



## **WNWV-FM/HD**

**Elyria, Ohio**

### **2013 Fourth Quarter Report and Community Issues**

WNWV-HD/FM was acquired by Rubber City Radio Group with the effective approval of the Federal Communications Commission and closing sale date of December 16, 2011.

Regularly scheduled news, information and public affairs programs include:

- ✓ Locally-produced weekday newscasts during AM drive at 6:00, 7:00 and 8:00 a.m.
- ✓ Locally-produced weekday traffic reports with four per hour 6:00 a.m. - 9:00 a.m. and two per hour 3:00 p.m. - 6:00 p.m.
- ✓ Weather forecasts from The Weather Channel 24/7
- ✓ Locally-produced public affairs programming Sunday morning with the 30:00 "Spectrum" program including original reporting and interviews with newsmakers on local issues and programs produced by our public affairs partnership with The Civic Commons ([www.theciviccommons.com](http://www.theciviccommons.com)) and the City Club of Cleveland on local and regional issues of interest.
- ✓ Locally-produced community service programs "Need To Know" :60 reports airing on WNWV thirty times weekly on a run-of-station schedule providing information to listeners on personal economics, health and general welfare, cultural activities and other community issues.

WNWV-HD/FM programs will concentrate on the following issues:

1. Economic Issues
2. Education
3. Political Leadership
4. Crime and Public Safety
5. Race, Religion and Diversity
6. General Health & Wellness

### **SPECTRUM Local Community/Public Affairs**

October 6 Pamela Hickson Stevenson, assistant director Akron Public Library on the hard times ahead not only for the Akron-Summit County library but similar organizations across the state handling cuts in state funding.

October 13 Pete Elliott, U.S. Marshal for the Northern District of Ohio talks about the Northern Ohio Violent Fugitive Task Force, it's success and lesson learned in this innovative and nationally-recognized program.

October 20 The Government Shutdown: What Now? Featuring retired U.S. Rep. Steven LaTourette, R-OH; David Cohen, Professor of Political Science, University of Akron; and Tamara Keith, NPR Congressional Correspondent. Moderated by Henry J. Gomez, Political Reporter, Northeast Ohio Media Group in a City Club of Cleveland program.

October 27 Bob Wise, president of the Alliance of Excellent Education on the future of higher education, the levels of support and innovations such as digital learning.

November 3 Greg Leskowski, Ohio Petroleum Dealers Association talks about fluctuating gasoline prices with a primer on the energy markets.

November 10 Dr. Luis Proenza provides his final State of the University address at the University of Akron. Proenza is retiring at the end of the academic year.

November 17 Dennis Sholl, vice president for the Arts for the Knight Foundation in an address to the City Club of Cleveland on the impact of a vibrant and healthy arts scene on local economies and communities.

November 24 Dan Flowers, Executive Director CEO and Jeff Kaiser of the Akron-Canton Regional Foodbank; Rose Rose, Haven of Rest talk about the work of their respective organizations helping with hunger programs and food distribution for the needy.

December 1 Suzie Graham, President of the Downtown Akron Partnership talks about her organization's efforts to help develop downtown Akron and the various upcoming events spotlighting the city, including the FirstNight celebration.

December 8 Ohio Attorney General Mike DeWine talks about the plague of heroin addiction and increase in reports of this drug's abuse in Ohio and the crime that follows.

December 15 President Obama's remarks from the funeral service for Nelson Mandela and an update on the newest member of the Goodyear Tire and Rubber Company blimp fleet.

December 22 Mayor Sara Drew, City of Stow and Mayor David Kline, City of Tallmadge talk about their respective communities and the challenges of running their suburban cities.

December 29 Sean Decatur, President, Kenyon College in an appearance for the City Club of Cleveland discusses the value of a liberal arts education and the challenges of running an institution of higher education in today's environment.

### **Need to Know Public Affairs Vignettes**

**These 1:00 news and public affairs vignettes provide community and public service reports generated by the RCRG Newsroom for broadcast on WNWV-HD.**

**CELLPHONE ETIQUETTE** Consider it a plague of modern society -- the invasion of the cellphones. A Cleveland Clinic psychologist says it makes sense to ignore the cellphone when you're out with people getting real-time interaction.

**BREAST CANCER PEANUT BUTTER** A key component to staving off breast cancer may be found in peanut butter, with key nutritional elements in peanut butter and nuts helpful in reducing the risk of breast cancer according to studies of more than 9000 young girls.

**HALLOWEEN IS SCARY** It can be a time of delight or a time of fright for young children dealing with this time of year when scaring is a national pastime. Child behavioral experts say it pays to plan ahead with family activities that are more age-appropriate so you don't leave your children with scars.

**PROBIOTIC BABIES** The yogurt pitchmen always sell the benefit of probiotics and now health experts are weighing in on the pros and cons of infants adapting more yogurt and natural probiotics in their diets.

**SEASONAL MIGRAINES** The change of seasons can trigger aching headaches and even migraines; weather can pack a big punch with rapid temperature and barometric pressure changes leading to disabling head problems.

**WNWV-HD/FM outreach to the community included the following events for this quarter:**

**PAWS Annual Fundraiser**

October

Benefits Progressive Animal Welfare Society

On-Air personality Bobby Thomas Co-MC'd

**L'AMOUR DU VIN**

Thursday, October 10<sup>th</sup>

Benefits The Arthritis Foundation, Great Lakes Region, Northeastern Ohio

On-air promos ran for 3 weeks = 60 total

Website presence for 3 weeks

Inclusion in 1 station E-Blast and 1 Wine Club E-Blast

**The Wine Opener**

Friday, October 11<sup>th</sup>

Benefits The Cystic Fibrosis Foundation

On-air promos ran for 3 weeks = 75 total

Website presence for 3 weeks

On-Air Personalities Mark Ribbins and Dan Deely hosted the event

Inclusion in 1 station E-Blast and 2 Wine Club E-Blasts

**Marc's Feed The Children Campaign**

October 21<sup>st</sup>– November 27<sup>th</sup>

Benefits The Hunger Network

\$35,000 was raised

On-air promos ran for 6 weeks = 210 total

Website presence for 6 weeks

2 live appearances at various Marc's throughout campaign

Inclusion in 3 station E-Blasts

**Stack The Studio**

November 4<sup>th</sup> – December 13<sup>th</sup>

Benefits Providence House

Raised \$820 in cash and boxes and boxes of supplies

On-Air promos ran for 6 weeks = 204 total

Website presence for 6 weeks

Event at The station on 12/12 and at South Park Mall on 12/21

**Inclusion in 3 station E-Blasts**

