

WAIO
Rochester, NY
Quarterly Issues/Programs List
First Quarter, 2024
04/08/2024

WAIO
Quarterly Issues/Programs List

WAIO 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:

- **Cancer Awareness, Law Enforce:** Discuss the fight against prostate cancer and providing resources to law enforcement agencies.
- **Disaster Relief and Uplifting:** Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.
- **Equality, Civil Rights:** Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started
- **Filing Taxes, Donating Blood:** Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.
- **Fraud/Scam Awareness, Nutriti:** Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.
- **MS Awareness:** Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur
- **Public Health:** Discuss heart disease among women, and American women living with or those at risk of heart disease
- **Public Health, Domestic Viole:** Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.
- **Tech and Social Media, Humani:** Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.
- **Veterans Affairs, Black Histo:** Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.
- **human trafficking:** Discuss health tips for the new year and how to spot and help victims of human trafficking.

**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.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
human trafficking	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss health tips for the new year and how to spot and help victims of human trafficking.	Dr. T. Pasricha, N. Nasciment	01/06/2024 06:59 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started	M. King III, A. King	01/13/2024 07:01 AM	029:50
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/20/2024 06:59 AM	029:49
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/27/2024 07:00 AM	029:49
Filing Taxes, Donating Blood	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.	R. Steber, J. McNamara	02/03/2024 07:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss heart disease among women, and American women living with or those at risk of heart disease	C. GORRE	02/10/2024 07:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss being proactive regarding cancer, importance of screenings, and understanding risk factors.	D. SPEIGEL	02/17/2024 06:59 AM	029:49
Veterans Affairs, Black Histo	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.	J. Whaley, T. Williams	02/24/2024 07:01 AM	029:49
Public Health, Domestic Violence	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.	Dr. K. Marynak, P. Zaballa	03/02/2024 07:02 AM	029:49
MS Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur	R. Nunley	03/09/2024 07:00 AM	029:49
Tech and Social Media, Humani	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.	M. Anderson, B. Stern	03/16/2024 07:00 AM	029:49
Disaster Relief and Uplifting	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/23/2024 07:00 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Fraud/Scam Awareness, Nutriti	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, D. Fanelle	03/30/2024 06:59 AM	029:49

**Section II
PUBLIC SERVICE ANNOUNCEMENTS**

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

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	iHM/PSA	000:30	23
	PSA / Pass It On :15	000:15	1
	PSA / Stand Up To Cancer :15	000:14	1
CANCER AWARENESS	THE V FOUNDATION	000:28	6
CANCER AWARENESS	THE V FOUNDATION	000:30	3
cancer research	AD COUNCIL	000:14	43
cancer research	AD COUNCIL	000:15	42
cancer research	AD COUNCIL	000:15	32
cancer research	Don Litzelman Foundation	000:14	29
Colon Cancer	GILDA'S CLUB	000:16	5
Colon Cancer	GILDA'S CLUB	000:17	1
Colon Cancer	GILDA'S CLUB	000:18	1
Colon Cancer	GILDA'S CLUB	000:18	2
Colon Cancer	GILDA'S CLUB	000:19	2
Colon Cancer	GILDA'S CLUB	000:19	1
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	4
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	10
COMMUNITY INVOLVEMENT	AMERICAN STROKE ASSOCIATION	000:30	6
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	7
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	6
COMMUNITY INVOLVEMENT	UNCF	000:30	9
EMPLOYMENT	AD COUNCIL	000:14	10
EMPLOYMENT	AD COUNCIL	000:15	34
FINANCIAL COACHING	OPERATION HOPE	000:29	12
Fitness	Tops	000:17	7
Heart Disease	AMERICAN HEART ASSOCIATION	000:14	27
Heart Disease	AMERICAN HEART ASSOCIATION	000:15	11

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEART HEALTH	AMERICAN HEART ASSOCIATION	000:30	13
KIDS WITH SPECIAL NEEDS	Sunshine Camp	000:15	44
OPEN DOOR MISSION	FIRST BAPTIST	000:17	9
Police	AD COUNCIL	000:21	13
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	11
QUIT SMOKING	URMC	000:18	15
Smoking	URMC	000:19	7
TEXT AND DRIVE	AD COUNCIL	000:14	2
Water	AD COUNCIL	000:15	10