

WWUF 97.7 FM

Quarterly report for 4th Quarter 2013

Issues and Program

Mattox Broadcasting Has Determined That The Following
Issues Were Important To Our Community

This Report Compiled By R.F. Willis

Covered topics and issues:

The Public Service Announcements range from four categories:

Education (ed)

Fundraising (fr)

Health (he)

Religious (re)

Each PSA was at least :30 seconds in length and ran on the station at least 5 to 6 times a day in rotation.

10-01	10-31	Blackshear American Legion	become a member	ed 30
10-01	12-31	Ware County High School	gator school website awareness	ed 30
10-01	12-31	Ware County High School	gator school website awareness	ed 30
10-01	12-31	Georgia Legal Services	legal help available	ed 30
10-01	12-31	Fellowship of Christian Athletes	join membership on facebook	ed 30
10-01	12-31	T. J. Martell Foundation	foundation funding	fr 30
10-01	12-31	Okefenokee Humane Society	contributions needed	fr 15
10-01	12-31	Southeast Ga Health Department	whooping cough awareness	he 30
10-01	12-31	DAWGS	diabetic support group meetings	he 30
10-01	12-31	Mental Health	substance abuse/recovery	he 15
10-01	12-31	WIC	breastfeeding awareness	he 30
10-01	12-31	Blackshear Family Practice	wellness exams	he 60
10-01	12-31	First Presbyterian Church/Waycross	mens devotional breakfast	re 30
10-04	10-07	Georgia Department of Transportation	by pass project meeting	ed 30
10-04	10-10	American Red Cross	Blackshear Blood drive	he 30
10-04	10-10	American Red Cross	Blackshear Blood drive	he 30
10-06	10-31	Okefenokee Regional Transition Alliance	disability employment awareness	ed 30
10-07	10-27	Waring Church of God	gospel sing	re 30
10-07	11-02	Waring Church of God	gospel concert	re 30
10-08	10-10	Vietnam Veterans 1070	meeting	ed 10
10-08	10-12	Pierce County High School	Bands festival	fr 40
10-08	10-12	Waring Church of God	gospel concert	re 30
10-08	10-13	Southgate Baptist Church	fall revival services	re 30
10-08	10-25	Pierce County ARES	amateur radio forum meeting	ed 45
10-08	10-25	Justice League United	community event	fr 30
10-11	10-26	Amris Jam	fund raising event	fr 40
10-15	10-17	Ware County High School	homecoming parade	ed 30
10-15	11-02	Martha Memorial Church/Waycross	fall festival	re 30
10-21	10-25	Ware County High School	Ware Teen driving safety week	ed 60
10-21	11-16	Waycross Middle High School	PTO Boston butt sale	fr 30
10-23	10-26	Pierce Co Chamber of Commerce	Eagle Station dedication	ed 30
10-23	10-30	Beulah Baptist Church/ Alma	Hallelujah party	re 30

10-23	11-02	Liberty Baptist Church	8th annual pig jig	fr	30
10-23	11-03	Beulah Baptist Church/ Alma	Harvest day (homecoming event)	re	30
10-24	10-24	American Red Cross	Waycross blood drive	he	30
10-24	10-26	Truth Tabernacle Church	fall festival	re	30
10-24	11-02	Grace Episcopal Church	New to You sale	fr	30
10-31	11-09	Ware County High School	Gator bazaar bizz	fr	30
11-01	11-14	Hospice Satilla Waycross	fund raising event	fr	30
11-06	11-09	US Marine Corps	Marines birthday event	ed	30
11-06	11-09	Holcomb benefit	cancer fund raiser event	fr	30
11-06	11-10	Patterson Recreation Department	yard sale benefit for cancer society	fr	30
11-08	11-16	Okefenokee Heritage Center	Psycho the Musical	fr	30
11-11	11-11	Veterans Administration	Veterans day awareness	ed	30
11-14	11-16	Gaines Chapel Church	fresh fire revival	re	30
11-15	11-20	Waycross/Ware Chamber of Commerce	tree festival at the library	ed	30
11-15	12-07	Okefenokee Heritage Center	Christmas in the cross	fr	30
11-18	11-21	American Red Cross	Patterson blood drive	he	30
11-20	11-25	American Red Cross	Waycross blood drive	he	30
11-21	11-22	Pierce Co Chamber of Commerce	Business After Hours	ed	30
11-29	12-02	Hebardville Baptist Church/ Ware county	morning worship event	re	30
12-02	12-11	Ducks Unlimited	Annual membership banquet	fr	30
12-06	12-14	Waycross Area Community Theatre	A Christmas Carol play presentation	fr	30
12-09	12-12	American Red Cross	blackshear Blood drive	he	30
12-16	12-16	Brantley Chamber of Commerce	Hoboken Christmas parade event	ed	30
12-17	12-23	Georgia State Patrol/Marine Corps	toys for tots fund drive	fr	30
12-23	12-31	Ware County Fashion show	fund raising event	fr	30

4th Quarter 2013 "Georgia Focus" Public Affairs Issues/Clearance

Station: WWUF Market: Waycross

Georgia Peanut Commission

The Georgia Peanut Commission was established in 1961 under the Commodities Promotion Act. Peanuts are a \$2 billion industry in Georgia and the Commission conducts programs in the areas of promotion, research and education. Program guest is Jamison Cruce, Director of Research and Education for the GA Peanut Commission. Available October 5-6.

This show aired on (Day) 10/6/13 from: (Start Time) 7¹⁵ AM to: (End Time): 7⁴⁵ AM

9to5.org

9to5 is one of the largest, most respected national membership organizations of working women in the U.S., dedicated to putting working women's issues on the public agenda. Program guests are Charmaine Davis, State Director of 9to5 and Marilynn Winn, recipient of 9to5's 2013 Lily Ledbetter Award. Available October 12-13.

This show aired on 10/13/13 From 7¹⁵ AM to 7⁴⁵ AM

Georgia 511/HERO

Georgia 511 provides free, real time travel and traffic information anywhere in Georgia. The service also allows travelers to report an incident, request assistance, get mass transit and airport information or even transfer to surrounding states' 511 systems. Program guests are Chata Spikes from GA 511 and Michael Roberson from HERO. Available October 19-20.

This show aired on (Day) 10/20/13 from: (Start Time) 7¹⁵ AM to: (End Time): 7⁴⁵ AM

Halloween Safety Tips

Halloween is exciting for kids because they can dress up in elaborate costumes and act out of character. However, as trick-or-treaters start roaming the streets there are some things to worry about as a parent or guardian. Guests are Dr. Vivian Lennon, Medical Director, of Primary Care at Children's Healthcare of Atlanta's Chamblee Primary Care Center, Wendy Palmer, Registered Dietician and Program Manager for Child Wellness Solutions for the Strong4Life Program and Ofc. Eric Rooks, Gwinnett County Police Crime Prevention Unit. Available October 26-27.

This show aired on (Day) 10/27/13 from: (Start Time) 7¹⁵ AM to: (End Time): 7⁴⁵ AM

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March of Dimes

November is Prematurity Awareness Month and the March of Dimes Georgia Chapter focuses on premature births in the state. Guests are Leigh Tenewitz, Director of Communications and Government Affairs for the Georgia Chapter of March of Dimes and Deborah Roegge de Vita, Vice President, Women's/Infants and Pediatric Networks at WellStar Health System. Available November 2-3.

This show aired on (Day) 11/3/13 from: (Start Time) 7¹⁵AM to: (End Time): 7⁴⁵AM

Fisher House/Veterans Day

Fisher House provides "a home away from home" for families of military personnel receiving care at military and VA medical centers. Guests are Dave Coker, President of The Fisher House Foundation and Susan Strobino who resided at a Fisher House in Augusta while here son was recovering from wounds received while serving in Iraq. Gov. Nathan Deal's comments on Georgia's veterans. November 9-10.

This show aired on (Day) 11/10/13 from: (Start Time) 7¹⁵AM to: (End Time): 7⁴⁵AM

Flu Season

Medical professionals around the state are urging everyone to get vaccinated as soon as possible to be protected from the flu virus this year. This program address flu with experts from Children's Healthcare of Atlanta; Dr. Jim Fortenberry, Pediatrician-in-Chief, Dr. Andi Shane, Medical Director of Hospital Epidemiology and Infection Prevention, Dr. Robert Jerris, Medical Director of Microbiology and Renee Watson, Manager of Infection Control. Available November 16-17.

This show aired on (Day) 11/17/13 from: (Start Time) 7¹⁵AM to: (End Time): 7⁴⁵AM

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Red Cross Holiday Mail for Heroes

The Red Cross *Holiday Mail for Heroes* program is a way for the public to send words of inspiration, thanks and encouragement to our military heroes. Georgia's first lady, Sandra Deal, helped kick-off this year's *Holiday Mail for Heroes* program. This program also features other work by the Red Cross throughout Georgia. Available November 23-24.

This show aired on (Day) 11/24/13 from: (Start Time) 7¹⁵ AM to: (End Time): 7⁴⁵ AM

Purple Heart Homes

In 2008, Iraq war veterans John Gallina and Dale Beatty founded Purple Heart Homes, an organization dedicated to providing personalized housing solutions for veterans and their families. On this program John Gallina and Marshall Boutwell, CEO of Peach State Federal Credit Union, discuss the work of Purple Heart Homes. Available November 30-December 1.

This show aired on (Day) 12/1/13 from: (Start Time) 7¹⁵ AM to: (End Time): 7⁴⁵ AM

Port of Savannah Project

Efforts to deepen the Port of Savannah to accommodate larger ships have been underway for sometime. This program features an interview with Curtis Foltz, Executive Director of the GA Ports Authority and reviews comments on the port project by Gov. Nathan Deal and Chris Carr, Commissioner of the GA Department of Economic Development at a recent State of the Ports Conference in Atlanta. Available December 7-8.

This show aired on (Day) 12/8/13 from: (Start Time) 7¹⁵ AM to: (End Time): 7⁴⁵ AM

Childrens Healthcare/All in for All Better

All in For All Better is a movement at Children's Healthcare of Atlanta to inspire the community to come together to help children feel better. Donations made this holiday season will help kids get well so they can enjoy the childhood they deserve. Program guests are Steven Wagner, Development Officer of Major Gifts at Children's Healthcare of Atlanta and Ryan Grelecki and his son Parker who have experienced first hand the great work done at Children's. Available December 14-15.

This show aired on (Day) 12/15/13 from: (Start Time) 7¹⁵ AM to: (End Time): 7⁴⁵ AM

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Companions for Heroes - *Best of Georgia Focus*

Companions for Heroes provides companion and service dogs obtained from shelters or rescues to military personnel, veterans, and first-responders recovering from psychological challenges. Program guests are David Sharpe, Founder and Chairman of Companions for Heroes, Sgt. Jimmy Childers USMC retired, recipient of a dog from C4H and Cathy Roth from Urban Pet Project. Available December 21-22.

This show aired on (Day) 12/22/13 from: (Start Time) 7:15 AM to: (End Time): 7:45 AM

Camp Lawton - *Best of Georgia Focus*

Magnolia Springs State Park near Millen, GA was once the site of a major Civil War prison built by Confederates in 1864. Since the summer of 2010 Georgia Southern University has been carrying out an Archaeological project on the site. Dusty Fuller, Park Manager and Dr. Lance Greene, Assistant Professor of Anthropology at GA Southern, discuss the Camp Lawton project. Available December 28-29.

This show aired on (Day) 12/29/13 from: (Start Time) 7:15 AM to: (End Time): 7:45 AM