

## QUARTERLY ISSUES LIST Q4 2017

DURING THE 4<sup>th</sup> QUARTER OF 2017, WAVV AIRED LIVE PUBLIC SERVICE ANNOUNCEMENTS PROVIDING SIGNIFICANT TREATMENT TO SOME OR ALL OF THE FOLLOWING COMMUNITY ISSUES:

<u>psa code #</u>	<u>issue</u>
1	Crime Prevention / Safety
2	Health / Medical Concerns
3	Environment / Conservation
4	Alcohol & Drug Abuse / Drunk Driving
5	Emergency Preparedness / Disasters
6	Service Organizations / Help for Needy
7	Miscellaneous
8	Senior Interests / Retirement

The attached lists give the air date, specific subject matter and corresponding number of the issue addressed by each LIVE PSA.

### **October 2017 PSA's**

6:10am	10/03/17	6	Lighthouse of Collier	White Cane Day Walk 10/13
9:50am	10/03/17	7	Naples Italian American Club/Wounded Vets	Golf Fundraiser
10:50am	10/03/17	5	FEMA	Collier Disaster Recovery Center now open
6:20am	10/04/17	7	Ride For A Cure/Breast Cancer	10/07
7:40am	10/04/17	7	Naples Rotary Club	Golf Fundraiser for Rotary Fund 10/28
9:15am	10/04/17	5	Miromar Outlets	Hurricane relief benefit 10/07
10:45am	10/04/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
6:10am	10/05/17	7	Naples Italian American Club/Wounded Vets	Golf Fundraiser
7:50am	10/05/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
9:15am	10/05/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
9:50am	10/05/17	6	Lighthouse of Collier	White Cane Day Walk 10/13

11:50am	10/05/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
6:10am	10/06/17	5	Miromar Outlets	Hurricane relief benefit 10/07
6:20am	10/06/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
7:40am	10/06/17	6	Lighthouse of Collier	White Cane Day Walk 10/13
7:45am	10/07/17	5	Miromar Outlets	Hurricane relief benefit 10/07
7:15am	10/07/17	7	Naples Italian American Club/Wounded Vets Golf Fundraiser	
8:15am	10/07/17	6	Lighthouse of Collier	White Cane Day Walk 10/13
9:15am	10/07/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
6:20am	10/09/17	6	Lighthouse of Collier	White Cane Day Walk 10/13
7:40am	10/10/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
9:50am	10/10/17	7	Naples Italian American Club/Wounded Vets Golf Fundraiser	
12:50Pm	10/10/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
6:10am	10/11/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
6:20am	10/11/17	7	Naples Italian American Club/Wounded Vets Golf Fundraiser	
7:40am	10/11/17	7	Naples Rotary Club	Golf Fundraiser for Rotary Fund 10/28
9:50am	10/11/17	1	National Ins. Crime Board	Check for flood damage on car
12:50pm	10/11/17	5	Collier County/Army Engineers	Op. Blue Roof Ends 10/13
1:50pm	10/11/17	7	Naples Italian American Club/Wounded Vets Golf Fundraiser	
9:15am	10/12/17	7	Alliance For The Arts/Fundraiser and Irma Relief Fund	10/20
1:45pm	10/12/17	7	Bonita Springs Rotary	Rocktoberfest Irma Relief 10/14
10:45am	10/13/17	6	Charity for Change	Giver Challenge 11/4
9:50am	10/16/17	7	Alliance For The Arts/Fundraiser and Irma Relief Fund	10/20
6:20am	10/17/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
6:25am	10/18/17	7	Alliance For The Arts/Fundraiser and Irma Relief Fund	10/20
9:15am	10/18/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
9:50am	10/18/17	7	Naples Italian American Club/Wounded Vets Golf Fundraiser	
12:45pm	10/18/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
11:45am	10/19/17	7	Ft. Myers Rotary	Backyard Family Bash 10/22
11:45am	10/20/17	5	Marco Fire Rescue	Chili Cookoff 10/21

12:45pm	10/20/17	7	Bonita Springs Lions	Paddle & Party Irma Relief 10/21
6:10am	10/23/17	7	Naples Italian American Club/Wounded Vets	Golf Fundraiser
6:20am	10/23/17	7	Naples Rotary Club	Golf Fundraiser for Rotary Fund 10/28
10:45am	10/23/17	5	FEMA	Denial Advisory/Appeals
7:40am	10/24/17	5	FEMA	Denial Advisory/Appeals
9:15am	10/24/17	7	Naples Rotary Club	Golf Fundraiser for Rotary Fund 10/28
1:45pm	10/24/17	6	Bonita Rotary	Irma Goodness 10/27
6:20am	10/25/17	6	Bonita Rotary	Irma Goodness 10/27
7:40am	10/25/17	7	Everglades Wonder Gardens	Reopening Event 11/5
9:15am	10/25/17	6	Bonita Rotary	Irma Goodness 10/27
9:45am	10/25/17	6/5	Harry Chapin Food Bank	Recover, Rebuild, Restore 11/1
11:45am	10/25/17	6	Charity for Change	Giver Challenge 11/4
12:45pm	10/26/17	6	Trinity Church/Collier Charities	Christmas Market 11/11
9:15am	10/27/17	6	Bonita Rotary	Irma Goodness 10/27
6:45am	10/28/17	6	Charity for Change	Giver Challenge 11/4
7:45am	10/28/17	6	Trinity Church/Collier Charities	Christmas Market 11/11
9:45am	10/28/17	7	Everglades Wonder Gardens	Reopening Event 11/5
12:50pm	10/30/17	5	FEMA	Application Deadline Extended
1:50pm	10/30/17	6	Meals Of Hope Marco	Packaging Volunteers Needed 11/4
6:20am	10/31/17	6	Meals Of Hope Marco	Packaging Volunteers Needed 11/4
11:45am	10/31/17	2/6	Lung Cancer Research Council	5K Run/Walk 11/4

## November 2017 PSA's

7:45am	11/01/17	2/6	Lung Cancer Research Council	5K Run/Walk 11/4
10:45am	11/01/17	7	Everglades Wonder Gardens	Reopening Event 11/5
11:45am	11/01/17	6/5	Harry Chapin Food Bank	Mobile Food Pantries
1:45pm	11/01/17	2/6	Sew Pretty MS Center	Craft Show 11/3-4
6:20am	11/02/17	7	Everglades Wonder Gardens	Reopening Event 11/5

9:15am	11/02/17	6	Charity for Change	Giver Challenge 11/4
11:50pm	11/03/17	6	Meals Of Hope Marco	Packaging Volunteers Needed 11/4
6:10am	11/06/17	7	Naples Italian American Club/Wounded Vets	Golf Fundraiser
9:15am	11/06/17	7	Literacy Volunteers/Collier County	Fundraiser 11/16
9:50am	11/07/17	6	Trinity Church/Collier Charities	Christmas Market 11/11
12:45pm	11/07/17	7	Literacy Volunteers/Collier County	Fundraiser 11/16
6:10am	11/08/17	6	Holiday Soiree	St. Judes Hospital Fundraiser 12/7
11:45am	11/08/17	7	Naples Concert Band	Veterans Day Concert 11/12
12:45pm	11/09/17	6	Holiday Soiree	St. Judes Hospital Fundraiser 12/7
6:10am	11/13/17	7	Literacy Volunteers/Collier County	Fundraiser 11/16
6:20am	11/14/17	7	Marco K of C	First Responders Spaghetti Fundraiser 11/14
11:45am	11/14/17	6	Holiday Soiree	St. Judes Hospital Fundraiser 12/7
12:45pm	11/15/17	6	Eagle Rising Ministries	Thanksgiving Dinner 11/18
11:45am	11/16/17	7	Literacy Volunteers/Collier County	Fundraiser 11/16
9:45am	11/20/17	6	Holiday Soiree	St. Judes Hospital Fundraiser 12/7
12:45pm	11/20/17	6	Big Brothers/Sisters	Rally for Littles 12/16
6:20am	11/22/17	6	Autism Speaks	Walk 12/9
7:20am	11/22/17	7	AAA Tow to Go Program	11/22- 6am on 26
12:45pm	11/22/17	7	AAA Tow to Go Program	11/22- 6am on 26
12:45pm	11/23/17	7	AAA Tow to Go Program	11/22- 6am on 26
11:45am	11/24/17	7	AAA Tow to Go Program	11/22- 6am on 26
11:45am	11/27/17	5	FEMA	Irma Mitigation Outreach
11:45am	11/28/17	7	Gulf Coast Big Band	Christmas Show 12/10
12:45pm	11/28/17	6	Autism Speaks	Walk 12/9
13:45pm	11/28/17	6	BBB Wise Giving Alliance	#GivingTuesday-Give.org
9:45am	11/30/17	7	Naples Botanical Garden	Night Lights
11:45am	11/30/17	7	Edison-Ford Estates	Holiday Nights
12:45am	11/30/17	7	Collier County Parks & Recreation	Snowfest 12/2

## December 2017 PSA's

10:45am	12/05/17	6	Trinity Church/Collier Charities	Church Mouse Sale 12/7
6:20am	12/06/17	7	BigB.BigS./Collier	Rally 4 Littles Fundraiser 12/16
10:45am	12/06/17	7	Naples Music Club	Holiday Party 12/10
12:45pm	12/06/17	6	Autism Speaks	Walk 12/9
1:45pm	12/06/17	6	Trinity Church/Collier Charities	Church Mouse Sale 12/7
6:10am	12/07/17	6	Trinity Church/Collier Charities	Church Mouse Sale 12/7
6:20am	12/07/17	6	Autism Speaks	Walk 12/9
12:50pm	12/07/17	7	Gulf Coast Big Band	Christmas Show 12/10
1:50pm	12/07/17	7	BigB.BigS./Collier	Rally 4 Littles Fundraiser 12/16
10:45am	12/08/17	7	Creative & Performing Arts Ctr.	Holiday Concert 12/13
6:50am	12/11/17	7	Naples Concert Band	Tuba Christmas 12/14
6:50am	12/12/17	7	BigB.BigS./Collier	Rally 4 Littles Fundraiser 12/16
3:45pm	12/13/17	7	Creative & Performing Arts Ctr.	Holiday Concert 12/13
7:40am	12/14/17	7	BigB.BigS./Collier	Rally 4 Littles Fundraiser 12/16
7:10am	12/15/17	7	BigB.BigS./Collier	Rally 4 Littles Fundraiser 12/16
7:50am	12/15/17	7	James Steven Farnsworth	12 Days of Christmas Music Gift
11:15am	12/26/17	6	Harry Chapin Food Bank	Senior Feeding Campaign
3:50pm	12/26/17	7	Naples Music Club	Broadway & Beyond 1/18
2:50pm	12/27/17	6	Collier Harvest	Inspire Your Heart 2/20
1:50pm	12/28/17	6	Charity Navigator	Year-End Giving
3:50pm	12/28/17	6	Red Cross	Matching Donation 12/28
1:50pm	12/29/17	7	Naples Music Club	Broadway & Beyond 1/18

## QUARTERLY ISSUES LIST – 4<sup>th</sup> QUARTER 2017

AS PART OF OUR ONGOING COMMITMENT TO PUBLIC SERVICE, WAVV HAS PARTNERED WITH MANY OF THE NON-PROFIT ORGANIZATIONS IN OUR COMMUNITY. THESE CHARITIES REPRESENT A CROSS-SECTION OF THE DIFFERENT SOCIAL ISSUES AFFECTING THE COMMUNITY, AND BY SPONSORING THESE EVENTS WE HELP TO CREATE AWARENESS AND GENERATE FINANCIAL SUPPORT FOR A VARIETY OF CAUSES AND NEEDS.

WAVV'S PHILOSOPHY IS THAT AIRING PROMOTIONAL ANNOUNCEMENTS AS A PUBLIC SERVICE THROUGHOUT ALL DAYPARTS ON ALL DAYS OF THE WEEK, BLENDED TOGETHER WITH OUR REGULAR MUSIC PROGRAMMING IS A FAR MORE EFFECTIVE WAY OF GETTING THESE ORGANIZATIONS' IMPORTANT MESSAGES OUT TO THE LARGEST NUMBER OF LISTENERS, AS OPPOSED TO RUNNING AN ARBITRARY LONG-FORM TALK PROGRAM ONCE A WEEK, BURIED IN A LITTLE-LISTENED-TO DAYPART.

ATTACHED IS A LIST OF THE SPECIFIC PUBLIC SERVICE ORGANIZATIONS COVERED AND NUMBER OF ANNOUNCEMENTS DURING THE PAST QUARTER.

### **PSA's Scheduled as No-Charge Advertising**

#### *ARTIS NAPLES INC (PSA)*

[Nov 2017] 2199-00003-0000 **50** 0 0.00 0.00

#### *COLLIER COUNTY GOVERNMENT*

[Oct 2017] 2570-00003-0000 0 16 0.00 0.00

[Nov 2017] 2570-00003-0001 0 12 0.00 0.00

[Dec 2017] 2570-00003-0002 0 16 0.00 0.00

*COLLIER COUNTY GOVERNMENT Totals 0 44 0.00 0.00*

#### *FL SOUTHWESTERN STATE COLLEGE (PSA)*

[Nov 2017] 2420-00006-0000 0 4 0.00 0.00

[Dec 2017] 2420-00006-0001 0 6 0.00 0.00

*FL SOUTHWESTERN STATE COLLEGE (PSA) Totals 0 10 0.00 0.00*

#### *JDRF-FL SOUTH GULF COAST CHAPTER (PSA)*

[Nov 2017] 2581-00002-0000 15 0 0.00 0.00

[Dec 2017] 2581-00002-0001 15 0 0.00 0.00

*JDRF-FL SOUTH GULF COAST CHAPTER (PSA) Totals 30 0 0.00 0.00*

#### *LATCHKEY LEAGUE (PSA)*

[Dec 2017] 2317-00007-0000 **8** 0 0.00 0.00

#### *NAPLES BOTANICAL GARDENS (PSA)*

[Dec 2017] 1320-00005-0000 **5** 0 0.00 0.00

#### *PACIFICA SENIOR LIVING FT MYERS (PSA)*

[Oct 2017] 2554-00005-0000 16 0 0.00 0.00

[Nov 2017] 2554-00006-0000 16 0 0.00 0.00

[Dec 2017] 2554-00007-0000 16 0 0.00 0.00

*PACIFICA SENIOR LIVING FT MYERS (PSA) Totals 48 0 0.00 0.00*

## Recorded Psa's 4<sup>th</sup> Quarter 2017

### Local Charities/Events

8552\$196	:30	12/08/17	12/31/17	Collier Community Foundation—Year-End
8552\$195	:30	12/08/17	12/31/17	Red Cross—Year-End Donations
8552\$34	:30	11/29/17	12/23/17	Toys For Tots
8552\$120	:30	11/27/17	12/24/17	Knights of Columbus—Crisis Victims' Relief
8552\$62	:30	11/22/17	11/23/17	AAA—Thanksgiving Tow 2 Go Program
8552\$118	:30	11/22/17	12/09/17	Autism Speaks Walk Dec. 9
8552\$111	:30	11/22/17	12/09/17	Gulf Coast Big Band—Free Concert Dec. 10
8552\$456	:30	11/17/17	11/19/17	Harry Chapin Food Bank—Senior Feeding Program
8552\$194A	:30	11/07/17	12/07/17	St. Jude Childrens' Hosp.—Naples Soiree Dec. 7
8552\$116	:30	11/07/17	11/19/17	Paralyzed Veterans
8552\$35	:30	11/03/17	11/10/17	Trinity-By-The-Cove Church Christmas Mkt. Nov. 11
8552\$26	:30	11/03/17	11/19/17	Bonnie J. Addario Lung Cancer Foundation
8552\$114	:30	10/20/17	11/10/17	Naples Italian-American Foundation—Golf Nov. 11
8552\$11	:30	10/13/17	TFN	Lighthouse of SW Florida—Retired Volunteers
8552\$532	:30	10/13/17	12/31/17	Naples Music Club—Programs/Scholarships
8552\$457	:30	10/06/17	11/12/17	Harry Chapin Food Bank—Recover, Rebuild, Restore
8552\$288	:30	09/22/17	10/29/17	Florida Chamber—Hurricane Irma Benefits
8552\$39	:30	09/30/17	10/29/17	Red Cross—Blood Donation Urgent Need
8552\$25	:30	10/13/17	10/31/17	Radiology Info—October Breast Cancer Month
8552\$301	:30	10/13/17	10/13/17	Texting & Driving—Driving Means
8552\$57	:30	10/06/17	10/13/17	Lighthouse of Collier—White Cane Walk Oct. 13
8552\$289	:30	09/22/17	10/08/17	Red Cross—Hurricane Irma Recovery
8552\$145	:30	07/01/17	10/08/17	Share the Road—Six Seconds

## Recorded PSA's by category 4<sup>th</sup> Quarter 2017

rotating daily 9PM-6AM

### Safety/Crime Prevention

1991\$51	00:29.7	Texting & Driving—Driving Blind
1991\$25	00:30.8	Portable Generators #1
1991\$53	00:30.3	Share the Road—Our Roads/Sixty Seconds
1991\$3	00:29.9	Don't Drink & Drive
1991\$51	00:29.7	Texting & Driving—Driving Means
1991\$26	00:30.8	Portable Generators #2
1991\$54	00:30.3	Share the Road—Our Roads/Obstructed View
1991\$21	00:30.5	U.S. Uninsured Help Line
1991\$15	00:30.1	Mortgage Help
1991\$5	00:29.2	Move Over for Emergency Vehicles
1991\$2	00:29.5	US Navy—Being There Matters
1991\$23	00:22.8	Safe Boating Life Jackets
1991\$13	00:29.6	Long-Term Care Insurance
1991\$18	00:13.5	Prevent Wildfires alt. 1

1991\$22	00:30.1	Drunk Driving
1991\$12	00:59.3	Housing Discrimination
1991\$16	00:29.0	Wireless phones
1991\$19	00:29.9	Prevent Wildfires
1991\$2	00:59.9	Safe Boating Life Jackets alt.
1991\$20	00:30.0	Prevent Wildfires alt.3
1991\$10	00:44.8	Car Safety Seats

#### Health/Medical

1992\$47	:30.1	Rosacea Warning Signs
1992\$48	:30.0	Radiology Information #1
1992\$33	:29.9	American Heart Assoc.—A-Fib Awareness
1992\$34	:28.8	CDC—Zika Prevention
1992\$37	:29.3	Colorectal Cancer—Newly Covered
1992\$18	:29.6	FDA—OTC Drug Acetaminophen Warning
1992\$19	:29.7	US FDA—Online Pharmacy
1992\$21	:29.9	American Heart/Amer.Stroke Assoc.—A-Fib Awareness
1992\$48	:30.0	Radiology Information #2
1992\$90	:30.4	Heart Disease—Coronary Screening
1992\$89	:26.9	Colorectal Cancer
1992\$11	:29.7	COPD
1992\$12	:30.9	Crohn's & Colitis
1992\$14	:59.5	Doctors Without Borders
1992\$16	:29.1	Aids Awareness
1992\$8	:28.4	CDC—Hepatitis
1992\$56	00:29.6	Institute of Med./End-of Life Conversation
1992\$3	:30	Cervical Cancer/HPV
1993\$23	:30	Stroke
1993\$7	:30	Lung Cancer
1992\$4	:30	Matching Donors—Piece of Me
1992\$2	:30	Love Your Heart—Cleveland Clinic FL
1992\$24	00:29.6	Cure Search

#### Ecology/Environmental

1993\$20	00:14.9	World Wildlife Fund—Tigers
1993\$19	00:29.6	e-Cycling
1993\$12	00:13.5	Prevent Wildfires
1993\$21	00:14.8	World Wildlife Fund—Forest
1993\$10	00:33.0	Shy Wolf Sanctuary
1993\$4	00:29.8	US Dept. Energy--Light Bulb Lumens #2
1993\$22	00:14.8	World Wildlife Fund—Earth
1993\$5	00:29.9	Earth Share--Small World
1993\$13	00:29.9	Prevent Wildfires alt.1

#### Community Service Organizations

1994\$33	00:31.2	Harry Chapin Food Bank—Senior Feeding Program
1994\$22	00:30.0	Caregiver Assistance

1994\$10	:30	Lighthouse of Collier—Robin gen.
1994\$44	:35.7	Red Cross—Everyday Disasters
1994\$12	:30.1	Hunger Prevention—Blake Shelton
1994\$55	:30	Wounded Warrior Project—Coming Home
1994\$6	:30	Lighthouse of Collier—License Plate
1994\$4	00:30.0	Support Minority Education
1994\$44	00:30.0	Red Cross—Donate/Storm Relief
1994\$177	01:01.4	Helps Outreach—Thank You
1994\$1	00:24.0	Collier Harvest
1994\$5	00:29.8	Red Cross-Give Blood
1994\$19	00:30.0	Red Cross—Donate/Military Families

#### Hurricane Preparedness

1995\$12	00:30.1	Emergency Preparedness
1995\$3	00:29.9	Hurricane Preparedness-Prepare
1995\$4	00:29.6	Hurricane Preparedness-Myths
1995\$5	00:29.8	Hurricane Preparedness-Protect Home
1995\$6	00:30.0	Hurricane Preparedness-911
1995\$7	00:29.9	Hurricane Preparedness-Pets
1995\$8	00:29.9	Hurricane Preparedness-Storm Surge
1995\$9	00:29.7	Hurricane Preparedness-Wind Incentive

#### Charities/Help Organizations

1996\$79	:27.8	National Federation of the Blind—Vehicle Donation
1996\$151	1:00	Food for Orphans
1996\$12	00:30.1	Autism Awareness
1996\$100	:30.5	Red Cross—Armed Forces
1996\$8	:29.4	AMI Kids
1996\$3	:59.5	Doctors Without Borders
1996\$29	:33.4	Florida Guardian Ad Litem
1996\$4	:30	YFU International Exchange Student Hosting
1996\$1	:30	Matching Donors—Kirk Tanter
1996\$7	00:30.0	Paralyzed Veterans—Ben Affleck
1996\$3	:30	Matching Donors—Olivia Fox
1996\$11	00:29.9	Autism Awareness 18

#### Human Trafficking

1997\$15	:30	UN Gift—Human Trafficking #1
1997\$16	:30	UN Gift—Human Trafficking #2
1997\$17	:30	UN Gift—Human Trafficking #3
1997\$18	:30	UN Gift—Human Trafficking #4

#### Senior Issues

1998\$13	00:58.8	Paralyzed Veterans 36655A
1998\$3	00:29.3	Help Heal a Veteran
1998\$20	00:31.2	Harry Chapin Food Bank—Senior Feeding Program
1998\$21	00:38.0	NTI—Disabled Jobs
1998\$15	00:29.6	Institute of Med./End-of Life Conversation
1998\$18	00:30.0	Caregiver Assistance