

WEMG Public Affairs

Report

3rd Quarter for year 2016

Ending September 30, 2016

# QUARTERLY ISSUES/PROGRAMS LIST

## 1<sup>st</sup> Quarter- 2nd Quarter- 3rd Quarter-4th Quarter

Dates that ran  
Station Information



In an ongoing effort to serve the public interest, WMEG-AM offers a variety of programming responsive to the issues of concern to the radio listening audience. Below is a list of the station's most significant programming treatment of those issues for the period of (DATE) M/V.

Community	Description Agency/Spokesperson	Program/Segment Name of Individual/Agency	Date	Times Aired	Duration	Narration of Type and Description of Program/Segment
Latino/Stroke	American Heart Assoc.	WEMG PSA	9/10	:30	6-12am	Heart disease Awareness for the Latino Community
Mexican Council	Independence	WEMG PSA	9/13	:30	6-12am	Celebration for the independence of Mexicans

## **2016 WEMG Public Affairs Report**

WEMG “Mega”1310 is a radio station licensed to Camden, NJ/Philadelphia, PA. During 2010 significant treatment was given to a number of community issues via WEMG programming.

### **WEMG Programming Schedule**

WEMG is a music formatted station. The regular weekday and weekend schedule is locally programmed Spanish music. Local newscasts are played once every hour from 7am to 9am. WEMG also airs regularly scheduled programs dealing with specific areas of interest, produced and hosted live from WEMG studio. We also have specialty shows on the weekend that discusses various issues from the Latino community.

These programs include:

- La Voz de Dios: this show is produced by the Archdiocese of Philadelphia and runs weekly. This show airs on Sunday Mornings from 10:30a-11a.
- Camden Prospera: this weekly show discusses various issues that deal with the Latin community in Camden, NJ. These issues include crime, economic opportunities, and education and any other issues that deal with Camden. This show air on Sunday morning from 8:30a to 9:30a
- Verdad y libertad: is a Religious show that broadcasts live on Saturday morning from 7a to 8a. This show discusses the bible and what the bible is saying. Is also discusses what is going on in the world and how it pertains to the word of God.
- Philadelphia Police Department: it was a one time show from 9a to 9:30a.

- The show discussed the recruitment process of the Philadelphia Police Department. They also discussed when the recruitment period begins and when it ends.
- Sainted Jude Hospital-thon: This is a two day event where we help St Jude Hospital to raise money. This money goes to the children who have cancer and to their family. This also helps the community know who and what St. Jude is doing. This event is held in October.

## **COMMUNITY**

WEMG deals with various organizations in the Latino Community such as Census, Aspira and Taller Puertorriqueno. Mega 1310 was also helps Aspira with Career day. This is when of our managers goes to the school and talks about when, how someone decided to work for a radio station. Mega 1310 has also partnered with several organizations to help community including enrollment in to taller Puertorriqueno's summer camp. We also help organization raise money for Scholarship funds.

# WEMG

**Production Order  
Copy Instructions Only**

Date: **9/13/2016**

New	<input checked="" type="checkbox"/>
Renew	<input type="checkbox"/>

Station	<b>WEMG</b>
Contract #	
Run Dates	<b>9/13/16-9/18/16</b>

Email to AE for Approval	<input type="checkbox"/>
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Advertiser:	<b>Mexican Council</b>	Rep	<b>A Donado</b>
Product:		Est #:	

A.E. Approved	<input type="checkbox"/>
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**Copy/Text Information**

<input type="checkbox"/>	E-mail	<input type="checkbox"/>	Script	<input type="checkbox"/>	Sling Spot	<input type="checkbox"/>	Fast Channel	<input type="checkbox"/>		
Website:	<input type="text"/>	<input type="checkbox"/>	DGS							
Length:	<input type="text"/>	:15	<input checked="" type="checkbox"/>	:30	<input type="text"/>	:60	<input type="checkbox"/>	Need CD	<input type="text"/>	SPEC

**Production Information or Traffic Information:**

P S A

Dates			Spot Name or Number	%	Tag	#Audiovolt
From	Thru	Length				
9/13/2016	9/18/2016	:30	Mexico independent	100%		21.72

Project assigned to:	<input type="text"/>	Date completed:	<input type="text"/>
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**All spots are to be created with in 48 hours prior to A.E. Approval**



5

15

30

60

El Consulado de México en Filadelfia y el Centro Cultural Mexicano te invitan al tradicional Festival del Día de la Independencia de México que se llevará a cabo el domingo 18 de septiembre de 2 a 8pm en Penn's Landing. Disfruta la música de **los Creadores Norteño Rancho, Lamento Show de Durango, Grupo Cariño y Banda Retoño**, así como bailes folclóricos, mariachi, la ceremonia del "Grito" encabezada por la Cónsul de México, vendedores de comida y de artesanías y mucho más. ¡El festival terminará con fuegos artificiales! Para más información, visita [www.mexicanculturalcenter.org](http://www.mexicanculturalcenter.org) o llama al 215-592-0410.

El festival es patrocinado por: PECO; Delaware River Waterfront Corporation; PA Lottery; Wells Fargo; Health Partners Plans; Metro PCS; Xfinity; Customers Bank; SanaTos; Independence Blue Cross y Taquitos de Puebla."

# WEMG

	Production Order
	Copy Instructions Only
New	<input checked="" type="checkbox"/>
Renew	<input type="checkbox"/>

Date: 8/30/2016

Station	WEMG
Contract #	
Run Dates	8/31-9/10

Advertiser:	American Heart	Rep:	Yvette Torres
Product:	Latino/Stroke	Est #:	

<b>Copy/Text Information</b>									
<input type="checkbox"/>	E-mail	<input checked="" type="checkbox"/>	Script	<input type="checkbox"/>	Sling Spot	<input type="checkbox"/>	Fast Channel	<input type="checkbox"/>	First Spin
Website:	<input type="text"/>	<input type="checkbox"/>	DGS						
Length:	<input type="checkbox"/>	:10	<input checked="" type="checkbox"/>	:30	<input checked="" type="checkbox"/>	:60	<input type="checkbox"/>	Need CD	

<b>Production Information or Traffic Information:</b>	
<b>commercial in house</b>	

Dates		Length	Spot Name or Number	%	Tag	#Audiovolt
From	Thru					
8/30/2016	9/10/2016	30	American Heart Association	100%		2192

Project assigned to:	Date completed:
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~~Laugh~~ 'til you learn with the American Heart Association at the Power of Laughter luncheon on Saturday, September 10 at First District Plaza. This program is designed for Latinos and African Americans to learn how to make better choices for their health. Visit [heart dot org slash power of laughter Philly dot com](http://heart.org/poweroflaughterPhilly.com).