

# **WSPA-FM, WSPA-FM HD1**

## **Quarterly Issues & Program Report**

**2nd Quarter**

**April, May, June 2015**

**Prepared by Reggie Jackson  
Public Affairs**

**Entercom Communications Inc.**

**25 Garlington Road**

**Greenville, SC 29615**

**Phone (864) 271-9200**

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2. List of Ascertainment Issues
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# Methodology

- 1. The listening public (daily concerns)**
- 2. Government leaders and public officials**
- 3. Community leaders of the Upstate (volunteer and non-profit agencies)**
- 4. Upstate business leaders**
- 5. Area educators**

**Public Affairs programming is designed to address the needs, concerns, problems and issues of the aforementioned individuals.**

# UPSTATE ISSUES AND CONCERNS

## **Public Affairs Programming Upstate Issues 2nd Quarter 2015**

Culture

Elder Care

Women's Health

Government

Children's Health

Hunger

Agriculture

Education

Youth

Health

Politics

## **List of Community Leaders Interviewed for Ascertainment Purposes**

Nate Leupp

Johnathon O'Donnell

Dan WeidenBenner

Will Morin

Pam Adern

Dr. Marcella Young

Various Miss SC Contestants  
2015

Kimilee Bryant

Elizabeth Tilley

Jaylen Arnold

## **PUBLIC AFFAIRS PROGRAMMING DESCRIPTION**

### **Sunday 6:00 a.m. Movers And Shakers – 30 Minutes**

One half hour interview show locally produced by Heidi Aiken after reviewing Community Leaders Surveys aired each Sunday morning intended to inform the listening audience about events, and organizations in the area that may pertain to their daily lives, usually highlighting health, crime prevention, and other charitable organizations.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The orders in which the issues appear do not reflect any priority or significance.

Station: WSPA - Magic 98.9

Ascertained Issue: POLITICS

Program Name: MOVERS AND SHAKERS

Air Date: 04-05-15

Time: 6AM

Duration: 30 MINUTES

Topic: POLITICS. POLITICAL PARTIES.HOW TO PARTICIPATE.

Guest: NATE LEUPP- CHAIRMAN OF THE GREENVILLE COUNTY REPUBLICAN PARTY.

Host: HEIDI AIKEN

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Station: WSPA Magic 98.9

Ascertained Issue: AGRICULTURE

Program Name: MOVERS AND SHAKERS

Air Date: 04-12-15

Time: 6AM

Duration: 30 MINUTES

Topic: FEEDING URBAN POPULATIONS WITH CITY GARDENS.

Guest: DAN WEIDENBENNER FOUNDER OF MILL VILLAGE FARMS

Host: HEIDI AIKEN



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Station: WSPA Magic 98.9

Ascertained Issue: EDUCATION

Program Name: MOVERS AND SHAKERS

Air Date: 04-19-15

Time: 6AM

Duration: 30 MINUTES

Topic: EDUCATION THROUGH MENTORING AND ON THE JOB EXPERIENCE.

Guest: PAM ADERN OF 4-H CLUBS OF SC

Host: HEIDI AIKEN

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Station: WSPA Magic 98.9

Ascertained Issue: HEALTH

Program Name: MOVERS AND SHAKERS

Air Date: 04-26-15

Time: 6AM

Duration: 30 MINUTES

Topic: CHILDRENS MIRACLE NETWORK.CHILDRENS HOSPITALS.PROGRAMS.SERVICES

Guest: VARIOUS MISS SC CONTESTANTS 2015.

Host: HEIDI AIKEN

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Station: WSPA Magic 98.9

Ascertained Issue: WOMENS HEALTH

Program Name: MOVERS AND SHAKERS

Air Date: 05-03-15

Time: 6AM

Duration: 30 MINUTES

Topic: CANCER SOCIETY PROGRAMS AND SERVICES

Guest: ELIZABETH TILEY

Host: HEIDI AIKEN

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Station: WSPA Magic 98.9

Ascertained Issue: YOUTH

Program Name: MOVERS AND SHAKERS

Air Date: 05-10-15

Time: 6AM

Duration: 30 MINUTES

Topic: BULLYING AND ITS AFFECTS ON YOUTH

Guest: JAYLEN ARNOLD

Host: HEIDI AIKEN

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Station: WSPA Magic 98.9

Ascertained Issue: GOVERNMENT

Program Name: MOVERS AND SHAKERS

Air Date: 05-17-15

Time: 6AM

Duration: 30 MINUTES

Topic: POLITICS. POLITICAL PARTIES.BECOMING INVOLVED.

Guest: NATE LEUPP- CHAIRMAN OF THE GREENVILLE COUNTY REPUBLICAN PARTY.

Host: HEIDI AIKEN

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Station: WSPA Magic 98.9

Ascertained Issue: ELDER CARE

Program Name: MOVERS AND SHAKERS

Air Date: 05-24-15

Time: 6AM

Duration: 30 MINUTES

Topic: PROGRAMS GEARED TOWARD THE AGING AND ELDERLY AT MARY BLACK

Guest: JOHNATHON O'DONNELL

Host: HEIDI AIKEN

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Station: WSPA Magic 98.9

Ascertained Issue: HUNGER

Program Name: MOVERS AND SHAKERS

Air Date: 05-31-15

Time: 6AM

Duration: 30 MINUTES

Topic: THE NEED FOR INNER CITY ACCESS TO FRESH FOODS.

Guest: WILL MORIN OF MORIN FOUNDATION

Host: HEIDI AIKEN

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Station: WSPA Magic 98.9

Ascertained Issue: HEALTH

Program Name: MOVERS AND SHAKERS

Air Date: 06-07-15

Time: 6AM

Duration: 30 MINUTES

Topic: HEALTH. NUTRITION.AGING.NEW RESEARCH.

Guest: DR. MARCELLA YOUNG

Host: HEIDI AIKEN



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Station: WSPA Magic 98.9

Ascertained Issue: CULTURE

Program Name: MOVERS AND SHAKERS

Air Date: 06-14-15

Time: 6AM

Duration: 30 MINUTES

Topic: CULTURE. THEATER AND THE ARTS.

Guest: KIMILLEE BRYANT IS A BROADWAY STAR FROM GREENVILLE. ADVISED ON LOCAL THEATER, HOW TO GET INVOLVED.

Host: HEIDI AIKEN

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Station: WSPA Magic 98.9

Ascertained Issue: AGRICULTURE

Program Name: MOVERS AND SHAKERS

Air Date: 06-21-15

Time: 6AM

Duration: 30 MINUTES

Topic: SHORTAGE FRESH FOODS FOR INNER CITY RESIDENTS. URBAN FARMING.

Guest: WILL MORIN

Host: HEIDI AIKEN

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Station: WSPA Magic 98.9

Ascertained Issue: EDUCATION

Program Name: MOVERS AND SHAKERS

Air Date: 06-28-15

Time: 6AM

Duration: 30 MINUTES

Topic: SCHOLARSHIP PAGEANTS. HOW THE PAGEANT PROVIDES SCHOLARSHIPS FOR CONTESTANTS.  
RAISING MONEY FOR CHILDRENS HOSPITAL.

Guest: VARIOUS MISS SOUTH CAROLINA PAGEANT CONTESTANTS.

Host: HEIDI AIKEN