

WHNA- RIVERSIDE
WNNA- BEAVER SPRINGS
WCFT-HD2 W257CK
BLOOMSBURG
Fourth Quarter
(October, November & December 2020)
Issues and Programs
2020

To:Public File

Date :December 31st, 2020

Subject:Issues and Programs (Fourth quarter 2020)

Our stations are very involved in the community by raising awareness of many issues and concerns. Along with public service announcements we feature local guests on our morning show and our afternoon drive show. Much of this quarter was dedicated to the COVID 19 Outbreak. From helping people find food and food banks to our second annual Franksgiving. However, COVID 19 was top of mind and many community events had been postponed.

WHNA-FM RIVERSIDE WNNA-FM BEAVER SPRINGS
WCFT HD2 W257CK BLOOMSBURG
ISSUES AND PROGRAMS
4th quarter 2020
October 1st - December 31st, 2020

The following is a listing of some of the significant issues responded to by WHNA-FM Riverside and WNNA-FM Beaver Springs, PA along with the most significant programming treatment of those issues for the period of October 1st-December 31st, 2020

. This listing is by no means all-inclusive. The order in which the issues appear does not reflect any priority or significance.

Issue	Program	Date	Time	Duration	Description
Community, Education, Finance	Morning Drive	10/7/2020	9am	2 minutes	Ginetta Reed, Public Relations Director for the Danville Ronald McDonald house joined the morning show to reveal the final total of our recent radiothon. Together a total of \$52,000 was raised for the Danville location.
Community, Finance	Morning Drive	10/20/2020	8am	2 minutes	Morning show spoke with Adriana from the Columbia Montour County United Way. Topic was the organization's day of giving attempting to inject money into the communities.
Community, Education	Nights	11/3/2020	7p-midnight	2 mins	At the top of each hour from 7pm-midnight we monitored and reported results for the 2020 local and national election.
Community	All Dayparts	11/16-11/20	6a-mid	24 hours	Station's second annual Franksgiving. Our morning guy spent a weekend inside an RV outside of the local mall. The goal was to fill a trailer with non-perishable items for the local food pantries in our area. Not only did we succeed, we doubled the amount of food. Guests included representatives from the Union-Snyder Community Action Agency to the local Junior ROTC among other community leaders.
Community	Morning Drive	11/24/2020	8am	2 minutes	Morning show spoke with Bonnie Crawford from the Bloomsburg theatre Ensemble about the upcoming tree fest in the town of Bloomsburg along with the new COVID restrictions
Community, Education	Afternoon Drive	11/24/2020	3pm	2 minutes	Joe Arthur the executive director of the Pennsylvania Food bank spoke about their need for food and how those in need can claim a meal.

Community	All Dayparts	12/1-12/18	6a-mid	All day	Kicked off our 3rd annual cares for kids radiothon. In partnership with Central Susquehanna Opportunities we successfully brought over 120 children gifts for christmas with the help of the community.
Community, Education and Finance	Afternoon Drive	12/2/2020	4pm	2 minutes	Spoke with Ginetta Reed from the Ronald McDonald house on how donations help keep the operation going and where donations can be dropped off.
Education, Community	Afternoon drive	12/9/2020	5pm	2 minutes	Spoke with Wine Specialist Drew Coddle from Fine wine and good spirits. Drew discussed the proper pairing of wine with your Christmas dinner.
Community	Afternoon Drive	12/15/2020	4pm	2 minutes	Spoke with Josh Troupe from the Sholley insurance Agency on a free Christmas meal handout.
Education	Afternoon Drive	12/16/2020	4pm	2 minutes	Spoke with Drew Coddle of Fine Wine and Good Spirits on the proper pairing of Champagne around new years eve.
Community	Afternoon Drive	12/16/2020	5pm	2 minutes	Interview with Andy from Marley's Brewery and Grille in Bloomsburg. Marley's is donating a portion of all sales back to it's laid off employees next week.

Weekly programs	Viewpoints	Started 11/29/2020	6am	28 minutes	Viewpoints is an entertaining, highly-produced, contemporary radio magazine with two major stories weekly. Each week, Viewpoints features interviews with guests that have expertise and real-world experience regarding current events, social commentary, entertainment and more. Detailed list follows:
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Program: 20-48		Writers/Producers: Amirah Zaveri & Evan Rook
Air Week: 11/29/20		Studio Production: Jason Dickey
Time	Segment	Dur.
1:47	SEGMENT 1: THE EARLY AMERICAN DIET	11:49
Synopsis: Throughout history - war, famine, economic instability has affected what we choose to buy at the grocery store. Even today, the pandemic has shifted our grocery shopping and eating habits. This week, we rewind back to the Great Depression, which forced millions of Americans to find new recipes and get creative with the limited number of ingredients they could afford.		
Host: Gary Price.		
Guests: <ul style="list-style-type: none"> Jane Ziegelman, historian, food writer, author, <i>A Square Meal: A Culinary History of the Great Depression</i> 		
Compliance issues covered: Cuisine, Diet, Food Insecurity, COVID-19 Pandemic, Food Production, History, Health		
Links for more information: <ul style="list-style-type: none"> https://www.amazon.com/Square-Meal-Culinary-History-Depression/dp/0062216414 https://www.npr.org/sections/thesalt/2016/08/15/489991111/creamed-canned-and-frozen-how-the-great/ https://www.harpercollins.com/blogs/authors/jane-ziegelman https://www.tenement.org/ https://soyummy.com/great-depression-food/ https://www.amazon.com/97-Orchard-Immigrant-Families-Tenement/dp/0061288519 		
15:40	SEGMENT 2: I SPY DELICIOUS PIE	7:04
Synopsis: Boozy Pecan, Cranberry-Pear, Banana Crème. The many flavors and textures of pie are endless. Just because Thanksgiving and all-things pumpkin have passed, doesn't mean an end to sugary holiday sweets. Viewpoints speaks with cookbook author Ken Haedrich about the prevalence of pie in American culture and how anyone – at any skill level – can bake a delicious pie in no time.		
Host: Marty Peterson.		
Guests: <ul style="list-style-type: none"> Ken Haedrich, food writer, cookbook author, <i>Pie Academy</i> 		
Compliance issues covered: Baking, Holiday Cooking, Literature, History, Culture, Education, Tradition		
Links for more information: <ul style="list-style-type: none"> https://thepieacademy.com/recipes-and-videos/ https://www.amazon.com/gp/product/163586111X/ https://www.netflix.com/title/80063224 https://www.cdc.gov/healthequity/features/holidayseason/index.html 		
23:44	CULTURE CRASH: OUR FAVORITE PAGE-TURNERS	2:44
Synopsis: The colder months are a great time to tuck into a new novel. We recommend a few of our favorite books that are easy to get through and will keep you hooked from start to finish.		
Host: Evan Rook. Compliance issues covered: Culture, Literature		

Program: 20-49		Writers/Producers: Amirah Zaveri, Pat Reuter & Evan Rook
Air Week: 12/6/20		Studio Production: Jason Dickey
Time	Segment	Dur.
1:47	SEGMENT 1: BECOMING STEVE JOBS	9:15
Synopsis: Apple co-founder, Steve Jobs, was hailed as a genius and master innovator during his lifetime, but his career wasn't always a smooth, upward trajectory. He failed many times and was eventually sidelined at Apple. We speak with one of his biographers about how Jobs changed his ways during this turbulent time, and how his experiences working with NeXT Computer and Pixar helped develop him into a savvy, more understanding leader.		
Host: Gary Price.		
Guests: <ul style="list-style-type: none"> Rick Tetzeli, co-author with Brent Schlender, of the book, <i>Becoming Steve Jobs: The Evolution of a Reckless Upstart Into a Visionary Leader</i> 		
Compliance issues covered: History, Technology, Career, Business, Innovation, Leadership, Personal Growth		
Links for more information: <ul style="list-style-type: none"> https://www.penguinrandomhouse.com/books/223401/becoming-steve-jobs-by-brent-schlender-and-rick-tetzeli-with-a-new-foreword-by-marc-andreessen/ 		
13:06	SEGMENT 2: LIAR, LIAR: HOW TO GET TO THE TRUTH	10:05
Synopsis: How do professionals question people to get the information they want? We talk to an expert in interrogation and lying on this subject, and how law enforcement and job interviewers use the same tactics to find out if someone may be lying to them.		
Host: Marty Peterson.		
Guests: <ul style="list-style-type: none"> Maryann Karinch, a human behavior expert and author of the book, <i>Nothing But the Truth: Secrets from Top Intelligence Experts to Control the Conversation and Get the Information You Need</i> 		
Compliance issues covered: Psychology, Body Language, Career, Interrogation, Government, Office Culture, Workplace Issues		
Links for more information: <ul style="list-style-type: none"> https://www.spymuseum.org/ https://time.com/5443204/signs-lying-body-language-experts/ https://www.apa.org/monitor/julaug04/detecting http://karinch.com/ 		
24:11	CULTURE CRASH: WHEN TO QUIT THE BOOK YOU'RE READING	2:14
Synopsis: When do you call it quits on a book that you just can't get into? We discuss a few picks that are popular reads but just didn't hook us enough to continue on.		
Host: Evan Rook. Compliance issues covered: Culture, Literature		

Program: 20-50		Writers/Producers: Amirah Zaveri & Evan Rook
Air Week: 12/13/20		Studio Production: Jason Dickey
Time	Segment	Dur.
1:47	SEGMENT 1: THE MODERN DIAMOND BUSINESS	8:04
Synopsis: The northwestern coast of South Africa & Namibia has been a mining hub for diamonds since the 1900's. Local workers labor through long shifts and hazardous working conditions in order to feed their families. The pay? Roughly five cents per carat of rough diamonds found. While some may argue that the industry stimulates the local economy, once a company deems an area to be over-mined, it pulls out, leaving behind nothing for locals except ravaged land.		
Host: Gary Price.		
Guests: <ul style="list-style-type: none"> Matthew Gavin Frank, professor, nonfiction, creative writing, poetry, Northern Michigan University, author, <i>Flight of the Diamond Smugglers: A Tale of Pigeons, Obsession, and Greed Along Coastal South Africa</i> 		
Compliance issues covered: Human Rights, Poverty Corporate Greed, Environment, Business, Natural Resources, Labor & Workplace Issues, Economics		
Links for more information: <ul style="list-style-type: none"> https://wwnorton.com/books/9781631496028 https://www.amazon.com/Flight-Diamond-Smugglers-Pigeons-Obsession/ https://www.debeersgroup.com/about-us/our-operations/our-mines/south-africa https://www.bbc.com/future/article/20200207-the-sparkling-rise-of-the-lab-grown-diamond 		
11:54	SEGMENT 2: LIAR, LIAR: HOW TO GET TO THE TRUTH	11:19
Synopsis: Alex Trebek hosted <i>Jeopardy!</i> for 37 seasons until his passing last month from pancreatic cancer. The trivia quiz series is unlike any other show on TV – and some would argue that a big part of what made it so entertaining was Trebek's talent for leading the game. We explore his career legacy and what's next for <i>Jeopardy!</i> .		
Host: Marty Peterson.		
Guests: <ul style="list-style-type: none"> Robert Thompson, professor, television & popular culture, Syracuse University Daniella Regencia, attorney, former <i>Jeopardy!</i> contestant 		
Compliance issues covered: Trivia, Entertainment, Culture, History, Death, Television, Health, Entertainment		
Links for more information: <ul style="list-style-type: none"> http://jeopardy.com/ https://news.syr.edu/faculty-experts/robert-thompson/ https://www.ksby.com/news/local-news/local-jeopardy-contestant-reflects-on-recently-meeting-trebek https://www.cnn.com/2020/12/01/entertainment/jeopardy-new-season-trnd/index.html https://twitter.com/Jeopardy?ref_src=twsrc%5Egoogle twcamp%5Eserp twgr%5Eauthor 		
24:16	CULTURE CRASH: THE QUEEN'S GAMBIT	2:12
Synopsis: You don't need to be a chess whiz to enjoy <i>The Queen's Gambit</i> . Viewpoints explores the Netflix breakout hit featuring actress Anya Taylor-Joy.		
Host: Evan Rook. Compliance issues covered: Television, Culture, Entertainment, Streaming Services		

Program: 20-51		Writers/Producers: Amirah Zaveri & Evan Rook
Air Week: 12/20/20		Studio Production: Jason Dickey
Time	Segment	Dur.
1:47	SEGMENT 1: THE MODERN DIAMOND BUSINESS	9:42
Synopsis: Segregation not only divides cities but leads to divided people as well. It fuels biases against people who may look or act different than us, leading to generations of inequity and discrimination. Viewpoints speaks with social justice activist, Tonika Johnson about the many impacts' segregation has had on the city of Chicago.		
Host: Gary Price.		
Guests: <ul style="list-style-type: none"> Tonika Johnson, social justice activist, creator of Folded Project and Belonging 		
Compliance issues covered: Diversity, Race, Community, Poverty, Segregation, Inequality, Bias, Education, Discrimination		
Links for more information: <ul style="list-style-type: none"> https://www.foldedmapproject.com/ http://belongingchicago.com/ https://www.tonijphotography.com/ https://twitter.com/tonikagi?ref_src=twsrc%5Egoogle twcamp%5Eserp twgr%5Eauthor https://www.aclu.org/ 		
13:33	SEGMENT 2: WHAT ARE YOU GRATEFUL FOR?	8:50
Synopsis: Thank goodness 2020 is just about over. While this year has been full of many challenges, it's also made more Americans realize what truly matters and the importance of being thankful for even the littlest of things. As we all look ahead to next year and the habits we hope to cultivate, we discuss the benefits of practicing gratitude through writing.		
Host: Marty Peterson.		
Guests: <ul style="list-style-type: none"> Janice Kaplan, journalist, author, The Gratitude Diaries, host, <i>The Gratitude Diaries</i> podcast 		
Compliance issues covered: Journaling, Writing, Self-Improvement, Mental Health, COVID-19 Pandemic, Psychology		
Links for more information: <ul style="list-style-type: none"> https://www.intelligentchange.com/ https://www.psychologytoday.com/us/blog/what-mentally-strong-people-dont-do https://www.intelligentchange.com/ https://www.amazon.com/Gratitude-Diaries-Looking-Bright-Transform/dp/1101984147 https://podcasts.apple.com/us/podcast/the-gratitude-diaries/id1517684348 		
23:23	CULTURE CRASH: REVISITING THE VIDEO GAME "THE LAST OF US"	3:03
Synopsis: "The Last of Us" and "The Last of Us Part Two" both have intricate storylines set in a post-zombie apocalypse world that makes for adventurous and exciting game play. We dive into the creative development that sets this game apart.		
Host: Evan Rook. Compliance issues covered: Culture, Entertainment, Hobbies		

Program: 20-52		Writers/Producers: Amirah Zaveri & Evan Rook
Air Week: 12/27/20		Studio Production: Jason Dickey
Time	Segment	Dur.
1:47	SEGMENT 1: THE ON- AND OFF-STAGE BENEFITS OF PRACTICING IMPROV	11:34
Synopsis: Getting on a stage in front of a crowd can be extremely daunting. But, taking a risk and trying something new may not only lead you to a new hobby but a renewed perspective on life. Improv comedy forces you to connect on a deeper level with others, as well as yourself through the collaboration, communication and confidence the performance art requires.		
Host: Gary Price.		
Guests: <ul style="list-style-type: none"> Max Dickins, comedian, improvisation expert, author, <i>Improvise!: Use the Secrets of Improv to Achieve Extraordinary Results at Work</i> 		
Compliance issues covered: Public Speaking, Communication, Career, Workplace Issues, Self-Improvement, Hobbies		
Links for more information: <ul style="list-style-type: none"> https://www.seconcity.com/ https://momentimprov.com/online-improv-classes/ https://www.maxdickins.com/ https://www.hooplabusiness.com/ https://www.amazon.com/Improvise-Secrets-Confidence-Connect-Anything/dp/1785785877 https://twitter.com/maxdickins?lang=en 		
15:24	SEGMENT 2: GAME SHOW HISTORY	7:44
Synopsis: Before the game shows of today, there were countless series of the past that defied our notion of showmanship. Full of grandiose props, charismatic hosts and the perfect, hand-picked contestants, these series kept viewers hooked till the very end and were (really) too good to be true. We discuss some of the most popular game shows in American history and how the industry has evolved over the last 70 years.		
Host: Marty Peterson.		
Guests: <ul style="list-style-type: none"> Adam Nedef, game show historian, author 		
Compliance issues covered: History, Trivia, Television, Education, Government, Pop Culture		
Links for more information: <ul style="list-style-type: none"> https://www.pbs.org/wnet/pioneers-of-television/pioneering-programs/game-shows/ https://www.history.com/news/quiz-show-scandal-fraud-jeopardy https://www.pbs.org/wgbh/americanexperience/features/quizshow-64000-question/ https://twitter.com/adamnedef?lang=en https://www.amazon.com/Adam-Nedef/e/B00J5U21Z8 		
24:08	CULTURE CRASH: A FILM HOMAGE TO “THE TWILIGHT ZONE”	2:19
Synopsis: We recommend the new movie, <i>The Vast of Night</i> now available to stream on Amazon Prime. It has the same vibes as “The Twilight Zone”, transporting viewers back to an entirely different time period.		
Host: Evan Rook. Compliance issues covered: Television, Culture, History, Entertainment, Streaming Services		