

WPHA-CD PHILADELPHIA, PA
Issues & Programming Report
Second Quarter 2023

The following information contains a list of issue oriented programming aired during the above quarter and a brief description of each program.

Zebby's Zoo

Zebby's Zoo is an educational program aimed at the childhood audience. Interspersed with color, letter and number education it includes lessons in issues encountered by toddlers to early teens including object lessons in ethics, respect, cooperation, self-esteem, honesty, empowerment and friendship. The roles and importance of parents, teachers, the military and police in children's lives are likewise explored. Zebby's Zoo airs every Tuesday and Friday at 6:00 and 6:30 AM.

Did You Ever Wonder

Did You Ever Wonder is a show that answers questions about how common items people see and use every day are made. It is aimed at the preteen to young adult and explains the historic, manufacturing and scientific principles and the importance to our economy of items such as automotive and computer manufacturing, paper manufacturing, the US aviation industry, chocolate and even jellybeans. Did You Ever Wonder airs every Tuesday and Friday at 7:00 AM

Love To Talk

Love to Talk is a one hour host moderated call in audience participation show featuring discussions on various topics important to the community. This quarter's discussions focused on the need for self-esteem and how low self-esteem can leave you vulnerable to do things you normally would hesitate to do like sex and drugs. The discussion turned to premarital sex and fielded calls from both sides on the topic. The calls included further discussions regarding the issue and included issues how birth control may contribute to premarital sex; at what point does pressure to have sex become sexual harassment and how one possible solution is abstinence. The final caller admitted she didn't know nearly as much at age 16 as she thought she did at that time, how she had to face the consequences of the decisions she made at that young age and how now the repercussions of those early decisions were negatively impacting her life. Love to Talk is broadcast every Friday at 8:30 AM to 9:30 AM

Public Service Announcements

In lieu of presenting short form advertising during our 3-hour children's programming block we air PSA's. These PSA's vary in length between 30 and 60 seconds and discuss a wide variety of issues such as mental health, medical issues such as high blood pressure, healthy eating and cancer, foster care and adoption, suicide prevention, organ donation, emergency preparedness, recycling and the environment, food bank directories and donations and a variety of other topics directly related to the community, most recently multiple PSAs to encourage Covid19 vaccination.

Continuing this Quarter are the previous Quarter's Covid 19, HPV and RSV PSA's as well as all American Food Bank spots. New this quarter is a PSA created from a CBS Evening News broadcast hosted by Mora O'Donnell featuring Dr. Jon LaPook on how to tell the difference between Covid, RSA and Flu. Dr. LaPook suggestion along with testing for Covid is to get a PCR test. They note there are other infections beside these three and that PCR testing can determine which specific infection you may have. LaPook reminds viewers that the PCR test may not be covered by insurance so be sure to check.

The following spot details the steps to take prior to the end of the Covid Public Health Emergency on May 11, 2023:

Dr. Frank McGeorge MD, Emergency Medicine Specialist, Henry Ford Hospital, Detroit, MI. presents a very clear discussion regarding the repercussions of Biden's announcement to lift the National Covid Public Health Emergency May 11th. First and foremost are free vaccinations for the uninsured will end and so will the free monthly allotment of Covid tests for the insured both May 11th. Prepare to take advantage of the time remaining to get a free Covid booster as well as to stockpile 8 free Covid tests for every remaining month prior to May 11th.

The May 11th date ends our nearly exclusive Covid 19 PSA campaign over the preceding 2 years since the start of Covid. We have broadcast thousands of PSA's devoted to every aspect of the Covid pandemic with as much new and additional information as we could find using publically produced PSA's and by creating our own with the latest information made public we could find. We are grateful to the CDC, FDA, public and private institutions and to all the incredible front line and behind the scene unsung heroes who saved untold thousands of lives. You ROCK!

Following the May 11th End of Covid Public Health Emergency date we started PSA's for information for individuals considering entering foster care, determining if you are at risk for high blood pressure and the steps one can take should you have HBP and programs related to organ donation and how you can become an organ donor.

The CDC announced June 29, 2023 that it has approved two combined Covid/RSV vaccines to be available this fall and Moderna is currently working on a combined Covid/Flu/RSV vaccine. As soon as enough information is available publically we will have these PSA's on during the third quarter of 2023.

PSAs run at various time throughout the broadcast day.