactivate the economy.	L. Mutt, C. Demrovsky	10/17/2021 07:05 AM	024:44

Promoting Arts In Baton Rouge	Arts Council 10/17/21 (23:00)	Jeoffery Harris, Jr. talks about his dance journey, intensives/competitions, and his mission to diversify dance by empowering young male dancers.	Jeoffery Harris, Jr.	10/17/2021 07:36 AM	022:37
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Substance use Awareness	K.Seeley, M. Akhter	10/24/2021 07:06 AM	029:52
Promoting Arts In Baton Rouge	10/24/21	Eric Marshall and David Torns of Baton Rouge Symphony Orchestra	E.Marshall & D. Toms,	10/24/2021 07:41 AM	023:21

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			Baton Rouge		
		concert season and their	Symphony		
		return to the Raising			
		Cane's River Center.			
		Dr. Dorraya El-Ashry,			
		Chief Scientific Officer			
		of the Breast Cancer			
		Research Foundation.			
		This year, the World			
		Health Organization			
		announced that breast			
		cancer is now the most			
		common cancer worldwide-			
		surpassing lung cancer			
		for the first time.			
		It's Breast Cancer			
		Awareness Month and Dr.			
		El-Ashry talked about			
		the biggest advances in			
		research over the last			
		30 years and what women			
		know about screening and			
		why is it especially			
		important after the			
		COVID-19 pandemic. She			
		also discussed new			
Public	IHEARTRADIO	treatments on the			
Health,	COMMUNITIES:	horizon and how people	Dr. El-	10/31/2021	
Vaccination	PUBLIC	can potentially access	Ashry, Dr.	07:03 AM	029:49
Ed	AFFAIRS	them.	Shah	07.03 AM	
Ea	SPECIAL	them.			
		Dr. Pooja Shah, Division			
		Medical Director, OBGYN			
		for Banner Health in Phoenix,			
		· 1			
		AZ. Dr. Shah focused on			
		why pregnant women			
		shouldn't be fearful of getting			
		vaccinated and why the CDC			
		<u> </u>			
		recently came out with a			
		stronger recommendation for			
		pregnant women to be			
		vaccinated. She also covered			
		why COVID-19 vaccines			
		don't affect fertility and			
		whether or not COVID			
		antibodies could be passed			
		=			
		along to the baby in utero			
		and/or through breastmilk.			
Promoting	Arts Council	Mysti Byrnes & Mike		10/01/0001	
Arts In		Weary: Arts	M. Byrnes,	10/31/2021	023:30
Baton Rouge		accessibility, the	M. Weary	07:39 AM	
1.0 0 9 0	, /				

		importance of community, and Mike's use of space in the Cary Saurage Community Arts Center. Dr. Kenneth Alexander Chief of Infectious			
PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Diseases at Nemours Children's Hospital, Florida, spoke to 5-11 year-old vaccine approval. He discussed the impact of COVID-19 on children as compared to adults and why is it important for eligible children to get vaccinated. Alexander talked about why he thinks vaccines are safe for children and what parents should know about the recent authorization of a vaccine for children 5 to 11 Dr. Matthew Miller, PhD, MPH (U.S. Air Force Veteran and National Director of Suicide Prevention, U.S. Department of Veterans Affairs), and Heidi Arthur (Chief Campaign Development Officer, the Ad Council). Ahead of Veterans' Day this year, the Ad Council and the U.S. Department of Veterans Affairs have partnered on a national PSA campaign to prevent Veteran suicide. The "Don't wait. Reach out." PSAs announce a new website and encourage Veterans to get support across a wide range of life challenges – before they are in crisis. According to the 2021 National Veteran Suicide Prevention Annual Report, the suicide rate	Alexander Miller Arthur	11/07/2021 07:04 AM	029:52

	1	,	1	<u></u>	
		among Veterans in 2019 was 52% higher than non-Veteran adults in the U.S. Miller and Arthur talked about Common stresses that Veterans face in civilian life and the new resources available to help Veterans who are struggling The first episode in our			
Promoting Arts In Baton Rouge	11/4/21	Daton Rouge in the bileti	E. Cage. D. Hanley, P. Norman	11/07/2021 07:39 AM	024:01
PUBLIC HEALTH, CHILD SAFETY S	COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Teri Nestel is the President & Chief Executive Officer of Children's Miracle Network Hospitals. Nestel talked about the mission of Children's Miracle Network and the impact that COVID has had on sick children nationwide. She discussed new technologies and giving to the foundation. More than 10 million kids enter a children's hospital across North America every year. Since 1983, Children's Miracle Network Hospitals has helped fill those funding gaps by raising more than \$7 billion. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Ava Paige, a 2022 National CMN Champion. Ava is 17 years old and has received	T. Nestel, A. Paige	11/14/2021 07:05 AM	029:49

		treatment for cancer at Monroe Carell Jr. Children's Hospital at Vanderbilt. She is a songwriter and loves to golf. She talked about being a CMN ambassador who will spend her year advocating for the charitable need of children's hospitals across North America.			
	11/14/21	The second episode in our series highlighting the exhibition, "Toward a Larger Freedom", presented by Together Baton Rouge in the Shell Gallery at the Cary Saurage Community Arts Center. Featuring: Bobby Thompson and Abel Thompson.	B. Thompson, A. Thompson.	11/14/2021 07:40 AM	022:58
PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Colleen Tressler, a Consumer Education Specialist with the FTC's Division of Consumer and Business Education, Heather Allen, Assistant Director for the FTC's Division of Financial Practices, & Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General. Topics included budgeting, credit, debt, organizing your finances, and how to spot, stop, and report related scams and bad business practices. Rear Admiral Denise Hinton, the new Deputy Surgeon General, discussed Thanksgiving, the upcoming holiday season and what we	C. Tressler, H. Allen, A. St	11/21/2021 07:05 AM	029:43

		should keep in mind as we plan gatherings. RADM Hinton focused on the recent authorization of a COVID-19 vaccine for children 5-11 and how it should play into parents' holiday plans.			
Promoting Arts In Baton Rouge	Arts Council 11/21/21 (23:00)	The third episode in our series highlighting the exhibition, "Toward a Larger Freedom", presented by Together Baton Rouge in the Shell Gallery at the Cary Saurage Community Arts Center. Featuring: Betsy Irvine and Maggie Conarro.	Rev. B Irvine, M. Conarro	11/21/2021 07:39 AM	024:05
Public Health, Charity, Milit		Focus on the biggest issues impacting this week	Dr. W. Schaffner, D. Bannon,	11/28/2021 07:04 AM	029:49
Promoting Arts In Baton Rouge	Arts Council 11/28/21	The fourth episode in our series highlighting the exhibition, "Toward a Larger Freedom", presented by Together Baton Rouge in the Shell Gallery at the Cary Saurage Community Arts Center. Featuring: Dorothy Thomas, Dr. Press Robinson and photographer Lily Brooks.	D. Thomas, P. Robinson, L. Brooks	11/28/2021 07:39 AM	024:16
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL]	Dr. S. Gordon, Dr. C. Tibbles	12/05/2021 07:05 AM	029:50

		effective. He also addressed the continued rise of COVID-19 cases across the country and the upcoming holiday and winter months. Dr. Carrie Tibbles, Director of Graduate Medical Education, at Beth Israel Deaconess Medical Center in Boston. Tibbles discussed her experiences working on the frontline against COVID-19 and the fact that nearly two years into the pandemic workers still need tools to effectively combat the infection. She offered ways to improve the fight against future pandemics and the emergence of the Omicron variant.			
Promoting Arts In Baton Rouge	Arts Council 12/5/21 (23:00)	REPLAY OF 11/7 SHOW The first episode in our series highlighting the exhibition, "Toward a Larger Freedom", presented by Together Baton Rouge in the Shell Gallery at the Cary Saurage Community Arts Center. Featuring: Edgar Cage, Dianne Hanley, and Phillip Norman.	E. Cage. D. Hanley, P. Norman	12/05/2021 07:40 AM	024:01
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Francis S. Collins, M.D., Ph.D. is Director of the National Institutes of Health and has served under three White House administrations. Dr. Collins gave us the latest information on the Omicron variant and discussed the resurgence of the Delta variant in the United States. He discussed additional research that is underway for COVID-19 and the importance of	Dr. F. Collins, A. Taboada	12/12/2021 07:05 AM	029:49

		people getting their vaccine boosters as soon as they can. He offered recommendations for having a safe 2021 holiday season. Arianna Taboada, author of The Expecting Entrepreneur. The Expecting Entrepreneur is a guide to parental leave planning for self-employed business owners and entrepreneurs. Taboada says Parental leave is an issue of social justice, human rights, and economic equity. She talked about easy-to-implement strategies and diverse case studies of women entrepreneurs during pregnancy and motherhood. Taboada discussed her personal experience as an entrepreneur and parent and			
		shared her expertise as a maternal and reproductive health professional. Discussing the Artsplosion Kids Camp and other upcoming events with Brandy			
Promoting Arts In Baton Rouge	Arts Council 12/12/21 (23:00)	Johnson, Choral Director of McKinley Middle School and Sinella Aghasi, director of education with the Arts Council.	B. Johnson, S. Aghasi	12/12/2021 07:40 AM	017:53
Public Health	IHEARTRADIO	Dr. Rachel Villanueva, MD FACOG is a Clinical Assistant Professor of Obstetrics/Gynecology at the NYU Grossman School of Medicine. Villanueva focused on the importance of maternal vaccination, especially in the Black community. She also gave us the latest information on the Omicron variant and	Dr. R. Villanueva, Agent S. T	12/19/2021 07:04 AM	029:49

		the importance of boosters. Special agent Sandra Torres-Cone, Federal Bureau of Investigation (FBI). Torres discussed our domestic intelligence and security service agency and what they are doing to address hate crimes in the United States. Torres-Cone talked about what constitutes a hate crime, how the FBI learns of potential hate crimes, and how they are investigated and prosecuted.			
Promoting Arts In Baton Rouge	Arts Council 12/19/21 (23:00)	Theatre Baton Rouge's production of the Christmas classic, Charles Dickens Christmas Carol. We will also talk about productions coming up in the new year.	Theatre	12/19/2021 07:39 AM	022:52
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Adi Rosario is a scientist and lieutenant in U.S. Public Health Services. Dr. Rosario provided the latest information on the Omicron variant and why there is a necessity for vaccines and boosters. He focused on Asian American/Native Hawaiian/Pacific Islander health services. Dr. Kelly Sanders, Technical Lead of the Pandemic Response Initiative at the UCSF Institute of Global Health Sciences. Dr. Sanders focused on steps the United States and the World can take to improve pandemic preparedness and support health workers as we battle	Dr. A. Rosario, Dr. K. Sander	12/26/2021 07:06 AM	029:49

	the Omicron variant this holiday season and into 2022.			
Arts Council 12/26/21 (23:00)	replay of 7/25/21 show 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.	J. Mayers	12/26/2021 07:40 AM	023:00

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	17
	:10 ALCOHOL USE	000:08	3
	:10 TAKE ME FISHING LOCAL	000:09	1
	:10 Adoption Awareness	000:09	3
	:10 American Diabetes	000:09	2
	:10 Autism Awareness	000:09	3
	:10 Diabetes Prevention	000:09	1
	:10 Enviromental	000:09	1
	:10 Respect Awareness	000:09	1
	:10 Teenage Drinking	000:09	1
	:15 BOYS AND GIRLS CLUBS	000:15	14
	:15 CREDIT COUNCELING	000:14	16
	:15 LETS PLAY	000:14	14
	:15 Dale/Income (Community Engagement)	000:14	6
	:15 MARK SPITZ US Coast Guard	000:15	11
	:15 Tom & Cindy/Health (Community Engagement)	000:14	18
	:60 (US MARINES)	001:00	18
	:60 FEED THE PIG AD COUNCIL	000:59	19
	:60 SKIN CANCER GOLF	001:00	16
	:60 ENERGY SAVING LIGHTBULBS AD COUNCIL	000:59	22
	:60 Job Training & Employment - How We Do It (Revised)	001:01	16

:60 LOUISIANA HIGH SCHOOL ATHLETIC ASSOC.	001:00	22
:60 MARCH FOR BABIES	001:00	19
30 KEEP LOUISIANA BEAUTIFUL	000:30	5
30 Radio PSA - Quit Smoking - Stand Up To Cancer	000:30	1
60 FIGHTING BLINDNESS	001:00	18
60 Radio PSA - Quit Smoking - Stand Up To Cancer	001:00	18
60-online-services	001:00	19
7CRO0071000	001:00	16
7CRO0072000	000:30	1
7CRO0073000	001:00	16
7CRO0074000	000:30	2
7CRO0075000	001:00	15
AAO_DOS_30s_RADIO_v9	000:30	1
AAO_DOS_60s_RADIO_v8	001:00	15
Ad Council DISASTER/ READY DOT GOV ;60	001:00	17
Ad Council JOBS AD COUNCIL	000:59	17
Ad Council - Alone Together - Contact	000:29	5
Ad Council - StoryCorps - Right Now	000:29	2
Ad Council - StoryCorps - Right Now	001:00	16
Ad Council - StoryCorps - Right Now AA	000:59	20
Ad Council (Adoption) - Questionaire 2 :60	000:59	17
Ad Council (CAR SEATS) -Kids/Sports :60	001:00	18
Ad Council (Crime Prevention) - Fraud :60	000:59	17
Ad Council (Crime Prevention) - Kids Theft :60	000:59	17
Ad Council (Crime Prevention) - Prevention at Work :60	000:59	17
Ad Council (Crime Prevention) - School Violence Kids	000:59	18
Ad Council (Crime Prevention) - School Violence Parents	000:59	19
Ad Council (Crime Prevention) - Sexual Assault:60	000:59	15
Ad Council (FOOD SAFETY) :60	000:59	19
DD2_TheProbablys_national_radio_English_loc_60 (1)	000:59	18
Doctors W/O Borders - Every Picture has a Story 30	000:30	2
EIFDJAUEM30	000:30	3
EIFDJAUEM60	001:00	17
frcf_kids-thank-responders_radio_30	000:30	1
frcf_kids-thank-responders_radio_60	001:00	17
frcf kids-thank-responders-v2 radio 30	000:30	3

		000 50	1.0
	frcf_kids-thank-responders-v2_radio_60	000:59	16
	maw_stars_align_radio_30_MWSH0271000	000:30	2
	PVAAA6PSAR - Accessible America - 60	001:00	13
	Save_Time_with_my Social Security_60	001:00	19
	Save_Time_with_Retirement_Planning_Radio_30	000:30	2
	SCORE - BUSINESS :60	001:00	18
	Social Security Phone Scam Warning 30	000:30	4
	Social Security Phone Scam Warning 60	001:00	19
	stjude_saving-lives_eleanor_radio_60	001:00	17
	stjude_saving-lives_imani_radio_30	000:30	1
	stjude_saving-lives_imani_radio_60	001:00	17
	stjude saving-lives moment radio 60	001:00	17
	SU2CEXR2030	000:30	2
	SU2CEXR2060	001:00	18
	TALVSA6PSAR - 60 - Veterans Strengthening America - TAL	001:00	18
	ThanksUSA BecauseOfYouPSA Radio	000:30	1
	TTCLLSRAD60	001:00	18
	USDA - Smuggling Interdiction and Trade Compliance :60	000:58	23
	Vol La 30 Promo Audio	000:30	1
	VYUE0011000 In Your Head 30R English HMS	000:30	2
	VYUE0015000 Sounds Of Stress 30R English HMS	000:30	2
	WOUNDED WARRIORS :60	000:59	16
	ymca stay-with-us 2020 radio 30	000:30	4
	ymca stay-with-us 2020 radio 60-2	001:00	16
COMMUNITY	FAITH & BLUE	000:30	2
INVOLVEMENT			
COMMUNITY INVOLVEMENT	FAITH & BLUE	000:30	2
HEALTH AND FITNESS	BREAST CANCER RESEARCH FOUNDA	000:30	11
LGBT RIGHTS	GLAAD	000:30	6
MENTAL HEALTH	NAT'L ALLIANCE MENTAL ILLNESS	000:30	1
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	5
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	12
NATL ALLIANCE MENTAL ILLNESS	NAT'L ALLIANCE MENTAL ILLNESS	000:30	3
NATL ALLIANCE MENTAL ILLNESS	NAT'L ALLIANCE MENTAL ILLNESS	000:32	6

PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	5
PSA	:30 Capital Area CASA Association	000:30	2
PSA	15 PSA - Capital Area CASA Association 1	000:15	13
PSA	15 PSA - Capital Area CASA Association 2	000:15	13
PSA	15 PSA - Capital Area CASA Association 3	000:14	10
PSA	15 Radio PSA - Quit Smoking - Stand Up To Cancer	000:15	9
PSA	15-estimate-your-benefits	000:15	10
PSA	15-manage-your-benefits	000:15	10
PSA	15-my-social-security	000:15	8
PSA	15-retire-online	000:15	11
PSA	AAO_DOS_15s_RADIO_v8	000:15	14
PSA	Autism Awareness PSA 10sec	000:09	1
PSA	Cargiver Assistance PSA 2 10sec	000:11	2
PSA	ebb-psa-eng	000:30	1
PSA	EIFDJAUEM15	000:15	14
PSA	frcf_kids-thank-responders-v2_radio_15	000:15	7
PSA	Gun Safety PSA 10sec	000:12	22
PSA	Prediabetes Awareness PSA 10sec	000:12	5
PSA	Save_Time_with_my Social Security_15	000:15	9
PSA	Social Security Phone Scam Warning 15	000:15	12
PSA	SU2CEXR2015	000:15	16
PSA	txt-textandwhatever-radio-eng-10-1	000:10	1
PSA	usdva_innovation_career_radio_15	000:15	12
SHINE A LIGHT	SHINE A LIGHT	000:29	3
SHINE A LIGHT	SHINE A LIGHT	000:30	4
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	12
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	7
UNCF	UNCF	000:30	6