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**Quarterly List of Community Issues and Responsive Programming  
Radio Station WPLZ-FM HD1 licensed to Ooltewah/Chattanooga  
October 1, 2020 – December 31, 2020**

As an ongoing effort to serve the public interest, WPLZ-HD1 offers a variety of programming responsive to the issues of concern to our audience and the community at large. The following is a list of the station's most significant programming in response to those issues.

In addition, WPLZ-HD1 provides news and information as a part of its weekly programming. Traffic reports are heard four (4) times per hour each weekday morning and afternoon. WPLZ-HD1 provides one and half minutes of local newscasts Monday through Friday from 6AM to 8AM. A 30 second weather report airs on WPLZ-HD1 once an hour between 6AM-6PM Monday through Friday.

## **Part 1: Special Programming and Public Service**

**Following is a list of events that WPLZ-HD1 participated in or helped to promote to the community.**

### **Special Programming – Chattanooga’s Morning Show with Gary and Beth**

Gary and Beth are the live morning crew from 6:00am-10:00am every Monday-Friday. Listeners can call-in, and local guests are also invited to come to the studio and talk about what is happening around the Chattanooga community.

### **Interview – Jane Kaylor w/ Ronald McDonald House Charities**

Jane Kaylor, CEO/President of RMHC, did an interview on WPLZ talking about the Ronald McDonald House Charities of Greater Chattanooga. She talked about events and other ways you can get involved with the organization. *RMHC Chattanooga Golf Classic* was a recent event, and donations went to families involved with RMH.

### **Interview – Jay Dale w/ Maclellan Shelter for Families**

On November 9<sup>th</sup>, Jay Dale called-in the studio for an interview to talk about their annual event, *Grateful Gobbler 5K*. The event was a virtual 5K this year due to Covid-19. It’s held on Thanksgiving Day, and all of the proceeds from the event went to the Maclellan Shelter for Families. The Maclellan Shelter provides a temporary place for homeless families to live.

### **Interview – Scottie Summerlin w/ EPB Holiday Windows**

Scottie Summerlin called-in the studio to talk about EPB's Holiday Windows. This year EPB asked STEM School Chattanooga to help with their Holiday Windows. EPB's goal is to provide an opportunity for students to collaborate on creative projects in a group setting and see their ideas come to life within the Chattanooga community. EPB worked with their designs and showcased them on EPB's 2020 Holiday Windows.

### **Interview – Dr. Bryan Johnson w/ Hamilton County Board of Education**

On December 8<sup>th</sup>, Dr. Bryan Johnson talked on WPLZ about COVID-19 and how the Hamilton County Board of Education will deal with it. With so many cases rising in Tennessee, he wanted to update the community with the new COVID-19 protocol for schools as well as ask the community and faculty for feedback.

## **Part 2: Attachments from Events, Letters and Articles**

### **Interview – Jane Kaylor w/ Ronald McDonald House Charities**

<https://www.rmhchattanooga.com/news-events/rmhc-golf-classic/>

### **Interview – Jay Dale w/ Maclellan Shelter for Families**

<https://www.gratefulgobblerwalk.org/>

### **Interview – Scottie Summerlin w/ EPB Holiday Windows**

<https://epb.com/about-epb/news/articles/visit-epb-2020-holiday-windows-virtually-or-in-person>

<https://docs.google.com/document/d/15PMaMQ71xhxScxMDHg6Ouc6VzTI5Z7IZkoBZ6h7zITM/edit>

### **Interview – Dr. Bryan Johnson w/ Hamilton County Board of Education**

<https://newschannel9.com/news/before-the-bell/hamilton-county-schools-taking-community-feedback-considering-potential-spring-plans>

# FACES

NATIONAL CRANIOFACIAL ASSOCIATION

October 21, 2020

Danielle Swindell  
Brewer Media  
1305 Carter Street  
Chattanooga, TN 37402

Dear Dani:

Amazed. Inspired. Grateful. That's how Brewer Media's generosity makes me feel! On behalf of the Board of Directors of FACES: The National Craniofacial Association, I want to thank you ☺  
Brewer Media for sponsoring our *Different is Divine* online silent auction with 120 radio commercials.

— see photo ☺

With this gift, FACES will continue to help more children like Gabriella, born with Microtia and Atresia, to travel to California to get a 3-D printed ear; Callan, born with Craniosynostosis, to travel to Dallas for surgery; and Liora, born with Nasal Arteriovenous Malformation, to travel to New York to receive ongoing facial reconstruction.

All of this and more would not be possible without YOU! Especially as the world experiences uncertainty because of COVID-19, FACES: The National Craniofacial Association, continues to assist children and adults with craniofacial differences – because children are still being born with craniofacial anomalies, kids still need to go to their medical appointments, and families are still searching for answers.

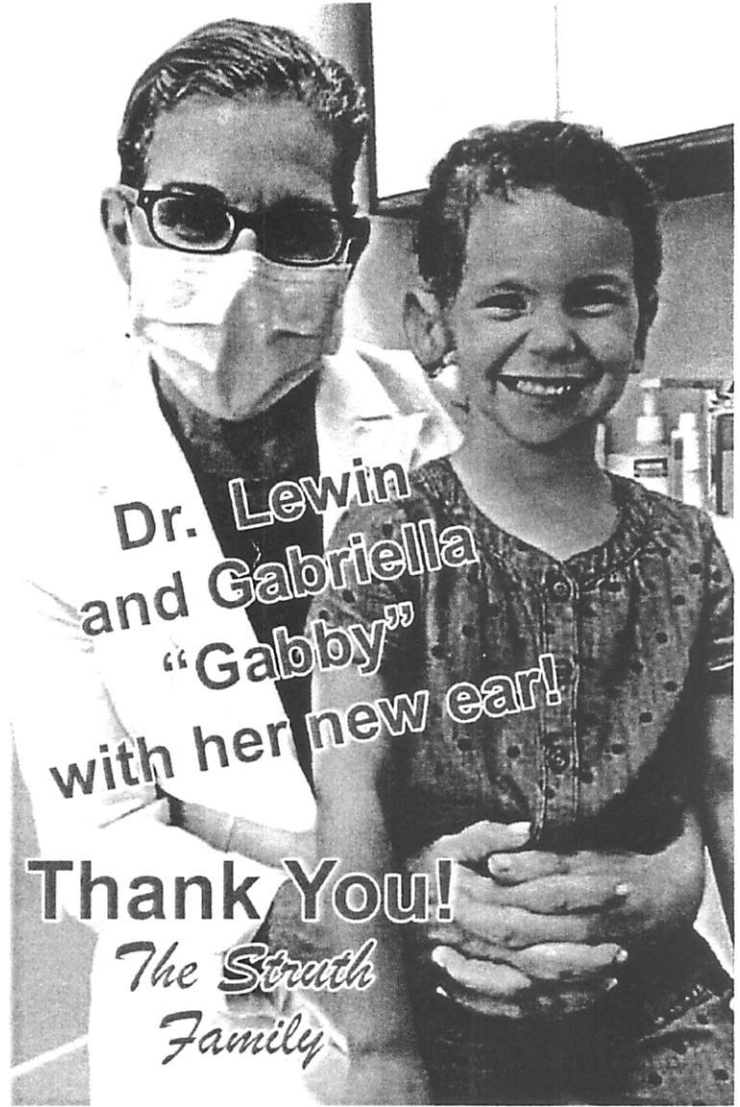
Thank you for  
you continued support!!  
☺

Sincerely,



Kim Fox  
President

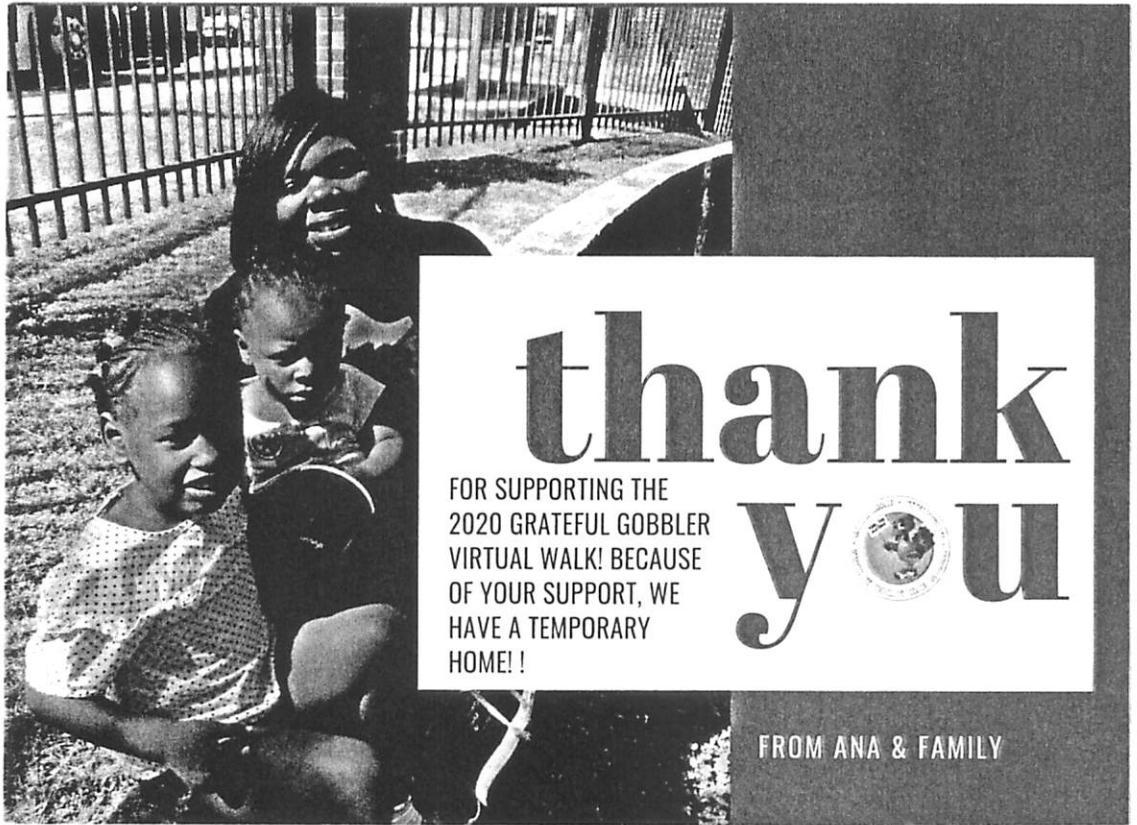
*As I.R.S. substantiation, you received neither goods nor services in exchange for the donation of 120 radio commercials valued at \$ 2,700 on September 17, 2020.*



Dr. Lewin  
and Gabriella  
"Gabby"  
with her new ear!

**Thank You!**

*The Strath  
Family*



# thank you

FOR SUPPORTING THE  
2020 GRATEFUL GOBBLER  
VIRTUAL WALK! BECAUSE  
OF YOUR SUPPORT, WE  
HAVE A TEMPORARY  
HOME!!



FROM ANA & FAMILY

### **Part 3: Public Service Announcement Policy**

We encourage our employees to make us aware of any events that they feel we should help promote and/or be a part of. Many of our employees are members of various organizations, groups throughout the community. At Brewer Media we also encourage organizations to send us information about their events for us to help promote it through on-air announcements and on our websites.



Earlier this year Brewer Media Group identified the need for our listeners to have a place to go to get important election information including but not limited to How to Register, Where to Vote, Candidate Information and important dates to know. From this **MyVoteTN.com** was born.

**MyVoteTN.com** is a platform where voters can get to know candidates for offices ahead of the election as a public service of **Brewer Media Group** stations.

**MyVoteTN.com** was heavily promoted on all **Brewer Media Group** stations including **Power 94**, **Groove 93**, **BIG 95.3**, **ESPN 105.1**, and **Easy 106.9** Our support will also include a prominent link on each station's website and pre-roll announcements on station audio streams.

555 promotional announcements were aired on each of our 5 radio stations for a total of 2,775 announcements between 7/15/2020 and 11/3/2020.

# Confirmation



Brewer Media Group  
 1305 Carter Street  
 Chattanooga TN 37402  
 423-242-7656

Order # 29115  
 Date Entered 09/01/2020  
 Sales Person Danielle Swindell  
 Billing Cycle Broadcast  
 Conflict 1 Public Service  
 Product HEART WALK 2020  
 Date Range 09/04/2020 - 10/10/2020  
 CoOp No

AMERICAN HEART ASSOCIATION  
 519 EAST 4TH STREET  
 CHATTANOOGA TN 37403

Station	Date Range	Time Range	Len	Schedule	Repeated	Comment	Rate	Qty	Total	
1	WALV-FM	09/04/2020-10/10/2020	00:00:00-23:59:59	00:30	5,5,5,5,5,5,5	All Weeks	0.00	183	0.00	
2	WJTT-FM	09/04/2020-10/08/2020	00:00:00-23:59:59	00:30	3,3,3,0,0,3,3	All Weeks	0.00	75	0.00	
3	WMPZ-FM	09/04/2020-10/10/2020	00:00:00-23:59:59	00:30	4,4,4,4,4,4,0	All Weeks	0.00	128	0.00	
4	WPLZ-FM	09/04/2020-10/10/2020	00:00:00-23:59:59	00:30	4,4,4,4,4,4,4	All Weeks	0.00	146	0.00	
5	WPLZ-HD2	09/04/2020-10/10/2020	00:00:00-23:59:59	00:30	4,4,4,4,4,4,4	All Weeks	0.00	148	0.00	
6	WALV-FM	09/17/2020-09/18/2020	00:00:00-23:59:59	00:30	0,0,0,1,1,0,0	All Weeks	0.00	2	0.00	
7	WPLZ-FM	09/17/2020-09/18/2020	00:00:00-23:59:59	00:30	0,0,0,1,1,0,0	All Weeks	0.00	2	0.00	
<b>Total</b>										0.00

Projected Billing		Count	Gross	Total
September		2020	443	0.00
October		2020	241	0.00
		<b>684</b>	<b>0.00</b>	<b>0.00</b>

Customer \_\_\_\_\_ Sales Person \_\_\_\_\_

# Confirmation



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everywhere. every day.

Brewer Media Group  
1305 Carter Street  
Chattanooga TN 37402  
423-242-7656

Order # 29336  
Date Entered 11/06/2020  
Sales Person Danielle Swindell  
Billing Cycle Broadcast  
Conflict 1 Public Service  
Product HEALTHY FOR GOOD CAMPAIGN  
Date Range 11/16/2020 - 02/21/2021  
CoOp No

AMERICAN HEART ASSOCIATION  
519 EAST 4TH STREET  
CHATTANOOGA TN 37403

Station	Date Range	Time Range	Len	Schedule	Repeated	Comment	Rate	Qty	Total	
1	WALV-FM	11/16/2020-11/29/2020	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
2	WJTT-FM	11/16/2020-11/29/2020	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
3	WMPZ-FM	11/16/2020-11/29/2020	00:00:00-23:59:59	00:30	3,3,3,3,3,3,0	All Weeks	0.00	36	0.00	
4	WPLZ-FM	11/16/2020-11/29/2020	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
5	WPLZ-HD2	11/16/2020-11/29/2020	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
6	WALV-FM	12/14/2020-12/27/2020	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
7	WJTT-FM	12/14/2020-12/27/2020	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
8	WMPZ-FM	12/14/2020-12/27/2020	00:00:00-23:59:59	00:30	3,3,3,3,3,3,0	All Weeks	0.00	36	0.00	
9	WPLZ-FM	12/14/2020-12/27/2020	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
10	WPLZ-HD2	12/14/2020-12/27/2020	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
11	WALV-FM	01/11/2021-01/24/2021	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
12	WJTT-FM	01/11/2021-01/24/2021	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
13	WMPZ-FM	01/11/2021-01/24/2021	00:00:00-23:59:59	00:30	3,3,3,3,3,3,0	All Weeks	0.00	36	0.00	
14	WPLZ-FM	01/11/2021-01/24/2021	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
15	WPLZ-HD2	01/11/2021-01/24/2021	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
16	WALV-FM	02/08/2021-02/21/2021	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
17	WJTT-FM	02/08/2021-02/21/2021	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
18	WMPZ-FM	02/08/2021-02/21/2021	00:00:00-23:59:59	00:30	3,3,3,3,3,3,0	All Weeks	0.00	36	0.00	
19	WPLZ-FM	02/08/2021-02/21/2021	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
20	WPLZ-HD2	02/08/2021-02/21/2021	00:00:00-23:59:59	00:30	3,3,3,3,2,2,2	All Weeks	0.00	36	0.00	
<b>Total</b>										0.00

Projected Billing	Count	Gross	Total
November 2020	180	0.00	0.00
December 2020	180	0.00	0.00
January 2021	180	0.00	0.00
February 2021	180	0.00	0.00
<b>Total</b>		<b>720</b>	<b>0.00</b>

Customer \_\_\_\_\_ Sales Person \_\_\_\_\_

# Confirmation



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Brewer Media Group  
1305 Carter Street  
Chattanooga TN 37402  
423-242-7656

Order # 28225  
Date Entered 01/24/2020  
Sales Person Danielle Swindell  
Billing Cycle Broadcast  
Conflict 1 Public Service  
Conflict 2 Entertainment  
Product Annual Celebration of Life and Hope  
Date Range 09/21/2020 - 10/16/2020  
CoOp No

AUSTIN HATCHER FOUNDATION  
1705 S HOLTZCLAW AVENUE  
CHATTANOOGA TN 37404

Station	Date Range	Time Range	Len	Schedule	Repeated	Comment	Rate	Qty	Total
1	WPLZ-FM	09/21/2020-10/16/2020	00:00:00-23:59:59	00:30	5.5.5.5.5.0.0	All Weeks	0.00	100	0.00
2	WALV-FM	09/21/2020-09/25/2020	00:00:00-23:59:59	00:30	5.5.5.5.5.0.0	All Weeks	0.00	25	0.00
3	WPLZ-HD2	09/21/2020-10/16/2020	00:00:00-23:59:59	00:30	5.5.5.5.5.0.0	All Weeks	0.00	100	0.00
4	WALV-FM	10/05/2020-10/09/2020	00:00:00-23:59:59	00:30	5.5.5.5.5.0.0	All Weeks	0.00	25	0.00
								Total	0.00

Projected Billing	Count	Gross	Total
September	2020	75	0.00
October	2020	175	0.00
		250	0.00

Customer \_\_\_\_\_ Sales Person \_\_\_\_\_

# Confirmation



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Brewer Media Group  
1305 Carter Street  
Chattanooga TN 37402  
423-242-7656

Order # 29016  
Date Entered 08/04/2020  
Sales Person Danielle Swindell  
Billing Cycle Broadcast  
Product 21st Annual Grateful Gobbler Walk  
Date Range 11/01/2020 - 11/25/2020  
CoOp No

MACLELLAN FOUNDATION, THE C/O MEDIA AND GRANT  
RELATIONS  
820 BROAD STREET  
SUITE 300  
CHATTANOOGA TN 37402

Station	Date Range	Time Range	Len	Schedule	Repeated	Comment	Rate	Qty	Total
1	WJTT-FM	11/01/2020-11/25/2020	00:00:00-23:59:59	00:30	3,3,3,3,3,0,0	All Weeks	0.00	54	0.00
2	WMPZ-FM	11/01/2020-11/25/2020	00:00:00-23:59:59	00:30	3,3,3,3,3,0,0	All Weeks	0.00	54	0.00
3	WPLZ-FM	11/01/2020-11/25/2020	00:00:00-23:59:59	00:30	4,4,4,4,4,4,4	All Weeks	0.00	100	0.00
4	WPLZ-HD2	11/01/2020-11/25/2020	00:00:00-23:59:59	00:30	4,4,4,4,4,4,4	All Weeks	0.00	100	0.00
5	WALV-FM	11/01/2020-11/25/2020	00:00:00-23:59:59	00:30	3,3,3,3,3,3,3	All Weeks	0.00	75	0.00
<b>Total</b>									<b>0.00</b>

Projected Billing	Count	Gross	Total
November	2020	383	0.00
		<b>383</b>	<b>0.00</b>

Customer \_\_\_\_\_ Sales Person \_\_\_\_\_

# Confirmation



Brewer Media Group  
 1305 Carter Street  
 Chattanooga TN 37402  
 423-242-7656

Order # 29193  
 Date Entered 09/24/2020  
 Sales Person Danielle Swindell  
 Billing Cycle Broadcast  
 Conflict 1 Education  
 Conflict 2 Public Service  
 Product Kids First Coupon 2020  
 Date Range 10/09/2020 - 10/23/2020  
 CoOp No

HAMILTON COUNTY SCHOOLS  
 ATTN: KRIS HUMBER  
 1161 W 40TH STREET  
 CHATTANOOGA TN 37409

Station	Date Range	Time Range	Len	Schedule	Repeated	Comment	Rate	Qty	Total
1	WJTT-FM	10/09/2020-10/23/2020	06:00:00-23:59:59	00:30	3,3,3,3,2,2,3	All Weeks	0.00	40	0.00
2	WPLZ-FM	10/09/2020-10/23/2020	06:00:00-23:59:59	00:30	6,5,6,5,6,5,5	All Weeks	0.00	82	0.00
<b>Total</b>									0.00

Projected Billing		Count	Gross	Total
October	2020	122	0.00	0.00
		122	0.00	0.00

Customer \_\_\_\_\_ Sales Person \_\_\_\_\_

We, Kira Headlee, General Manager, and Eric Foster, Program Director, living within the Chattanooga Community and through our conversations with employees, area government officials and citizens, have ascertained the preceding to be significant in meeting the unique needs and addressing the concerns and interests of the public in the area served by this station.



Kira Headlee  
General Manager



Eric Foster  
Program Director