



WBFH Quarterly Issues July through September 2022

Issue: The community's desire to hear entertainment programming on the weekends.

Programming: WBFH continues to include two pre-recorded features to its weekend lineup. **The Herman Show**, airing **Saturdays from 10:00 p.m. to 11:59:00 p.m.** offers interviews with musicians and entertainers of interest to our listeners; **World Pop**, airing **Saturdays and Sundays from 7:00 p.m. to 7:59:00 p.m.** samples what music is popular in different countries from around the world; **The Flower Power Hour** is a new offering, airing on **Sunday nights from 9:00 p.m. to midnight**, that includes music from the 1960s through the 1980s from classic folk and rock and roll artists; and **Musical Memories**, airing **Sunday mornings from 6:00 a.m. to 8:00 a.m.** offers music from the Big Band era, featuring standards that some of our mature listeners may enjoy.

Issue: The community's desire to hear live sporting events.

Programming: WBFH once again carried live play-by-play action of the **Bloomfield Hills High School Black Hawk varsity football** team. Games carried: **Thursday, August 25** vs. Birmingham; **Friday, Sept. 9** vs Rochester; **Friday, Sept. 23** vs. Oak Park; **Friday, Sept. 30** vs. Southfield Arts & Tech. All games began at 7:00 p.m.

Issue: Utilizing the weekend time slots for specialty programming to serve the community.

Programming: WBFH continues to include two pre-recorded features to its weekend lineup. **The Herman Show**, airing **Saturdays from 10:00 p.m. to 11:59:00 p.m.** offers interviews with musicians and entertainers of interest to our listeners; **World Pop**, airing **Saturdays and Sundays from 7:00 p.m. to 7:59:00 p.m.** samples what music is popular in different countries from around the world; **The Flower Power Hour** aired on **Sunday nights from 9:00 p.m. to midnight**, that includes music from the 1960s through the 1980s from classic folk and rock and roll artists; and **Musical Memories**, airing **Sunday mornings from 6:00 a.m. to 8:00 a.m.** offers music from the Big Band era, featuring standards that some of our mature listeners may enjoy.

Other Issues

WBFH continues to air a weekly public service program targeting its Asian audience. This program came at the suggestion of a district parent/constituent who wanted to create content in **Mandarin and Cantonese languages**. This program is a two-hour block of programming: a one-hour general-interest program and a broadcast of the **Peking Opera** which airs **Sundays from 2:00 p.m. to 4:00 p.m.**

Because of the success of Chinese-language programming on the weekends, the **Bloomfield Hills High School Chinese National Honor Society** approached station management to help produce and air a weekend program devoted to Chinese mythology. This half-hour program



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produced exclusively by the student body aired Saturdays at 10:00 a.m. and will continue to do so all year long.

In response to a request to cover more academic and extra-curricular activities, WBFH continues to run **Black Hawk Beat**, a **weekly one-hour broadcast** which publicizes news and current events in and around the campus; within the District and at the State level. Topics vary each week and include subjects of interest to STEM education, student government, co-curricular groups and organizations, local government, etc. The spotlight is on not-so-promoted clubs and athletic groups such as bowling team, gymnastics, swimming, golf, lacrosse as well as Model United Nations, religious clubs and student volunteering. Topics include discussions of solutions to current community needs. The weekly one-hour program aired Fridays at 5:00 p.m.

WBFH continues to use its **automated weather forecast service, ATMOS**, which allows WBFH to provide current up-to-date weather information for its listening area to keep its listeners informed for future weather activity. The one-minute forecast can be heard at or near the bottom-of-the hour—every hour—during the 24-hour broadcast day.

WBFH carries the **WBLD/West Bloomfield**-produced “**Megacast**,” a live, **1-hour daily** newsmaker interview and community information program (**Monday through Friday; 10:00 a.m. to 11:00 a.m.**) devoted exclusively to the **COVID-19 pandemic** and how it affected the **Oakland County, Bloomfield Hills and West Bloomfield communities** in the **WBFH** listening area. Guests included doctors, school board superintendents and school board officials, law enforcement officials, city and township officials and civic organization leaders. **WBFH** intends to air this daily feature well into the fourth quarter of 2022.

Public Service Announcements

WBFH is mindful of its obligation to present community-related information for the benefit of its listening audience. Public service announcements are a key part of daily programming, airing up to three (3) times per hour at ::15, ::30 and ::45 past the hour. These announcements are obtained from local, state and national sources; other announcements are written, produced and recorded by student staffers. Topics include everything from veterans’ affairs and radon testing to health topics and women’s issues.