

WJDY  
Salisbury, MD  
Quarterly Issues/Programs List  
First Quarter, 2012  
04/06/2012

WJDY  
Quarterly Issues/Programs List

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WJDY 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:

- **Banking, Crime:** Monster Scams
  - **Blood Bank Donations:** Need For Blood Donations
  - **Business Innovation:** Doing More With Less
  - **Children & Family Issues:** Child Advocacy
  - **Children, Sex Trafficking:** Crimes Against Children
  - **Community Outreach:** In Touch With The Community
  - **Earth Day:** The Zoo Hosting Earth Day
  - **Education:** Low Income Education
  - **Education, Literacy:** Convincing Kids To Read More
  - **Employment, Business:** Co-Ops
  - **Energy tips:** Winter Prep & Information
  - **Health Care:** Elderly Care
  - **Health:** Community Outreach
  - **Higher Education:** Saving For College
  - **Mental Health:** The Olympian
  - **SUICIDE PREVENTION:** SUICIDE/DOMESTIC VIOLENCE HOTLINE
  - **Women's Issues:** Breast Cancer Awareness
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**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.

<b>ISSUE</b>	<b>PROGRAM / TITLE</b>	<b>DESCRIPTION</b>	<b>GUEST</b>	<b>DATE/TIME</b>	<b>DURATION</b>
Banking, Crime	VIEWPOINTS/MediaTracks	Monster Scams	Michael Diaz, Jr.	01/01/2012 07:00 AM	027:57
Higher Education	DD- MD College Savings	Saving For College	College Savings Plans of MD	01/01/2012 07:29 AM	027:59
Banking, Crime	VIEWPOINTS/MediaTracks	Monster Scams	Michael Diaz, Jr.	01/01/2012 08:30 AM	027:57
Business Innovation	VIEWPOINTS/MediaTracks	Doing More With Less	Jane Dwinell	01/08/2012 07:00 AM	028:00
Blood Bank Donations	DD- BLOOD BANK	Need For Blood Donations	Blood Bank of Delmarva	01/08/2012 07:31 AM	027:59
Business Innovation	VIEWPOINTS/MediaTracks	Doing More With Less	Jane Dwinell	01/08/2012 08:30 AM	028:00
Employment, Business	VIEWPOINTS/MediaTracks	Co-ops	Gar Alperovitz	01/15/2012 07:00 AM	028:01
Energy tips	DD- DELMARVA POWER	Winter Prep/Info	Delmarva Power	01/15/2012 07:30 AM	027:59
Blood Bank Donations	DD- BLOOD BANK	Beach Blanket Blood Drive	Blood Bank of Delmarva	01/22/2012 07:29 AM	027:59
Community Outreach	DD-RINGLING BROS.	In Touch With The Community	Ringling Brothers Circus	01/29/2012 07:30 AM	027:59
Health	DD-BEBE MEDICAL	Health Fair	BeBe Medical	02/05/2012 07:30 AM	028:00
Women's Issues	DD- WOMEN SUPPORTING WOMEN	Breast Cancer Awareness	Women Supporting Women	02/12/2012 07:31 AM	028:00
Health	DD- CANCER SUPPORT GROUP	Bras For The Cause	Cancer Support Group	02/19/2012 07:30 AM	028:01
Mental Health	Viewpoints (MediaTracks)	The Olympian	Craig T. Williams	02/26/2012 07:00 AM	027:54

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	DD- Horizons at Salisbury School	Low Income Education	Horizons-SBY School	02/26/2012 07:30 AM	027:59
Children & Family Issues	Viewpoints (MediaTracks)	Bullying & Hazing	Jodee Blanco	03/04/2012 07:00 AM	027:53
Health Care	DD- DELAWARE HOSPICE	Elderly Care	Delaware Hospice	03/04/2012 07:30 AM	028:01
Education, Literacy	Viewpoints (MediaTracks)	Convincing Kids To Read More	Dr. Amy McClure	03/11/2012 07:00 AM	027:54
Earth Day	DD- EARTH DAY AT THE ZOO	Zoo Hosting Earth Day	Salisbury Zoo	03/11/2012 07:30 AM	028:01
SUICIDE PREVENTION	DD- LIFE CRISIS HOTLINE	SUICIDE/DOMESTIC VIOLENCE HOTLINE	LIFE CRISIS CENTER	03/18/2012 07:30 AM	027:59
Crimes Against Children	Viewpoints (MediaTracks)	Children and Sex Trafficking	Corban Addison	03/25/2012 07:00 AM	027:53
Children & Family Issues	DD- CRICKET CENTER	Child Advocacy	CRICKET CENTER	03/25/2012 07:30 AM	027:59

**Section II  
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

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

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Social Security	:15 SSA	000:15	114
Selective Service	:15 SSS DOT GOV	000:15	129

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Fundraising	:30 LOCAL/SOROPTIMIST OS SBY	000:31	037
Breast Cancer Awareness	:30 LOCAL/WSW BRAS FOR A CAUSE	000:30	036
Fundraising	:30 LOCAL/WSW KIM SCOTT MEMORIAL BENEFIT	000:30	016
Breast Cancer Awareness	:30 LOCAL/WSW PINK RIBBON BASKET BINGO	000:30	025
Zoo Party	:30 LOCAL/ZOOBILATION	000:30	014
Debt Advice	:30 MAKING HOME AFFORDABLE	000:30	001
Selective Service	:30 SSS DOT GOV	000:30	239
Education	:60 HS DROP OUT	001:00	465
Health	AD Council	000:15	138
Health	AD Council	000:30	096
Health	American Lung Association	000:14	098
Family	Catholic Comm. Campaign	001:00	607
Prayer Breakfast	CITY OF SALISBURY	000:30	022
Children's Health	March of Dimes	001:00	224
Health	Parkinson's PSA March	000:30	017
Fundraising	Salisbury Lacrosse Club	000:32	036
Selective Service	SELECTIVE SERVICE SYSTEM	000:15	018
Selective Service	SELECTIVE SERVICE SYSTEM	000:30	035
People With Disabilities	Shore Up!	000:30	044
Children's Health	textforbaby	001:00	001
Family Health	U.S. Dept. of Health	001:00	001
Military	USO	000:18	034
Education	Youth Reckless Driving Prev.	000:15	001
Open Adoption	U.S. Dept. of Health	000:59	396
Alcohol/Substance Abuse	:30 AL-ANON	000:31	022
Alcohol/Substance Abuse	:60 AL-ANON	001:01	064
Alcohol/Substance Abuse	Al-Anon Family Groups	000:31	003
Alcohol/Substance Abuse	Al-Anon Family Groups	001:01	104
American Red Cross	Blood Bank of Delmarva	000:31	089

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Asthma	Glaxo Smith-Kline	001:00	383
Blood Bank donations	Blood Bank of Delmarva	000:31	038
Blood Bank donations	Blood Bank of Delmarva	000:32	026
BOYS' TOWN	Boys Town Nat'l Hotline	000:15	134
BULLYING	DONORSCHOSE.ORG	000:30	149
BULLYING	DONORSCHOSE.ORG	000:32	071
Childhood Health	:30 LOCAL/KODY'S KIDS	000:31	025
Childhood Health	March of Dimes	001:00	023
Debt Advice	:15 MAKING HOME AFFORDABLE	000:15	099
Debt Advice	:30 MAKING HOME AFFORDABLE	000:30	097
Debt Advice	:60 MAKING HOME AFFORDABLE	001:00	489
Debt Advice	AD Council	000:30	004
Debt Advice	AD Council	001:00	163
Debt Advice	Nat'l Credit Counseling	000:30	099
Disaster Readiness	FEMA	000:30	068
Drug Addiction	Narcanon	000:30	003
Education	AD Council	000:30	099
Education	AD Council	001:00	469
Environment	Am. Academy of Ortho Surgeons	000:32	024
Environment	Assateague Island	000:30	099
Environment	Nat'l Wildlife Refuge	001:00	634
Environment	Wildlife Land Trust	000:15	131
Family Finances	IRS.gov	000:15	133
Family Finances	IRS.gov	000:30	196
Family Issues	Catholic Comm. Campaign	001:00	024
Fresh Air-breathe right	American Lung Association	000:30	096
Girl Scouts	Girl Scouts	000:59	252
Government Programs	AD Council	001:00	639
Government Programs	Medicare	000:59	633

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Government Programs	USA.gov	000:15	075
Grieving	Mennonite Church	000:29	099
Health	:30 LIVER	000:28	067
Health	:60 LIVER	001:00	469
Health	Academy of Pediatrics	001:00	387
Health	AD Council	000:15	129
Health	AD Council	000:30	096
Health	AD Council	000:32	092
Health	AD Council	001:00	391
Health	Am. Academy of Ortho Surgeons	000:59	389
Health	Am. Academy of Ortho Surgeons	001:03	170
Health	American Health Assistance	001:00	642
Health	American Heart Association	000:31	026
Health	Arthritis Foundation	000:17	134
Health	Drive for COPD	000:59	645
Health	EPA	000:30	051
Health	facesofinfluenza.org	000:30	094
Health	Gynecological Cancer Found.	001:00	382
Health	letsmove.gov	000:30	098
Health	letsmove.gov	001:00	625
Health	Local Veterinarians	000:30	066
Health	March of Dimes	000:30	041
Health	Nat'l Assoc. of School Nurses	000:14	135
Health	Nat'l Institutes of Health	000:30	094
Health	Overeaters Anonymous	000:26	108
Health	textforbaby	001:00	461
Health	U.S. Dept. of Health	000:30	098
Health	U.S. Dept. of Health	001:00	1095
Health	U.S. Dept. of Health	001:01	170

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health	US Health & human services	001:00	627
Health	womeningovernment.org	000:29	099
Helping Others	AD Council	000:30	095
Helping Others	FEMA	000:59	639
Helping Others	Foundation for a Better Life	000:30	107
Helping Others	Make a Wish Foundation	000:30	092
LITERACY	DONORSCHOSE.ORG	000:30	080
Military Recruitment	Air Force Reserve	000:30	095
Military, War	:30 GIVE AN HOUR	000:31	010
Military, War	giveanhour.org	000:31	016
Military, War	Paralyzed Vets of America	000:17	034
Military, War	Paralyzed Vets of America	000:31	028
Military, War	Paralyzed Vets of America	001:01	168
Military, War	USO	000:32	028
Military, War	USO	001:01	169
Military, War	Wounded Warrior Project	001:00	170
Money	Int'l Disaster Info	000:31	098
Money	SmartAboutMoney.org	000:30	067
Paralyzed Vets	Paralyzed Vets of America	000:30	094
Paralyzed Vets	Paralyzed Vets of America	000:59	636
Parenting	Boys Town	000:29	099
Parenting	Church of Latter Day Saints	000:30	050
Post-Traumatic Stress Synd.	USO	000:15	002
Premature births	March of Dimes	001:00	629
Prevention	Youth Reckless Driving Prev.	000:15	131
Public Safety	takemefishing.org	000:30	046
Public Safety	takemefishing.org	001:00	245
Quitting Smoking	AD Council	000:30	097
Reading	Reading Assist Institute	000:29	066

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Reading	Reading Assist Institute	000:31	156
Reading	Sussex County Library	000:30	154
Register w/Selective Service	SELECTIVE SERVICE SYSTEM	000:15	003
Register w/Selective Service	SELECTIVE SERVICE SYSTEM	000:30	011
Safety	:30 HOMELAND SECURITY	000:30	151
Safety	AD Council	000:30	091
Safety	Dept. Of Homeland Security	000:30	031
School Attendance	AD Council	000:15	002
School Attendance	AD Council	000:30	003
Schools	MD State Education Assoc.	001:00	247
SELF ESTEEM	DONORSCHOSE.ORG	000:31	144
Sickle Cell Disease	Red Cross	000:36	106
Tax Help	IRS.gov	000:15	052
Tax Help	IRS.gov	000:30	044
Tax Help	IRS.gov	001:00	256
Tire Care Tips	Rubber Manufacturers Assoc.	000:30	095
Veterans	Paralyzed Vets of America	000:15	263
Veterans	Wounded Warrior Project	000:57	635