

MAX MEDIA OF HAMPTON ROADS, LLC						
1st QUARTER 2017 - RESPONSIVE PROGRAMMING LIST						
Station: WGH-FM						
ISSUE DESCRIPTION	PROGRAM SEGMENT	DATE(S)	TIME	DURATION	DESCRIPTION OF SEGMENT	
1. <u>Traffic</u>	<u>Traffic Reports</u>	01/01/17-3/31/17 M-F	60x 5am-9am	45-60 seconds	Live traffic reports delivered on-air daily	
		01/01/17-3/31/17 M-F	30x 3pm-6pm	45-60 seconds		
2. <u>Weather</u>	<u>Weather Forecasts</u>	01/01/17-3/31/17 M-F	1x/hr 5am-9am	20 seconds	Live weather reports delivered on-air daily once per hour	
3. <u>Animal Care</u>	<u>Public Service Announcements</u>	1/4/17	17x 6am-7pm	15 seconds	CHES. HUMANE SOCIETY - The Chesapeake Humane Society Care clinic will host Walk-in Microchip and Vaccine clinics throughout the month of January. low-cost vaccines offered including rabies, distemper, and bordetella. Call 546-5355 for more information.	
		1/4/17-1/27/17	17x 6am-7pm	15 seconds	HAPPY PAWS HUMANE - Happy Paws Humane Pet Training is a collaborative effort of the Chesapeake Humane Society, Norfolk SPCA and Virginia Beach SPCA aimed at having all pets in Hampton Roads live in loving forever homes. For more information visit happypawstraining.org .	
		1/11/17-2/27/17	30x 6am-7pm	15 seconds	WINTER PETS - Bring your furry friends inside when temperatures take a dip! Remember to wipe your dog's paws after each trip outside. Ice-melting chemicals can make your pet sick cause irritation to their skin and even be fatal. Find out more ready.gov/winter .	
	<u>News & Events</u>	1/20/17	12pm	2 minutes	Norfolk Animal Care Center - segment to promote pet adoption and review upcoming events to benefit the shelter. Pucks for Paws at the Norfolk Admirals. Bring your dog to the game and a portion of the proceeds will go back to the Norfolk Animal Care and Adoption Center.	
	<u>Public Service Announcements</u>	2/14/17-2/27/17	4x 6am-7pm	15 seconds	HOMELESS ANIMALS - It's Homeless Animals Awareness Week with fifteen animal shelters coming together to raise awareness for our homeless animals in Hampton Roads. Wear or display an orange ribbon to show support and use #HR4Pets Pick up your orange ribbon from a participating shelter today.	
	<u>News & Events</u>	3/3/17	3pm	2 minutes	PET ADOPTION - Segment with VBSPCA to promote pet adoption. The VBSPCA live in the studio for Furry Friday with an animal up for adoption. Informing listeners about pets up for adoption and the foster care program.	

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	<u>Public Service Announcements</u>	3/7/17-3/24/17	13x 6am-7pm	15 seconds	CHESAPEAKE ANIMAL SERVICES - Chesapeake Animal Services needs foster parents to help with the upcoming kitten season. Interested parties do not have to be Chesapeake residents. Visit cityofchesapeake.net/animalservices or call 757-382-8076.	
	<u>Public Service Announcements</u>	3/7/17-3/28/17	16x 6am-7pm	15 seconds	CAUSE FOR PAUSE - Portsmouth Humane Society's 9th Annual Cause for Paws is Saturday, April 29. This Family and pet-friendly festival will feature a 5K run, 1 Mile Dog Walk, live music, vendors and pet rescue groups. Register now http://portsmouthhumanesociety.org .	
4.	<u>Charitable Giving</u>	<u>Public Service Announcements</u>	3/8/17-3/29/17	16x 6am-7pm	15 seconds	PIZZA - Purchase pizza ONLINE during the month of March from Papa John's Pizza in Hampton Roads or Richmond, VA and use the PROMO CODE: USO, the USO of Hampton Roads and Central Virginia will receive 10% of the order total! Proceeds benefit our local service members and their families.
		<u>What's up for the Weekend</u>	2/24/17	8am	2 minutes	3rd Annual Commuters Care Food Drive - event is taking place today at the South Norfolk Jordan Bridge hosting a food drive. Get \$10 free on your easy pass for bringing a non perishable food item. Re-purpose your clothes for fashion at Lynnhaven Mall. The "Trashion" show features clothing made from recycled items for a great cause.
5.	<u>Consumer Matters</u>	<u>Weekly Public Affairs Program</u>	1/1/17	6am	8:36	Aimée Morrison, PhD, Associate Professor of English Language and Literature, University of Waterloo - Professor Morrison discussed the synthetic perfection in nearly every image we see today, and how that affects women and their self images. She explained why the Photoshopping of nearly every image we see in the media has caused an increase in body insecurity among women. She believes the trend has actually has reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages.
		<u>Public Service Announcements</u>	1/11/17-2/27/17	29x 6am-7pm	15 seconds	CAR WINTER READY - Prepare your car for winter in advance. Keep your gas tank near full to help avoid ice in the tank and fuel lines. Keep an emergency kit in your car stocked with a shovel, salt/sand and an ice scraper . Get more tips search #Wintersafety on Twitter.

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	<u>Weekly Public Affairs Program</u>	1/29/17	6:20am	5:06	Steve Cicala, PhD, Assistant professor at the Harris School of Public Policy at the University of Chicago, Faculty Research Fellow at the National Bureau of Economic Research - Dr. Cicala led a study that determined that deregulated power markets on the wholesale level have significantly cut the cost of generating electricity, saving consumers \$3 billion a year. He discussed how this little-known market works and why it should matter to consumers. He also explained how smart meters will eventually give consumers even greater power in managing their energy costs.	
	<u>Public Service Announcements</u>	2/14/17-3/29/17	27x 6am-7pm	15 seconds	TAX PREP - Need Tax Help? AARP Tax Aides provide free tax preparation help at the Virginia Beach Central Library. Help is provided on a first come, first-served basis. Find out more at vbgov.com .	
	<u>Weekly Public Affairs Program</u>	3/19/17	6:20am	8:13	Adam Alter, PhD, Associate Professor of Marketing at New York University's Stern School of Business, author of "Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked" - Prof. Alter called this the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. He said Americans spend an average of three hours each day using smartphones, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. He explained why so many of today's products are irresistible and how consumers can set boundaries between work and play, and mitigate the dark side of technology.	
6.	<u>Disaster Preparedness</u>	<u>Public Service Announcements</u>	1/11/17-2/22/17	27x 6am-7pm	15 seconds	EMERGENCY KIT - Prepare in advance for snow and extreme cold by creating an emergency kit Include flashlights, battery operated radio and enough food, water, meds to last for at least 72 hrs. Learn more www.ready.gov/winter .
		<u>Public Service Announcements</u>	1/11/17-2/24/17	26x 6am-7pm	15 seconds	PUBLIC SHELTER - If your home loses power or heat for more than a few hours or if you do not have adequate supplies to stay warm in your home overnight, you may want to go to a designated public shelter if you can get there safely. Text SHELTER + your ZIP code to 43362 (4FEMA) to find the nearest shelter in your area.

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	<u>Public Service Announcements</u>	1/12/17-2/27/17	28x 6am-7pm	15 seconds	FEMA'S APP - Prepare in advance for snow and extreme cold by creating an emergency kit and Learn how to shut off water valves in advance in case a pipe bursts. Download FEMA's app Be Smart. Know Your Alerts and Warnings at: www.ready.gov/prepare .	
7.	<u>Employment</u>	<u>Weekly Public Affairs Program</u>	2/5/17	6am	8:41	Martin Yate, career and employment expert, author of "Knock 'em Dead 2017: The Ultimate Job Search Guide" - Mr. Yate explained why and how technology has fueled rapid changes in the job search market, on nearly a daily basis. He discussed the importance of using and repeating the most effective keywords in resumes. He also talked about the multiple ways that social networking can help to get job interviews and turn them into offers.
		<u>Weekly Public Affairs Program</u>	2/12/17	6am	8:48	Valerie Burton, Certified Personal and Executive Coach, founder of The Coaching and Positive Psychology Institute, author of "Successful Women Speak Differently: 9 Habits That Build Confidence, Courage, and Influence" - Ms. Burton said the most successful women are often not the most talented, the most gifted, or even the most experienced. She believes the knack for communicating is what opens doors and gives women influence in the workplace. She outlined simple techniques women can utilize to be more clearly understood and respected.
8.	<u>Health</u>	<u>Public Service Announcements</u>	1/3/17-3/24/17	28x 6am-7pm	15 seconds	SU2C-BE THE BREAKTHROUGH - The Be The Breakthrough™ PSA is part of a collaboration between SU2C, Genentech and Morgan Freeman, who also is an executive producer of The C Word, a powerful new cancer documentary. This collaboration is a multi-faceted effort that celebrates the people behind progress in cancer: the patients who participate in clinical trials, the scientists and doctors who make medical advances and improve care, and the people who provide support to those living with cancer.

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	<u>Weekly Public Affairs Program</u>	1/8/17	6:20am	4:48	Gloria Lopez-Cordle, nationally-recognized patient advocate, creator of “the Personal Medical Journal”, a patient organizational tool - A recent study found that American hospitals are making preventable medical errors that kill thousands of Americans each year. Ms. Lopez-Cordle believes that patients and their families need to take charge of their medical information to prevent mistakes by doctors. She offered advice on what kinds of medical data is important and how to organize it.
	<u>Weekly Public Affairs Program</u>	1/22/17	6:20am	4:58	Sean Burch, multiple world record holder in extreme sports events, fitness and motivational expert, author of “Hyperfitness: 12 Weeks to Conquering Your Inner Everest and Getting Into the Best Shape of Your Life “ - Mr. Burch shared the story of how he became the first solo climber of Mount Everest. He talked about the importance of diet and fitness, and offered tips on how the average person can lose weight and get into shape.
	<u>What's up for the Weekend</u>	2/3/14	8am	1 minute	St. Jude Crossfit Event - Compete for the Cure at the Chesapeake Convention Center. Enter now. This Saturday at 9am to benefit St. Jude Children's Research Hospital. More details at eagle97.com .
	<u>What's up for the Weekend</u>	2/10/17	8am	30 seconds	Cupid's Undie Run - Coop and Promo Joe are taking part in Cupid's Undie Run to benefit Neurofibromatosis. The run will take place at the Shack on Atlantic Ave at noon.
	<u>Public Service Announcements</u>	2/14/17	22x 6am-7pm	15 seconds	AMERICAN RED CROSS - The American Red Cross offers training on how to respond to and prepare for emergencies. Courses offered include basic life support, babysitting and lifeguarding with full certification. Participate in hands-on training and Learn from experienced instructors. Find out more at redcross.org .
	<u>Public Service Announcements</u>	2/14/17-2/27/17	6x 6am-7pm	15 seconds	FLU - You can pass the flu to someone else a day before you have symptoms and 5 to 7 days after you are sick. Children can pass the flu virus for more than 7 days. the Red Cross has some simple steps people can take to help prevent the spread of the flu at redcross.org .

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	<u>Weekly Public Affairs Program</u>	3/26/17	6:10am	9:55	Richard Horowitz, MD, Lyme disease expert, founder of the Hudson Valley Healing Arts Center in Hyde Park, NY, author of "How Can I Get Better?: An Action Plan For Treating Resistant Lyme And Chronic Disease" - Dr. Horowitz said victims of Lyme disease are often misdiagnosed with other illnesses such as chronic fatigue syndrome, fibromyalgia, multiple sclerosis, or rheumatoid arthritis. He added that the number of Lyme cases is growing at an alarming rate each year, reaching epidemic proportions. He explained how to identify symptoms and work with a qualified specialist for the best possible treatment outcome.	
9.	<u>Public Safety</u>	<u>Public Service Announcements</u>	1/3/17-1/6/17	13x 6am-7pm	15 seconds	UNDERAGE DRINK & DRIVE - A night of drinking can lead to a lot of embarrassing choices, but none worse than getting behind the wheel. Remind teens that underage drinking and driving is the "Ultimate Party Foul."
		<u>Public Service Announcements</u>	1/3/17-3/24/17	28x 6am-7pm	15 seconds	TEXT & DRIVE - 86% of people say they feel very unsafe in a car where the driver sends texts or emails, but many believe they are immune to that same danger when they drive. New PSAs remind adults 16-34 that "no one is special enough to text and drive."
		<u>Public Service Announcements</u>	1/3/17-1/30/17	18x 6am-7pm	15 seconds	AM RED CROSS SMOKE ALARM - The American Red Cross is asking every household in America to take two simple steps check their existing smoke alarms and practice fire drills at home. You can help people affected by disasters by making a gift to Red Cross Disaster Relief. at redcross.org .
		<u>Public Service Announcements</u>	1/11/17-2/24/17	29x 6am-7pm	15 seconds	CARBON MONOXIDE - Carbon monoxide-related deaths are highest during colder months due to increased use of gas-powered furnaces and alternative heating used inappropriately. Install carbon monoxide alarms in central locations on every level of your home and outside sleeping areas to provide early warning of accumulating carbon monoxide. Get more life saving tips at ready.gov/winter .
		<u>Public Service Announcements</u>	1/11/17-2/27/17	32x 6am-7pm	15 seconds	DON'T CROWD THE PLOW - Stay off roads during and after a #winterstorm. If you must drive "Don't Crowd the Plow!" and remember Ice and snow, take it slow—slower speed, slower acceleration, slower steering, and slower braking.

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	<u>Public Service Announcements</u>	1/11/17-2/27/17	31x 6am-7pm	15 seconds	U.S. FIRE ADMINISTRATION - Space heaters cause one-third of home heating fires and 4 out of 5 home heating fires deaths. Protect your family: if you're heating your home with a space heater this winter, take a few moments to review safety tips from the U.S. Fire Administration at nfpa.org .	
	<u>Weekly Public Affairs Program</u>	3/12/17	6am	9:39	Robert Meyer, PhD, Frederick H. Ecker/MetLife Insurance Professor of Marketing at the Wharton School of the University of Pennsylvania, Co-Director of the Wharton Risk Management and Decision Processes Center, co-author of "The Ostrich Paradox: Why We Underprepare for Disasters" - Our ability to predict certain types of natural catastrophes has never been greater. Yet, people consistently fail to heed warnings and protect themselves and their communities, with devastating consequences. Dr. Meyer discussed this contradiction, and what government authorities and individuals can do to improve disaster preparedness.	
	<u>Weekly Public Affairs Program</u>	3/19/17	6:20am	4:59	Richard Ponziani, traffic safety researcher, President of RLP Engineering of Dayton, OH - Mr. Ponziani recently conducted a study that found that drivers fail to use turn signals nearly half the time when making a lane change and 25% of the time when turning. He said the failure to use turn signals results in as many as 2 million traffic accidents each year. He explained some possible solutions to the problem.	
10.	<u>Youth Development</u>	<u>Public Service Announcements</u>	2/14/17-3/14/17	21x 6am-7pm	15 seconds	PROJECT GREEN TEENS - Project Green Teens, Virginia Beach's first environmental group for teens, is raising funds to create an oyster reef along the eastern branch of the Lynnhaven River at Great Neck Park. The goal of this first "Adopt-a-Reef" project is to purchase 64 oyster castles to be placed along 650 feet of park shoreline. Find out more at vbgov.com .
		<u>Public Service Announcements</u>	3/7/17-3/29/17	17x 6am-7pm	15 seconds	VA BEACH SPCA LISTENING EARS PROGRAM - The Virginia Beach SPCA's Listening Ears program is designed to help both new and reluctant readers develop their reading skills. Reading to a furry friend creates a non-judgmental and fun atmosphere for children. Find out more at vbspca.com .

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