

Heritage Radio Society Inc

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Quarterly Issues Evaluation – 1st Q 2014

Background notes:

Management of WYAR-FM takes the position that, for purposes of defining “community service” for purposes of FCC public file recordkeeping, highest priority will be given to 1) social needs of our primary older/retiree listener demographic, and 2) regional performing arts and education events. Community events sponsored by public and private schools and non-profit civic or charitable organizations will have highest priority. Performing arts events featuring commercial artists in for-profit venues will be considered for fee-based commercial underwriting for special events on condition that such promotions can be tailored to fit the restrictions placed on the nature and content of Enhanced Underwriting Announcements as published by the FCC. Management reserves the right to consider, or refuse to consider, free PSA exposure of for-profit performing arts venues on a case by case basis. These policies have been in place as stated since the third quarter of 2009. Prior to that date, back to the renewal of our broadcast license in 2006, management policy did not include any provision for commercial underwriting or discretion for PSA exposure of for-profit venues.



Prior to the last quarter of 2013, the management of WYAR took the position that notations in the daily operations logs served as sufficient documentation of good-faith efforts at compliance with FCC recordkeeping for Quarterly Issues. During the self-audit of WYAR’s operations in preparation for filing for renewal of the broadcast license in November of 2013, a more critical reading of the regulations led us to the conclusion that, although theoretically present, the information was not sufficiently well indexed or retrievable in that form to meet the spirit of the regulations. Therefore, moving forward the process will consist of 1) a management review of strategic Quarterly Issues plan during the first week of each quarter (or as soon as practical after that) with a physical sheet recorded in the Public Inspection File 2) Weekly specific notations as appropriate on the Playlist Setup Weekly Checklist used to coordinate on-air programming, these checklists to be preserved as a separate paper folder also in the Public Inspection File and incorporated by reference, and 3) Additional appropriate review notes, indexes, evaluations &ct as deemed appropriate physical appendixes to each Quarterly Issues strategic plan cover sheet, initialed and dated.

Strategic Plan as of 1st Quarter 2014:

Continue producing and airing “Community Microphone” as Wayne Newland’s creative schedule permits, with primary focus on profiling of local performing arts and education groups.

Continue producing and airing the Monday Arts Calendar program currently called “High Noon with Mark Persky”, This program will continue to employ wherever practical PSA announcements of upcoming local performing arts and special events.

Produce and run recorded PSAs for local events meeting at various times of day and days of the week, at the discretion of management . Such PSAs will have first priority for PSA airtime.

Evaluate national PSA campaigns from the Ad Council and, at discretion of management, air those which address social needs of the older/retiree demographic or public education and are sonically compatible with WYAR’s traditional format. Use of these PSAs will be of secondary priority for PSA air time.