

QUARTERLY ISSUES LIST Q1 2015

DURING THE 1st QUARTER OF 2015, WAVV AIRED 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 PSA.

January 2015 Live PSA's

11:45am	01/02/15	2	Community Blood Ctr.	Holiday Drive 1/2
7:45am	01/06/15	2	Community Blood Ctr.	Holiday Drive 1/6
1/19/15	01/19/15	7	Rev. Dr. Martin Luther King Day	Parade & Celebrations

February 2015 Live PSA's

11:45am	02/03/15	6	Trinity BTC Episcopal Church	Church Mouse Sale 2/5
9:15am	02/04/15	2	Trinity BTC Episcopal Church	Church Mouse Sale 2/5
1:45pm	02/04/15	7	First Amendment Foundation	Public Forum 2/5
7:45am	02/12/15	7	Gulf Coast Humane Society	Everblades Fundraiser 2/21
10:45am	02/13/15	6	North Naples UM Church	Rummage Sale 2/13-2/14
7:45am	02/23/15	2	American Cancer Society Polar Bear Benefit Fundraiser	2/28
9:15am	02/23/15	6	Friends of Foster Children	Boots & Boogie Bash 3/21

11:15am	02/25/15	7	U.S. Navy Band	Cambier Park Concert 2/28
10:45am	02/27/15	2	Trinity BTC Episcopal Church	Spring Mouse Sale 3/7

March 2015 Live PSA's

9:15am	03/02/15	6	Friends of Foster Children	Boots & Boogie Bash 3/21
12:45pm	03/03/15	2	Trinity BTC Episcopal Church	Spring Mouse Sale 3/7
12:45pm	03/06/15	2	Trinity BTC Episcopal Church	Spring Mouse Sale 3/7
11:45am	03/12/15	7	Marco Shell Club	Shell Show 3/12-3/14
11:15am	03/19/15	6	Friends of Foster Children	Boots & Boogie Bash 3/21
3:50pm	03/24/15	2	First Baptist Church	Car Clinic 3/28
9:15am	03/30/15	6	Angels Undercover/Collier	Fundraiser 4/13
12:45pm	03/30/15	2	Trinity BTC Episcopal Church	Spring Mouse Sale 4/2

QUARTERLY ISSUES LIST – 1st QUARTER 2015

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

AMERICAN CANCER SOCIETY/MARCO ISLAND (PSA)

[Feb 2015] 2243-00005-0000 60 0 0.00 0.00

[Mar 2015] 2243-00006-0000 29 0 0.00 0.00

AMERICAN CANCER SOCIETY/MARCO ISLAND (PSA) To 89 0 0.00 0.00

BONITA SPRINGS LIONS EYE CLINIC (PSA)

[Jan 2015] 2351-00002-0000 7 0 0.00 0.00

[Feb 2015] 2351-00002-0001 25 0 0.00 0.00

[Feb 2015] 2351-00002-0002 10 0 0.00 0.00

BONITA SPRINGS LIONS EYE CLINIC (PSA) Totals 42 0 0.00 0.00

EVERGLADES BARBERSHOP CHORUS NAPLES (PSA)

[Mar 2015] 2360-00002-0000 3 0 0.00 0.00

GULFSHORE OPERA (PSA)

[Mar 2015] 2363-00002-0000 4 0 0.00 0.00

LATCHKEY LEAGUE (PSA)

[Jan 2015] 2317-00002-0000 50 0 0.00 0.00

[Jan 2015] 2317-00003-0000 25 0 0.00 0.00

[Feb 2015] 2317-00003-0001 25 0 0.00 0.00

LATCHKEY LEAGUE (PSA) Totals 100 0 0.00 0.00

MARCO ISLAND HISTORICAL SOCIETY (PSA)

[Feb 2015] 2336-00004-0000 0 2 0.00 0.00

NAPLES BOTANICAL GARDENS (PSA)

[Jan 2015] 1320-00003-0001 3 0 0.00 0.00

[Feb 2015] 1320-00004-0000 15 0 0.00 0.00

[Mar 2015] 1320-00004-0001 21 0 0.00 0.00

NAPLES BOTANICAL GARDENS (PSA) Totals 39 0 0.00 0.00

NAPLES MUSEUM MILITARY MEMORABILIA (PSA)

[Jan 2015] 2344-00002-0001 20 0 0.00 0.00

NEIGHBORHOOD HEALTH CLINIC (PSA)

[Feb 2015] 1759-00008-0000 0 72 0.00 0.00

ROTARY CLUB OF CAPE CORAL (PSA)

[Jan 2015] 2247-00003-0000 0 12 0.00 0.00

SALVATION ARMY NAPLES (PSA)

[Mar 2015] 2367-00002-0000 6 0 0.00 0.00

Recorded Psa's 1st Quarter 2015

Local Charities/Events

8552\$3	:30	02/17/15	TFN	Wounded Warrior Project—Coming Home
8552\$6	:30	03/30/15	TFN	Institute of Med./End-of-Life Conversation
8552\$103	:30	09/05/14	TFN	FosterMore Foster Care
8552\$74	:30	01/23/15	01/31/15	Stuff the Truck 1/31
8552\$135	:30	11/14/14	12/31/14	Harry Chapin Food Bank gen.
8552\$36	:30	10/24/14	TFN	Doctors Without Borders—Right Now
8552\$44	:30	10/20/14	TFN	Project Hope gen.
8552\$182	:30	09/24/14	TFN	Helps Outreach-Joe V. Special Donation

8552\$4	:30	12/16/14	TFN	Helps Outreach-Joe V./Sheldon
8552\$53	1:00	10/07/14	TFN	Lighthouse of Collier-Robin G. gen.
8552\$2	:30	03/05/14	TFN	Matching Donors—Piece of Me
8552\$56	1:00	04/01/14	TFN	Naples Equestrian Challenge
8552\$29	:30	07/01/14	TFN	Florida Guardian ad Litem

Various Categories / rotating PSA's Mon.-Fri. 6AM-7AM

(#8182 Local & National :60's)

8182\$142	Lighthouse of Collier-Robin G. gen.
8182\$128	Women's Heart Disease/Go For Red
8182\$126	Social Security—Someday
8182\$46	Spot a Stroke
8182\$122	Loan Modification Scams
8182\$121	Hearing Loss
8182\$41	The Immokalee Foundation
8182\$14	CPR (hands only cpr)
8182\$48	Osteoporosis
8182\$44	Fight Arthritis Pain
8182\$42	Operation Open Arms
8182\$12	Moffitt - Colon Cancer
8182\$13	Addiction Treatment
8182\$15	Emergency Preparedness
8182\$16	Ask Questions About Health
8182\$17	Better Fat Sisters - Healthy Shopping
8182\$18	Lead Paint Poisoning
8182\$11	Paralyzed Veterans of America
8182\$5	Autism Awareness
8182\$19	Child Safety Bookstore
8182\$26	Foreclosure Pirate
8182\$27	Breast Cancer
8182\$28	Colorectal Cancer
8182\$29	Energy Eff. Honey - Tire
8182\$3	Stroke Awareness
8182\$30	Rosacea
8182\$31	Stop Smoking
8182\$32	National & Community Service
8182\$33	ChildFund
8182\$34	ChildFund
8182\$35	Reduced Energy Use
8182\$36	Debt Advice Dot Org
8182\$37	H.U.D./Foreclosure
8182\$38	Business Disaster Preparedness
8182\$39	Bed Bugs
8182\$40	Treatment Options
8182\$43	COPD - Danika
8182\$45	Raw Meats and Seafood

(#8380 Local & National :30's)

8380\$31	Wounded Warrior Project—Coming Home
8380\$30	Institute of Med./End-of-Life Conversation
8380\$32	e-cycling
8380\$91	Macular Degeneration
8380\$75	Reducing LDL Cholesterol
8380\$63	National Army Museum
8380\$1	Wildlife Land Trust
8380\$51	Wine Experience—Use Alcohol Wisely
8380\$49	Hope For a Family
8380\$48	Matching Donors
8380\$10	United Way
8380\$11	Serve Your Community
8380\$12	Concussion
8380\$13	Water Conservation
8380\$14	Anxiety
8380\$16	C.A.R.E.
8380\$17	Housing Discrimination
8380\$18	American Optometric Association
8380\$19	Economy Buy A Car
8380\$2	Save Energy
8380\$21	Stroke
8380\$22	Men's Health
8380\$23	Wild Fire Cigarette
8380\$25	Gambling
8380\$27	Carbon Monoxide Hurricane Danger
8380\$28	Quit Smoking
8380\$29	Macular Degeneration
8380\$3	American Optometric Association
8380\$35	Disaster Preparedness
8380\$36	Addiction
8380\$39	Foreclosure
8380\$41	Visit Florida
8380\$42	Lung Cancer
8380\$43	Meningitis
8380\$44	Tire Smart
8380\$45	Marriage
8380\$47	Making Home Affordable
8380\$5	McGruff ID Theft
8380\$6	American Red Cross
8380\$7	Armed Forces Relief
8380\$8	Do The Right Dose
8380\$9	Cervical Cancer

Recorded PSA's by category 1st Quarter 2015
rotating daily 9PM-6AM

Safety/Crime Prevention

1991\$50	00:31.6	Human Trafficking
1991\$3	00:29.9	Don't Drink & Drive

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\$56	00:29.6	Institute of Med./End-of Life Conversation
1992\$3	:30	Cervical Cancer/HPV
1992\$4	:30	Matching Donors—Piece of Me
1992\$2	:30	Love Your Heart—Cleveland Clinic FL
1992\$41	00:29.9	UNICEF Believe in Zero
1992\$5	00:29.7	American Heart-Go Red For Women
1992\$1	00:59.4	American Cancer - Colon Cancer
1992\$15	00:28.9	Angel Flight
1992\$19	00:59.1	American Cancer-Colon #2
1992\$24	00:29.6	Cure Search
1992\$3	00:29.7	Pests-Disease

Ecology/Environmental

1993\$19	00:29.6	e-Cycling
1993\$18	00:29.7	US Dept. Energy--Light Bulb Lumens
1993\$12	00:13.5	Prevent Wildfires
1993\$10	00:33.0	Shy Wolf Sanctuary
1993\$4	00:29.8	US Dept. Energy--Light Bulb Lumens #2
1993\$5	00:29.9	Earth Share--Small World
1993\$13	00:29.9	Prevent Wildfires alt.1

Community Service Organizations

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

Charities/Help Organizations

1996\$1	:30	Matching Donors—Kirk Tanter
1996\$12	00:30.1	Autism Awareness 6
1996\$7	00:30.0	Paralyzed Veterans
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\$15	00:29.6	Institute of Med./End-of Life Conversation
1998\$16	:30	NAIC Insurance Info—Amy Grant
1998\$17	:30	NAIC Insurance Info—Amy Grant/alt.
1998\$10	00:29.9	AAA Older Drivers #1
1998\$13	00:58.8	Paralyzed Veterans 60
1998\$17	00:29.6	Long-Term Care Insurance
1998\$11	00:58.4	Alzheimer's
1998\$2	00:14.8	Paralyzed Veterans 15
1998\$5	00:30.1	As You Age