

92.3 FM WIL

St. Louis, MO

Quarterly Issues/Programs Report

4th Quarter, 2022

Placed in Public File On:

January 10, 2023

ISSUES PROGRAMS LIST

Quarterly Issues Programs List for WIL-FM

October 1 – December 31, 2022

Placed in Public File on

January 10, 2023

Section I. Issues

The station has identified the following issues as significant issues facing our community in this quarter:

- A. Animal Welfare:** Topics related to saving animals in our community.
- B. Charitable Giving:** Topics related to helping those in need in our broadcasting community.
- C. History:** Topics related to the importance of preserving our history as individuals and as a community.
- D. Health:** Topics discussing issues pertaining to health and wellness.
- E. Military | Veterans | War:** Topics related to veterans and the military in our community.
- F. Education:** Topics related to education.

Section II. Responsive Programs

The station has broadcast programming dealing with each of the above referenced issues. Programming dealing with each issue is set out below.

A. Animal Welfare:

“Talk of the Town” – Broadcast on October 2, 2022 at 5:30 AM; Duration 30 minutes.

Five Acres Animal Shelter: A segment of our locally produced public affairs program featuring a discussion between our station host, Lern Elwell and Development Director of *Five Acres Animal Shelter*, Madeline Klene about their mission and vision of saving animals and ways the community can help them achieve their goal.

“Talk of the Town”- Broadcast on October 23, 2022 at 5:30 AM; Duration 30 minutes.

Stray Rescue: An on-air discussion on our locally produced public affairs program featuring our host, Lern Elwell and Chief Development Officer, Aimee Dearsley of *Stray Rescue* as Aimee shares *Stray Rescue’s* mission that is to ensure a bright future for the underdog. To end needless suffering, negligence, and abuse. To serve the City of St. Louis and surrounding metro areas and to have the largest inner-city animal sanctuary in the country.

“Talk of the Town”- Broadcast on December 4, 2022 at 5:30 AM; Duration 30 minutes.

Mutts- N- Stuff: A segment of our locally produced public affairs program featuring a conversation between our station host, Lern Elwell and the Founder, Gale Frey of *Mutts-N-Stuff* as they discuss their mission to rescue pit bulls, and place them in loving foster homes so they can receive training with the goal to find them their forever homes.

B. Charitable Giving:

“Talk of the Town”- Broadcast on November 6, 2022 at 5:30 AM; Duration 30 minutes.

Gratitude House: An on-air discussion on our locally produced public affairs program featuring our host, Lern Elwell and Christine Itagliata, Co-Founder of Gratitude House as Christine shares her vision to purchase a house in St. Louis County by 2024 that will provide shelter, counseling and support to women trying to achieve sobriety from alcohol and drug addiction. *Gratitude House* is currently in their fundraising stage and is seeking donations.

“Talk of the Town”- Broadcast on November 20, 2022 at 5:30 AM; Duration 30 minutes.

The Salvation Army: The host of our locally produced public affairs segment, Lern Elwell sits down with Bob Webster, *The Salvation Army’s* Colonel to discuss The Salvation Army’s 2022 Tree of Lights and the Angel Tree Fundraising Campaign. *The Salvation Army*, an international movement, representing over 131 countries meeting human needs without discrimination that has been pursuing their mission since 1865.

“Talk of the Town” – Broadcast on November 27, 2022 at 5:30 AM; Duration 30 minutes.

Food Outreach: A segment of our locally produced public affairs program featuring a conversation between our station host, Lern Elwell and Julie Lock, Executive Director of Food Outreach as they talk about food insecurity in our region as many of their clients live beneath the national poverty level. Food Outreach is seeking monetary donations as they need \$100K to meet their year-end operating expenses and are in need of a cargo van with refrigeration to use for deliveries to their disadvantaged clients.

“Talk of the Town” – Broadcast on December 25, 2022 at 5:30 AM; Duration 30 minutes.

Arnold Food Pantry: An on-air discussion on our locally produced public affairs program featuring our host, Lern Elwell and Ed Fitzhenry, Executive Director of Arnold Food Pantry as they discuss food insecurity in the Arnold, Jefferson County and St. Louis County areas. Arnold Food Pantry has been assisting families in need for over 35 years. Their mission is to provide life-sustaining food to those in need and to treat each person they serve with dignity and respect. The current economic conditions has caused a thirty-five percent increase of families needing food assistance which is causing the Arnold Food Pantry needing more donations of non-perishable food items as well as cash donations.

C. History

“Talk of the Town” – Broadcast on November 13, 2022 at 5:30 AM; Duration 30 minutes.

Mississippi Nights Book: Locally produced public affairs program featuring a discussion with Garrett and Stacy Enloe promoting their new book focusing around one of St. Louis’ most iconic venues –Mississippi Nights.

“Viewpoints” – Broadcast on November 27, 2022 at 6:02 AM: Duration 7 minutes.

The 2024 Presidential Election: President Donald J. Trump announced his intentions earlier this month to run in the 20234 Presidential Election. With this news making headlines, we go back in American history to uncover some of the stories of previous one-term presidents that preceded Trump. We also highlight how campaigns have evolved and what stands out for modern voters when selecting the next Commander in Chief. **Host:** Gary Price **Guest(s):** Ronald Gruner, presidential historian, author of “We the Presidents: How American Presidents Shaped the Last Century.

“Talk of the Town” – Broadcast on December 11, 2022 at 5:30 AM; Duration 30 minutes.

Missouri History Museum: An on-air discussion on our locally produced public affairs program featuring our host, Lern Elwell and Dr. Jody Sowell, President of Missouri History Museum discussed the importance of preserving the history of our state and city.

“Talk of the Town” – Broadcast on December 18, 2022 at 5:30 AM; Duration 30 minutes.

SoundStory: Locally produced public affairs program featuring a discussion with Tim McKernan discussing his company, Sound Story and the importance of leaving our legacy on audio.

D. Health

“Talk of the Town” – Broadcast on October 9, 2022 at 5:30 AM; Duration 30 minutes.

Leukemia and Lymphoma Society: A segment of our locally produced public affairs program featuring a conversation between our station host, Lern Elwell and Lynn Stover, Corporate Walk Chair of LLS and Regional Vice-President of Walgreens as they discussed their annual Light the Night Walk in St. Louis and how the community can support LLS mission to fight leukemia and lymphoma.

“Talk of the Town” – Broadcast on October 16, 2022 at 5:30 AM; Duration 30 minutes.

American Cancer Society: Locally produced public affairs program featuring a discussion with Anastasia Stevenson to talk about the Making Strides Against Breast Cancer Walk coming to St. Louis to raise funds to end breast cancer.

“Viewpoints” – Broadcast on December 18, 2022 at 6:02 AM: Duration 9 minutes.

How To Skip The Sugar Without Giving Up Dessert: Many people think leading a healthy lifestyle means giving up sweets, but today’s guests proved them wrong. They explained how you can make easy substitutes when baking your decadent desserts without all the calories and sugar.

Host: Gary Price **Guest(s):** Elif Yamangil, Blogger, Mini Batch Bake & Plenty Sweet; Jennifer Tyler Lee, Author, Half the Sugar All the Love

E. Veterans | Military | War

“Talk of the Town” – Broadcast on October 30, 2022 at 5:30 AM; Duration 30 minutes.

St. Louis Veterans Ball: An on-air discussion on our locally produced public affairs program featuring a conversation with our on-air host, Lern Elwell and George Herrera, St. Louis Veterans Ball Committee Chair and Chris Miller, Peer Leader Specialist with Wounded Warrior Project about the Inaugural St. Louis Veterans Ball as a way to unite Veterans across generations. They stressed that this ball is not a fundraiser.

“Viewpoints” – Broadcast on November 27, 2022 at 6:12 AM: Duration 11 minutes.

The Military’s Most Challenging Recruiting Year Yet: Recruiting across the military’s branches has hit record lows. With the pandemic and overall slowing interest, the military desperately needs to up its numbers as members at its higher rungs begin to retire from service. We speak with military expert, Katherine Kuzminski about what is feeding into less American signing up and how the government aims to kick-start interest.

Host: Marty Peterson. **Guest(s):** Katherine Kuzminski, senior fellow, director, Military Veterans of Society Program, Center for a New American Security

“Viewpoints” – Broadcast on November 6, 2022 at 6:02AM; Duration 9 minutes.

African Americans in WWII: More than 1.3 million African Americans served as part of the U.S. military and helped with war efforts during WWII. Yet rarely is this population ever fairly represented in blockbuster movies or TV shows about this era. Matthew Delmont, a history professor at Dartmouth College, joins us this week to shed some light on the contributions of African Americans who stepped up and served despite the discrimination, bias and violence they faced.

Host: Gary Price. **Guest:** Matthew Delmont, professor, history Dartmouth College, author, *Half American: The Epic Story of African Americans Fighting World War II at Home and Abroad.*

F. Education

“Viewpoints” – Broadcast on October 30, 2022 at 6:02 AM; Duration 9 minutes.

The Higher Education Cost Crisis, Part 1: Student loan debt in the United States has burgeoned to 1.7 trillion dollars. Over the past two years, many borrowers have paused on paying these loans because the government paused on payment deadlines due to COVID-19 pandemic. The Biden administration vowed to cancel \$10,000 of student loan debt for the average borrower and up to \$20,000 for Pell Grant recipients. We highlighted what this move achieves (and does not) and what solutions are needed to solve this problem long-term.

Host: Gary Price **Guest(s):** Sandy Baum, higher education expert, non-resident student fellow, Center on Education Data and Policy, Urban Institute.

“Viewpoints” – Broadcast on November 13, 2022 at 6:02 AM; Duration 9 minutes.

The Higher Education Cost Crisis, Part 2: The average cost of attending a four-year, public college has ballooned to \$27,800 per year. This equates to more than \$110,000 spent to have an undergraduate degree. Even with current financial aid, for millions of students, it is not feasible to dig themselves into lifelong debt. We speak with two higher education experts about what needs to change with financial aid in America.

Host: Gary Price. **Guest(s):** Mark Kantrowitz, financial aid expert; Sandy Baum, higher education expert, non-resident student fellow, Center on Education Data and Policy, Urban Institute.

“Viewpoints” – Broadcast on December 18, 2022 at 6:12AM; Duration 9 minutes.

Is Living In The Age of The Internet A Right or Privilege? Internet has become a necessity in our lives, but not everyone has access. With serious issues, like politics and education, being discussed almost exclusively on-line, more and more people are wondering if internet should be free. An expert explains the pros and cons of government-subsidized internet. **Host:** Marty Peterson. **Guest(s):** Dr. Merten Reglitz, Senior Lecturer in Global Ethics, University of Birmingham

Count of Air Time PSA'S Row Labels	Column Labels			Grand Total
	OCT	Nov	Dec	
KPNT-FM	303	272	232	807
CLEAN RECYCLING FEMALE		16	17	33
MDNR0004		16	17	33
CLEAN RECYCLING FEMALE",MDNR0004"	23			23
(blank)	23			23
CLEAN RECYCLING MALE	23	16	17	56
MDNR0003	23			23
MDNR003		16	17	33
ELECTION TUESDAY		11		11
MSOS0023		11		11
Lutheran Elementary School Ass	14			14
2022 BREW IN THE LOU EVENT	14			14
(blank)	243	229	198	670
2022 GUNS 'N HOSES 30 - ALT	18	9		27
2022 GUNS 'N HOSES 30 - ORIGIN	19	10		29
2022 GUNS N HOSES SWEET MEAT		13		13
CARDINAL GLENNON 10.25	3	1		4
CARDINAL GLENNON 9.27	9			9
CARDINAL GLENNON TREE OF HOPE		12	12	24
FLU_ENG30			10	10
FOKWC FASHION SHOW	37			37
FOOD OUTREACH			15	15
HUSTL 2022 WINTER RADIO #1		18	21	39
HUSTL 2022 WINTER RADIO #2		20	19	39
ISCI: PSA FOLDS OF HONOR - HON	61	22		83
LEUKEMIA & LYMPHOMA SOCIETY-LI	21			21
MO FLU VACCINE		14	22	36
MODOT HOLIDAY IMPAIRED 30		20	40	60
NOTES4HOPE	14			14
PREVENT ED		17	31	48
PSA RANKEN JORDAN	16			16
PSA RIVERBLENDERS	13	29		42
RICK RUSH ART YADI PAINTING	30	36	28	94
UNITED FOR CHILDREN	2	8		10
KSHE-FM	396	328	253	977
CLEAN RECYCLING FEMALE			18	18
MDNR0004			18	18
CLEAN RECYCLING FEMALE",MDNR0004"	22	22		44
(blank)	22	22		44
CLEAN RECYCLING MALE	23	22	17	62
MDNR0003	23	22		45
MDNR003			17	17
Lutheran Elementary School Ass	11			11
2022 BREW IN THE LOU EVENT	11			11
PSA FOOD OUTREACH			1	1

(blank)			1	1
PSA HOME STATE HEALTH MO			1	1
(blank)			1	1
PSA PREVENT ED YEAR-END			2	2
(blank)			2	2
SSM Health Cardinal Glennon Ch	1			1
2022 H4H 06_JOHN ROONEY_RADIO_	1			1
(blank)	339	284	213	836
2022 GUNS 'N HOSES 30 - ALT	18	9		27
2022 GUNS 'N HOSES 30 - ORIGIN	19	9		28
2022 GUNS N HOSES SWEET MEAT		13		13
CARDINAL GLENNON 10.25	3	1		4
CARDINAL GLENNON 9.27	9			9
CARDINAL GLENNON TREE OF HOPE		12	12	24
FLU_ENG30			9	9
FOKWC FASHION SHOW	40			40
FOOD OUTREACH			14	14
HUSTL 2022 WINTER RADIO #1		19	22	41
HUSTL 2022 WINTER RADIO #2		19	17	36
ISCI: PSA FOLDS OF HONOR - HON	65	20		85
LEUKEMIA & LYMPHOMA SOCIETY-LI	21			21
LITTLE HOUSE OF NEURODIVERSITY	20			20
MO FLU VACCINE		15	22	37
MODOT HOLIDAY IMPAIRED 30		15	44	59
PREVENT ED		18	28	46
PSA MO CONNECTIONS FOR HEALTH	50	91	19	160
PSA RANKEN JORDAN	20			20
RICK RUSH ART YADI PAINTING	36	34	26	96
ST LOUIS JEFFERSON SOLID WASTE	32			32
UNITED FOR CHILDREN	6	9		15
HEAT UP ST.LOUIS(PSA)			1	1
(blank)			1	1
WARH-FM	399	380	298	1077
CLEAN RECYCLING FEMALE			19	19
MDNR0004			19	19
CLEAN RECYCLING FEMALE",MDNR0004"	25	18		43
(blank)	25	18		43
CLEAN RECYCLING MALE	25	19	20	64
MDNR0003	25	19		44
MDNR003			20	20
Lutheran Elementary School Ass	12			12
2022 BREW IN THE LOU EVENT	12			12
PSA MO DOT HOLIDAY IMPAIR			1	1
(blank)			1	1
TALK OF THE TOWN-PSA SHOW	5	4	4	13
(blank)	5	4	4	13
VIEWPOINTS-PSA SHOW	5	4	4	13
(blank)	5	4	4	13
(blank)	327	335	248	910

2022 GUNS 'N HOSES 30 - ALT	15	13		28
2022 GUNS 'N HOSES 30 - ORIGIN	18	10		28
2022 GUNS N HOSES SWEET MEAT		13		13
CARDINAL GLENNON 10.24	1			1
CARDINAL GLENNON 10.25	3	2		5
CARDINAL GLENNON 9.27	9			9
CARDINAL GLENNON TREE OF HOPE		12	12	24
FLU_ENG30			10	10
FOKWC FASHION SHOW	40			40
FOOD OUTREACH			15	15
GOODWILL - EXCEL CENTER PSA	2	22	21	45
GOODWILL - HALLOWEEN 1	9			9
GOODWILL - HALLOWEEN 2	11			11
HUSTL 2022 WINTER RADIO #1		17	22	39
HUSTL 2022 WINTER RADIO #2		17	20	37
ISCI: PSA FOLDS OF HONOR - HON	61	24		85
LEUKEMIA & LYMPHOMA SOCIETY-LI	20			20
MO FLU VACCINE		18	22	40
MODOT HOLIDAY IMPAIRED 30		14	45	59
NOTES4HOPE	11			11
PREVENT ED		16	32	48
PSA MO CONNECTIONS FOR HEALTH	53	87	20	160
PSA RANKEN JORDAN	20			20
PSA RIVERBLENDERS	13	27	2	42
RICK RUSH ART YADI PAINTING	33	36	27	96
UNITED FOR CHILDREN	8	7		15
HEAT UP ST.LOUIS(PSA)			2	2
(blank)			2	2
WIL-FM	417	378	289	1084
CLEAN RECYCLING FEMALE		17		17
MDNR0004		17		17
CLEAN RECYCLING MALE		16		16
MDNR003		16		16
ELECTION TUESDAY		11		11
MSOS0023		11		11
Lutheran Elementary School Ass	12			12
2022 BREW IN THE LOU EVENT	12			12
MO EDUCATION INCENTIVES	23		16	39
ARNG2002	23		16	39
SSM Health Cardinal Glennon Ch	1			1
2022 H4H 06_JOHN ROONEY_RADIO_	1			1
TALK OF THE TOWN-PSA SHOW	5	4	4	13
(blank)	5	4	4	13
TOP 10 MOS	22		17	39
ARNG2003	22		17	39
VIEWPOINTS-PSA SHOW	5	4	4	13
(blank)	5	4	4	13
(blank)	349	326	247	922
2022 GUNS 'N HOSES 30 - ALT	21	9		30

2022 GUNS 'N HOSES 30 - ORIGIN	17	11		28
2022 GUNS N HOSES SWEET MEAT		12		12
CARDINAL GLENNON 10.24	1			1
CARDINAL GLENNON 10.25	3			3
CARDINAL GLENNON 9.27	9			9
CARDINAL GLENNON TREE OF HOPE		12	12	24
FLU_ENG30			10	10
FOKWC FASHION SHOW	40			40
FOOD OUTREACH			15	15
GOODWILL - EXCEL CENTER PSA	4	21	20	45
GOODWILL - HALLOWEEN 1	8			8
GOODWILL - HALLOWEEN 2	12			12
HUSTL 2022 WINTER RADIO #1		18	21	39
HUSTL 2022 WINTER RADIO #2		18	20	38
ISCI: PSA FOLDS OF HONOR - HON	60	25		85
LEUKEMIA & LYMPHOMA SOCIETY-LI	22			22
LITTLE HOUSE OF NEURODIVERSITY	20			20
MO FLU VACCINE		17	23	40
MODOT HOLIDAY IMPAIRED 30		15	45	60
PREVENT ED		19	29	48
PSA MO CONNECTIONS FOR HEALTH	55	84	21	160
PSA RANKEN JORDAN	20			20
PSA RIVERBLENDERS	13	27	2	42
RICK RUSH ART YADI PAINTING	35	32	29	96
UNITED FOR CHILDREN	9	6		15
HEAT UP ST.LOUIS(PSA)			1	1
(blank)			1	1
WXOS-FM	326	265	263	854
CLEAN RECYCLING FEMALE		17	17	34
MDNR0004		17	17	34
CLEAN RECYCLING MALE		17	18	35
MDNR003		17	18	35
ELECTION TUESDAY		9		9
MSOS0023		9		9
Lutheran Elementary School Ass	14			14
2022 BREW IN THE LOU EVENT	14			14
SSM Health Cardinal Glennon Ch	1			1
2022 H4H 06_JOHN ROONEY_RADIO_	1			1
VOTER ID OCTOBER	45			45
MSOS0022	45			45
(blank)	266	222	228	716
2022 GUNS 'N HOSES 30 - ALT	18	9		27
2022 GUNS 'N HOSES 30 - ORIGIN	17	10		27
2022 GUNS N HOSES SWEET MEAT		16		16
CARDINAL GLENNON 10.24	1			1
CARDINAL GLENNON 10.25	3	2		5
CARDINAL GLENNON 9.27	9			9
CARDINAL GLENNON TREE OF HOPE		12	12	24
FLU_ENG30			10	10

FOKWC FASHION SHOW	40			40
FOOD OUTREACH			14	14
GOODWILL - EXCEL CENTER PSA	1	22	22	45
GOODWILL - HALLOWEEN 1	13			13
GOODWILL - HALLOWEEN 2	7			7
HUSTL 2022 WINTER RADIO #1		17	18	35
HUSTL 2022 WINTER RADIO #2		15	28	43
ISCI: PSA FOLDS OF HONOR - HON	59	25		84
LEUKEMIA & LYMPHOMA SOCIETY-LI	23			23
MO FLU VACCINE		18	22	40
MODOT HOLIDAY IMPAIRED 30		18	42	60
NOTES4HOPE	14			14
PREVENT ED		17	31	48
PSA RANKEN JORDAN	20			20
RICK RUSH ART YADI PAINTING	33	34	29	96
UNITED FOR CHILDREN	8	7		15
Grand Total	1841	1623	1335	4799