

**WBEV-AM Radio**  
Beaver Dam, WI

Quarterly Issues and Programs Report  
(4th Quarter Report, October 1, 2023 – December 31, 2023)

WBEV-AM (WBEV-AM was formerly WXRO-FM) ascertains the needs, interests and concerns of its community in several ways. First, members of WBEV-AM management, public affairs and programming staff regularly seek out and talk with community leaders and solicit their input on important issues facing the community. Second, management, program talent, and program producers receive constant feedback from listeners by phone, letter and email. Third, the WBEV-AM sales staff interacts daily with the business community. Finally, station management and personnel attend community meetings, hearings and debates, listen to and watch other local cable and broadcast outlets, and read local magazines and newspapers to help inform themselves about issues facing the community. All of these methods of outreach, education and feedback affect the list of community needs and issues to which the station decides to devote particular attention in its programming during a particular quarter.

Issues of importance to the local community are addressed through a variety of programs. WBEV-AM are talk stations, with a special focus on sports. Regular sports programs often include repeated and/or extensive discussions by and among show hosts, guests and callers of issues of special interest to athletes and sports fans, such as domestic abuse, or traumatic brain injuries.

The stations also air a 30 minute weekly public affairs show, "Beyond Sports," every Saturday morning. "Beyond Sports," which is broadcast each week from 5:00 to 5:30 AM, is hosted by WBEV-AM Public Affairs Manager, Hannah Stanley. This program often features guests from the local community and from public interest organizations talking about issues of importance to the community. Each week's show focuses on a different issue and features different guests.

To supplement this long-form programming and to further educate listeners about issues of concern to its local community, WBEV-AM air a wide variety of public service announcements. All of these public service announcements were either :15, :30, or :60 seconds long and aired at various times of the broadcast schedule.

Finally, WBEV-AM periodically air local news briefs, and weather reports.

WBEV-AM determined the following subjects to be of particular concern to area listeners during the first quarter of 2024:

**Personal and Public Health**

**Mental Health**

**Hearing Loss**

**Organ Donation**

**Vision Health**

**Cancer Support**

**Twist Out Cancer**

**Prostate Cancer**

**Artificial Intelligence**

**CES & Technology**

**ChatGPT Lawsuit**

**Community Programs**

**Online Safety**

**Gambling**

**Space Race**

**Women's Issues**

**ERA Coalition**

**Co-Parenting**

Attached is a listing of some of WBEV-AM's most significant treatment of these issues during the first quarter of 2024.

## PERSONAL and PUBLIC HEALTH

Beyond Sports (local public affairs show) – 01/27/2024

Topic: **Mental Health**

Show Summary: Psychologist John Duffy's newest book focuses on the mental health crisis in our male youth. Throughout his practice he has seen the increase in their needs due to a number of reasons, be it social stigmas, isolation due to COVID, gaming, and more.

Beyond Sports (local public affairs show) – 02/17/2024

Topic: **Hearing Loss**

Show Summary: Hearing loss is experienced by young and old alike. Advances in hearing aid technology, as well as surgical interventions, have improved the quality of life for those who need it.

Beyond Sports (local public affairs show) – 02/24/2024

Topic: **Organ Donation**

Show Summary: Organ and tissue donation, from both deceased and living donors, saves countless lives each year. Additionally, it can improve the lives of many others. Signing up to be an organ donor is easy through DMVs.

Beyond Sports (local public affairs show) – 03/02/2024

Topic: **Vision Health**

Show Summary: Prevent Blindness America has been working for decades to not only prevent blindness in children but also increase vision health awareness in the rest of the population through research and education.

## CANCER SUPPORT AND EDUCATION

Beyond Sports (local public affairs show) – 01/13/2024

Topic: **Twist Out Cancer**

Show Summary: Twist Out Cancer provides psychosocial support to cancer survivors and their loved ones through creative arts programming. They are a global community that enables anyone touched by cancer to connect, create, support and inspire.

Beyond Sports (local public affairs show) – 03/23/2024

Topic: **Prostate Cancer**

Show Summary: Dr. Jonathon Haas discussed prostate health and specifically, prostate cancer. Early detection through a PSA test, as well as improved treatments, have increased the longevity of life for those diagnosed.

## ARTIFICIAL INTELLIGENCE

Beyond Sports (local public affairs show) – 01/06/2024

Topic: **CES & Technology**

Show Summary: The Consumer Electronics Show is held every January and allows a look into the upcoming tech that will be available to all of us in the coming year and beyond. This year much of the new introductions involve quite a bit of artificial intelligence built into the programming and operation.

Beyond Sports (local public affairs show) – 01/20/2024

Topic: **ChatGPT Lawsuit**

Show Summary: The New York Times has filed a copyright infringement lawsuit alleging that the creators of OpenAI and Microsoft utilized their content without payment to help create some of the knowledge base that these AI systems use to operate. This lawsuit can possibly create a precedent that could alter how we are able to access information through these systems and could potentially force them to delete entire stashes of knowledge.

### COMMUNITY PROGRAMS

Beyond Sports (local public affairs show) – 03/09/2024

Topic: **Online Safety**

Show Summary: Online safety is becoming a more and more important topic as the methods of trying to defraud people increase daily. Protecting your private information is something that needs constant diligence.

Beyond Sports (local public affairs show) – 03/16/2024

Topic: **Gambling**

Show Summary: Problem gambling is becoming a more prevalent issue due to gambling limits and restrictions being lifted throughout many states and the easy access to gambling apps. With this ease, often professional help is the only way to break the addiction.

Beyond Sports (local public affairs show) – 03/30/2024

Topic: **Space Race**

Show Summary: Space shuttle astronaut Tom Jones has written a new book with stories from over 130 fellow astronauts and discusses the current “space race” the United States is in to get back to the moon ahead of China.

### WOMEN’S ISSUES

Beyond Sports (local public affairs show) – 02/04/2024

Topic: **ERA Coalition**

Show Summary: In January, the ERA Coalition announced the convening of a National Strategy Task Force with partner organizations integral to the movement to publish and enact the fully ratified Equal Rights Amendment.

Beyond Sports (local public affairs show) – 02/11/2024

Topic: **Co-Parenting**

Show Summary: Michelle Dempsey, author of *Mom’s Moving On*, and a podcast of the same name, discusses the value of healthy co-parenting relationships for the good of the children involved. Her advice is important for women and men.