

WILM
Wilmington, DE
Quarterly Issues/Programs List
Fourth Quarter, 2014
01/06/2015

WILM
Quarterly Issues/Programs List

WILM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Health:** American Cancer Society, Autism Delaware, Delaware Special Olympics, addiction services
- **Affordable Housing:** Habitat for Humanity
- **Animal Welfare:** Workings of the Delaware SPCA, dangerous dogs, animal cruelty
- **Poverty:** Homelessness in DE and expansion of Code Purple warming centers

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Breast Cancer	Community Spotlight	Examination of the American Cancer Society in Delaware.....services, programs, progress.	Peter Briccotto, American Cancer Society	10/05/2014 06:30 AM	029:50
Breast Cancer	Community Spotlight	Examination of the American Cancer Society in Delaware.....services, programs, progress.	Peter Briccotto, American Cancer Society	10/12/2014 06:30 AM	029:50
Community Service	Community Spotlight	Blue Rocks Bet For Charity; Cancer fundraiser	Hal Bodley, DE Author Baseball Writer	10/19/2014 06:30 AM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Animal Welfare	Community Spotlight	A look inside the Delaware SPCA, animal cruelty, animal welfare laws	Chris Moriuchi	10/26/2014 06:30 AM	029:50
Public Health/High School Football	Community Spotlight	Delaware gears up for the flu and a look at high school football	Dr. Karyl Rattay, DE Public Health/Jon Buzby, sportscaster Fox Sports 1290	11/02/2014 06:30 AM	029:50
Health	Community Spotlight	Special Olympics DE-Reindeer Romp fundraiser	Jon Buzby, Special Olympics DE	11/09/2014 06:30 AM	029:50
Health	Community Spotlight	Special Olympics DE-Reindeer Romp fundraiser	Jon Buzby, Special Olympics DE	11/16/2014 06:30 AM	029:52
Health	Community Spotlight	Training Young Athletes	Shawn Hoffman, Titus Sports	11/23/2014 06:30 AM	029:52
Health	Community Spotlight	Special Olympics DE-Reindeer Romp fundraiser	Jon Buzby, Special Olympics DE	11/30/2014 06:30 AM	029:52
Health Well Being	Community Spotlight	Best Buddies of Delaware and its work helping kids and adults with disabilities	Michael Knorr	12/07/2014 06:30 AM	029:00
DE Health & Soc. Ser./Library Services	Delaware Radio Magazine	Expansion of addiction treatment services in DE/New technology at Dover Library	Rita Landgraf, DE Health & Social Services/Margie Cyr, Dover Public Library	12/07/2014 12:44 PM	029:50
Sports	Community Spotlight	DE Sports Year In Review	Kevin Tresolini-News Journal	12/14/2014 06:30 AM	029:51
Consumer Protection	Community Spotlight	Holiday Fraud Prevention	Christine Sauers, Better Business Bureau of DE	12/21/2014 06:30 AM	029:50
Consumer Protection	Community Spotlight	Holiday Fraud Prevention	Christine Sauers, Better Business Bureau of DE	12/28/2014 06:30 AM	029:50

**Section II
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health	ALZHEIMERS WALK	000:15	006
Health	Attack Addiction EVENT	000:27	010
Employment Services	BEST BUDDIES DE PSA	000:33	006
Religion	Bethany Christian Services	000:30	015
Homelessness	Code Purple Alert	000:28	001
Homelessness	Code Purple Alert C	000:30	001
Homelessness	Code Purple ALERT D	000:26	001
Homelessness	Code Purple BENEFIT 11/29	000:25	003
Homelessness	Code Purple GENERIC	000:22	032
Homelessness	Code Purple NOW ALERT	000:17	002
Education	COMMUNITIES IN SCHOOLS 30SEC	000:31	038
Education	COMMUNITIES IN SCHOOLS 60SEC	001:00	123
Education	DEL TECH	000:31	011
Health Care	DELAWARE HOSPICE FEST OF TREES HOCKESSIN	000:31	034
Health Care	DELAWARE HOSPICE FEST OF TREES MLFORD	000:32	017
Emergency Services	DOVER FD	000:19	017
Poverty	Dover Federal TOYS FOR TOTS PSA	000:30	014
Education	DSU THE WIZ	000:29	015
Animal Welfare	Faithful Friends MATCH A	000:31	015
Animal Welfare	Faithful Friends MATCH B	000:31	021
Animal Welfare	First State Animal Center SPCA SANTA PAWS	000:28	002
Education	First State Military Academy ENROLLMENT	000:31	030
Education	First State Military Academy OPEN HOUSE	000:31	003
Affordable Housing	HABITAT FOR HUMANITY PSA (GENERIC)	000:34	179
Health	JDRF National Walk	000:30	120
Community Service	Junior League of Wilmington WHALE DONATIONS	000:20	005
Animal Welfare	Kent County SPCA	000:19	003
Community Service	Meet Me At the Well CRAFT FAIR	000:15	010
Community Service	Middletown Rotary REV	000:31	196

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Poverty	Millers BREAKFAST MISSION PSA	000:23	032
Community Service	Miracles for Molly ART GALLA PSA	000:31	008
Community Service	Dover Fest	000:32	003
Religion	PENNISULA DE CONFERENCE ISREAL & NEW BREED	000:31	017
Health	POLAR BEAR PLUNGE 2015	000:34	014
Community Service	SARAH SMILES COUNTRY JAM	000:17	001
Community Service	SHRINERS PSA SCHE1023R	000:30	027
Community Service	SHURELINE ELECTRICAL PSA	000:31	009
Cultural Affairs	Smyrna Opera House Open House PSA	000:31	003
Cultural Affairs	SMYRNA OPERA HOUSE PSA	000:30	007
Community Service	SOH Jimmy Thackery PSA	000:22	009
Health	Special Olympics DE Reindeer Romp	000:25	123
Childhood Cancer	ST. JUDE	000:17	005
Cultural Affairs	Town of Smyrna FREE CONCERT PSA	000:28	003
Environment	TRI STATE BIRD RESCUE	000:18	005
Military	USO PSA	000:15	050
Military	USO PSA	001:01	095
Military	USO PSA 30	000:30	030
Religion	WYOMING UMC 1865 XMAS	000:30	008
CHILDHOOD HUNGER	US Navy	000:30	060
Education	COMMUNITIES IN SCHOOLS	000:30	059
Education	COMMUNITIES IN SCHOOLS	001:00	190
Education	US Navy	000:30	658
HABITAT FOR HUMANITY	Habitat for Humanity	000:17	026
HEALTH	AMERICAN BRAIN FOUNDATION	000:28	087
HEALTH	CROHN'S & COLITIS FOUNDATION	000:30	054
HEALTH	CROHN'S & COLITIS FOUNDATION	001:00	189
HEALTH	PEST MANAGEMENT ASSOCIATION	000:26	144

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH	PEST MANAGEMENT ASSOCIATION	001:00	185
JDRF	JDRF	000:30	015
Law Enforcement/Utility Reg.	laughter	000:32	014
MARINE SCIENCE	US Navy	000:15	108
MILITARY	AIR FORCE RESERVE	000:30	065
MILITARY	AIR FORCE RESERVE	001:00	186
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	145
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	151
POVERTY	WORLD VISION	000:30	056
POVERTY	WORLD VISION	001:00	183
SEXUAL ASSAULT	IT'S ON US	000:30	004
VETERANS	U.S VETERANS AFFAIRS DEPT.	000:15	111
VETERANS	US DEPT OF VET AFFAIRS	000:30	069
VETERANS	US DEPT OF VET AFFAIRS	000:59	190
VETERANS	Wounded Warrior Project	000:30	060
VETERANS	Wounded Warrior Project	001:00	189
WOMEN'S HEART HEALTH	GOODWILL	000:15	541
WOMEN'S HEART HEALTH	GOODWILL	000:30	125
YOUTH	Selective Service System	000:30	115