

## **WBGT-CD Issues/Programs ~ Fourth Quarter 2023**

The following is a listing of significant community issues responded to by station WBGT, Rochester, NY, along with the most significant programming treatment of those issues for the period of October 1 through December 31, 2023. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

## **Issues, Problems in the Community**

1. Schools/Education
2. Government
3. Economy / Jobs
4. Child Safety/Bullying/drinking & driving/Texting/Drinking & driving
5. Crime/Safety/Health

**Issues/Program List:**

**Programs that devoted time to the most significant issues in the community during the quarter:**

**Issue:**

1. Schools/Education
2. Child Safety/Bullying/drinking & driving/Texting/Drinking & driving
3. Crime/Safety

Program:

***Missing***

Length: 30 minutes

Sunday 9:30 am

October 6, 13, 20, 27, November 3,10, 17, 24, December 1, 8, 15, 22, 29, 2023

***Missing*** is a weekly television series featuring actual cases of missing persons, both children and adults, from across North America. Working with local, state and federal law enforcement agencies, including the FBI, and missing persons organizations such as The National Center for Missing and Exploited Children, the goal is to provide viewers with vital facts about missing individuals and to increase public awareness.

## **Issues Addressed:**

1. Schools/Education
2. Economy / Jobs

PROGRAM: ***Biz Kids***

Length: 30 min

## **AIRDATES: SUNDAYS AT 10AM**

October 6, 13, 20, 27, November 3, 10, 17, 24, December 1, 8, 15, 22, 29, 2023

Biz Kids is a program with a national feel, but locally produced within the Rochester market.

### ***Biz Kid\$ Basics***

Our Biz Kid\$ Basics collection is your launching pad to success! Learn quick tips about budgeting, credit, taxes, saving, and more. These core episodes will turn you into a Biz Kid in no time!

### **What They Learn:**

Budgeting basics, credit, insurance, taxes, saving, how to make smart purchases and avoid debt.

What is a business plan?

A business plan is a written document that describes an idea for a product or service and how it will make money. It includes your marketing plan as well as estimates for revenue, expenses, and how to make a proposal.

Why do I need this?

A business plan is like a roadmap. It allows you to plan out the various aspects of your business on paper, and keeps you from making unnecessary mistakes later on. It helps an entrepreneur think about the costs associated with starting a business and show banks that you are serious about your idea.

- What is your big idea? Is it a product? A service?
- What makes your idea unique?
- What do existing products/services not offer that yours will?
- Why will people buy it?
- **MARKETING**
- Who will be your customers?
- Are they adults? Kids? Teens? Men? Women? Where do they live?
- Are they affluent or not? What do they like and dislike?
- Describe your target customer with as much detail as you know.
- Where will you sell your product or service?
- Are you setting up a lemonade stand in your driveway? Selling apps online?
- How will you get the word out about your business?
- Will you email your friends? Put up signs? Put ads in the newspaper?

- What is the name of your business?
- What does this name say about your business?
- Is it unique? Memorable? Easy to pronounce?
- FINANCES
- STARTUP COSTS
- How much will it cost to start your business?
- What will you need to buy before you can get started? Materials? Equipment?  
How much will those things cost? The amount of money you need to launch your business is called the “startup cost”.
- Where will you get the money to cover your startup costs?
- Are you getting a loan from a family member? Taking money out of your savings account?
- COST PER UNIT
- What is the cost of making each product or providing each hour of service? (Cost per unit.)
- List each expense, and divide your total expenses by the number of products you will make or number of hours you will work, as follows:
  - Product:  $\text{Cost per product} = \text{total expenses} / \# \text{ of products that can be made}$
  - Service:  $\text{Cost per hour of service} = \text{total expenses} / \text{number of hours of work}$
- How much will you charge?
- How does your pricing compare to your competitors? Make sure you set your price above the cost per unit.
- What will be your profit?
- How much will you make on each sale after you subtract your expenses?
- Profit = Income - Expenses
- What will you do with the money you make?
- Will you buy more supplies? Save for college? Donate to charity?
- Make a plan for spending, saving, and sharing. What are your financial goals? Don't forget to set aside money to reinvest in the business.
- Sale price of item: Cost of item: What Next? PRICING PROFIT

Learn about careers, advertising, and your financial future at the Biz Kid\$ Youth Financial Camp.

Learn how to market your business with product, pricing, promoting and placement.

### [Careers](#)

Say goodbye to the mystery of employment! Our career episodes lift the veil on some of the hottest jobs on the market, from setting up rock band Death Cab for Cutie, to designing shoes for Nike. Find out how to land and keep your dream job, all while learning from your failures along the way.

### [Credit & Debt](#)

What is credit, and how is it used? How do you get it and what are your responsibilities? Our credit and debt episodes bust the myths and mysteries of using credit and paying down debt. Get to know your facts, and your financial future will thank you!

## **Entrepreneurship**

Many kids dream of having their own business, but don't know where to start. We show you the ins and outs of being a young entrepreneur, from brainstorming new ideas, to marketing a product, to selling to customers. Get inspired by stories of social entrepreneurs, green businesses, and kid millionaires, who all share their secrets on how to become a 'Biz Kid'.

## **Financial Markets & the Economy**

Do bulls and bears leave you scratching your head? What's up with the stock market, anyway? We're taking a spin on that roller coaster called Wall Street as we explain the ups and downs of the economy and how the financial markets affect you!

## **Financial Planning**

So you want to be a millionaire, eh? You can start today. Learn how to be financially independent, and how to use compound interest to make money. In due time, you'll be in the millionaires' club! Time IS on your side.

## **Personal Finances**

It's your money, so learn to take care of it! From brilliant budgeting to money math, we'll walk you through your personal journey to financial literacy. Spend and save wisely, and you'll set yourself up for a future filled with financial success!

## **Saving & Investing**

Now that you have money, what are you going to do with it? Make more money with it, of course! Learn about the many different places you can put your money, and how to make wise investments. Get going Biz Kid — it's time to grow that dough.

## **Issues Addressed in the Community**

1. Schools/Education
2. Government
3. Economy / Jobs
4. Crime/Safety/Health

### **Program:**

#### **Hearts of Heroes**

**Saturday,**

**Length 30 minutes**

**Saturdays 7:30 am**

October 5, 12, 19, 26, November 2, 9, 16, 23, 30, December 7, 14, 21, 28, 2023

Hearts of Heroes showcases the stories of men and women braving natural disasters with one goal: to rescue the victims and help restore their lives. Hosted by meteorologist, Ginger Zee, Hearts of Heroes will guide viewers through fascinating weather events while delivering unique takeaways into the causes of many kinds of disasters, as well as how we can properly prepare for them, and collectively overcome them. Each week, viewers will witness first-hand the worst of nature but the best of humanity. Hearts of Heroes will take audiences on a journey where they'll experience recent natural disasters such as hurricanes, tornadoes, wild fires, and floods. Teen viewers learn more about the causes and science behind these events, while witnessing the heroic efforts of first responders across the nation. Hearts of Heroes is co-produced by BELFOR Property Restoration, the world's largest disaster recovery company restoring homes, businesses and communities following manmade or natural disasters.

**ISSUE:**

1. Schools/Education
2. Government
3. Economy / Jobs
4. Crime/Safety/Health

Program:

**Career Day**

**Length: 30 minutes**

**Dates aired: 7am Sundays**

October 6, 13, 20, 27, November 3, 10, 17, 24, December 1, 8, 15, 22, 29, 2023

"Career Day" gives young people a chance to follow adults at their jobs to learn about careers and possibly be inspired to enter a certain field when the time comes. Among the professions that have been featured on the show are radio DJ, animator, chef, sheriff, interior designer, chiropractor and musician.

**Issue:**

1. Schools/Education
2. Government
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**Program:****Matter of Fact with Soledad O'Brien****Sunday 10:30 am**

October 6, 13, 20, 27, November 3, 10, 17, 24, December 1, 8, 15, 22, 29, 2023

Soledad O'Brien focuses on political and socioeconomic issues that affect America. Conversations as diverse as America, original reporting from across the globe, award-winning stories, and context on how politics and power shape our world.

Rating - TVPG

Audio - Stereo

Language - English

**Issue:**

1. Schools/Education
2. Economy / Jobs

**Program: Vets Saving Pets**

**Saturdays 8:30 am**

**Length: 30 minutes**

October 5, 12, 19, 26, November 2, 9, 16, 23, 30 December 7, 14, 21, 28, 2023

Veterinary professionals work to save the lives of animals in need of urgent medical care.

Rating - TVG

HDTV - 1080i

Audio - Dolby 5.1

Language - English