



RADIO DISNEY AM1640 (WKSH)

Issue / Program Report

1st Quarter 2013
January-February-March

April 9, 2013

PART I – INTRODUCTION

Radio Disney is a national children's radio network dedicated to programming high quality, wholesome entertainment that is beneficial to children, families and the communities in which we serve. Radio Disney AM1640 (WKSH) (hereinafter "the Station") is located in Pewaukee, Wisconsin. The Radio Disney Network also supplies the station with public interest and educational programming, as described in the quarterly Radio Disney Network issue/program report, which is filed separately in the public inspection file.

The Station has determined the following selected issues of concern to be of significance for families and children in our community during the fourth quarter of 2012... 1- Eating Healthy, 2- Literacy, 3- Childhood Development, 4- Helping Others, 5- Community. The Station continually seeks to identify issues of concern to its local community through on-air announcements inviting listeners to call Radio Disney with suggested topics and through a number of different community contacts and outreach events.

The Station broadcasts a number of different public interest programs, including a thirty minute (30:00) long form public programming segment locally produced and hosted by Radio Disney AM 1640's Meagan, and Patty that airs Saturdays at 6:30AM. Details about the Station's current segments are included in Section II of this report.

The Station also broadcasts: 60 second, 30 second and 15 second public service announcements ("PSAs") on a variety of topics relating to children and families. These PSAs are produced both locally and nationally, and are broadcast during a range of day parts with no fewer than three (3) airing each day. This quarter the Station broadcast three hundred thirty-five (335) PSAs of community interest. Details regarding these PSAs are also included in Section II of this report.

This quarter the Station also participated in community events, including Girl Scout Game Day at the Milwaukee Admirals Game, Time Warner Cable Connect a Million Minds event and the Get Active Get Fit School Challenge.

The following pages describe some of the Station's most significant treatment of the previously described selected issues of concern.

PART II – THE STATION’S MOST SIGNIFICANT TREATMENT OF SELECTED ISSUES OF CONCERN

ISSUE OF CONCERN NUMBER 1 – EATING HEALTHY

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Food Preparation
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 1/19/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Food Preparation
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes and 10 seconds
DATE AIRED: 1/19/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Produced locally by WKSH Milwaukee
DESCRIPTION: Radio Disney’s Backyard Show host Meagan spoke with the Food and Drug Administration’s Public Affairs Officer Chauntra Rideaux about the importance of preparing food safely, how to safely store food and how kids can help their parents cook safely.

PROGRAM TITLE: Food Preparation
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 1/19/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Good Nutrition
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 3/2/2013
FORMAT: Show Open
SOURCE: Produced by Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Good Nutrition
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 28 minutes and 40 seconds
DATE AIRED: 3/2/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Produced locally by WKSH Milwaukee
DESCRIPTION: Radio Disney's Backyard Show host Meagan spoke with Parent's Place Program Manager Kathy Duffek and UW-Extension Nutrition Educator Katy Maas about the importance of good nutrition, how parents can plan nutritious meals on a budget and how kids can get involved in developing healthy eating habits for life.

PROGRAM TITLE: Good Nutrition
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 3/2/2013
FORMAT: PSA- Let's Move: Silly Kids
SOURCE: Produced by the USDA, Department of Health and Human Services and the Ad Council
DESCRIPTION: Parents are encouraged to find creative ways to help their kids get the recommended servings of fruits and vegetables each day and visit www.letsmove.gov for ideas.

PROGRAM TITLE: Good Nutrition
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 15 seconds
DATE AIRED: 3/2/2013
FORMAT: Show Close
SOURCE: Produced by Northeast Production Dept. Boston, MA
DESCRIPTION: Standard show close.

SERIES TITLE: PSA
PROGRAM TITLE: Healthy Eating PSA- All In Together
PROGRAM LENGTH: 30 seconds
DATE AIRED: 3/18/13-3/30/13
TIME AIRED: Fifteen (15) times in rotation from 6 am- 12 am
FORMAT: PSA
SOURCE: Produced by the Ad Council and the US Department of Health and Human Services
DESCRIPTION: Families are encouraged to move a little and eat healthier every day in order to lead a healthier life style. Parents are encouraged to search "We Can" online for more tips on how to lead a healthy life style.

SERIES TITLE: PSA
PROGRAM TITLE: Healthy Eating- Cut the Sweets
PROGRAM LENGTH: 30 seconds
DATE AIRED: 3/18/13-3/31/13
TIME AIRED: Fifteen (15) times in rotation from 6 am-12 am
FORMAT: PSA
SOURCE: Produced by the Ad Council and the US Department of Health and Human Services
DESCRIPTION: Families are encouraged to lead a healthier life style by cutting out sweets. Parents are encouraged to search "We Can" online for more tips on how to lead a healthy life style.

ISSUE OF CONCERN NUMBER 2 – LITERACY

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Literacy Council of Greater Waukesha
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 2/2/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Literacy Council of Greater Waukesha
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 27 minutes 15 seconds
DATE AIRED: 2/2/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Locally Produced by WKSH Milwaukee
DESCRIPTION: Radio Disney Backyard Show host Meagan spoke with Literacy Council of Greater Waukesha Executive Director, Debbie Running about the history of the Literacy Council, the services it provides for families in Waukesha County, why literacy is an important topic for the community and how the community can support the Literacy Council through a book drive and special events.

PROGRAM TITLE: Literacy Council of Greater Waukesha
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 60 seconds
DATE AIRED: 2/2/2013
FORMAT: PSA- All the Pretty Cars
SOURCE: Produced by the United Way and the Ad Council
DESCRIPTION: Parents are encouraged to talk with their child to build vocabulary and turn everyday moments into learning moments to encourage Early Childhood Development. Listeners are encouraged to visit bornlearning.org for more information.

PROGRAM TITLE: Literacy Council of Greater Waukesha
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 60 seconds
DATE AIRED: 2/2/2013
FORMAT: PSA-Silly Kids
SOURCE: Produced by the the USDA, Department of Health and Human Services and the Ad Council
DESCRIPTION: Parents are encouraged to find creative ways to help their kids get the recommended servings of fruits and vegetables each day and visit www.letsmove.gov for ideas.

PROGRAM TITLE: Literacy Council of Greater Waukesha
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 2/2/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: SHARP Literacy
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 2/9/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: SHARP Literacy
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 24 minutes
DATE AIRED: 2/9/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Locally Produced by WKSH Milwaukee
DESCRIPTION: Radio Disney Backyard Show host Meagan spoke with SHARP Literacy Executive Director Lynda Kohler about SHARP Literacy, its history, its programs and how it is teaching children literacy through visual arts in Milwaukee Public Schools.

PROGRAM TITLE: SHARP Literacy
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/9/2013
FORMAT: PSA-Fatherhood: Cartwheel
SOURCE: Produced by the US Department of Health and Human Services and the Ad Council
DESCRIPTION: Fathers are encouraged to take the time to be a Dad by participating in small moments in their children's life. For tips, parents are encouraged to visit www.fatherhood.gov.

PROGRAM TITLE: SHARP Literacy
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/9/2013
FORMAT: PSA- Pet Adoption: Toys
SOURCE: Produced by the Ad Council and the Shelterpetproject.org
DESCRIPTION: Families are encouraged to consider adopting a shelter pet when looking for a companion animal for their family. Parents can visit www.shelterpetproject.org for more information.

PROGRAM TITLE: SHARP Literacy
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 60 seconds
DATE AIRED: 2/9/2013
FORMAT: PSA- All the Pretty Cars
SOURCE: Produced by the United Way and the Ad Council
DESCRIPTION: Parents are encouraged to talk with their child to build vocabulary and turn everyday moments into learning moments to encourage Early Childhood Development. Listeners are encouraged to visit bornlearning.org for more information.

PROGRAM TITLE: SHARP Literacy
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 60 seconds
DATE AIRED: 2/9/2013
FORMAT: PSA-Silly Kids
SOURCE: Produced by the the USDA, Department of Health and Human Services and the Ad Council
DESCRIPTION: Parents are encouraged to find creative ways to help their kids get the recommended servings of fruits and vegetables each day and visit www.letsmove.gov for ideas.

PROGRAM TITLE: SHARP Literacy
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/9/2013
FORMAT: PSA- Copy Cat
SOURCE: Produced by the Partnership for Healthy Mouths, Healthy Lives and the Ad Council
DESCRIPTION: Parents are encouraged to have their children brush their teeth for 2 minutes, twice a day in order to help prevent tooth pain and encourage healthy habits. Please visit 2min2x.org for more information.

PROGRAM TITLE: **SHARP Literacy**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/9/2013
FORMAT: PSA- Pet Adoption: Leash
SOURCE: Produced by the Ad Council and the Shelterpetproject.org
DESCRIPTION: Families are encouraged to consider adopting a shelter pet when looking for a companion animal for their family. Parents can visit www.shelterpetproject.org for more information.

PROGRAM TITLE: **SHARP Literacy**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/9/2013
FORMAT: PSA-Fatherhood: Bunny Ears
SOURCE: Produced by the US Department of Health and Human Services and the Ad Council
DESCRIPTION: Fathers are encouraged to take the time to be a Dad by participating in small moments in their children's life. For tips, parents are encouraged to visit www.fatherhood.gov.

PROGRAM TITLE: **SHARP Literacy**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/9/2013
FORMAT: PSA- Park Day
SOURCE: Produced by the USDA, HHS and the Ad Council
DESCRIPTION: Parents are encouraged to help their kids eat healthy and be active for at least 60 minutes a day. Parents are invited to visit www.letsmove.gov for ideas.

PROGRAM TITLE: **SHARP Literacy**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 2/9/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: **The Backyard Public Interest Show**
PROGRAM TITLE: **Being an Author**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 3/16/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Being an Author
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 25 minutes 39 seconds
DATE AIRED: 3/16/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Locally Produced by WKSH Milwaukee
DESCRIPTION: Radio Disney Backyard Show host Meagan spoke with Newberry Award winning author Kate DiCamillo about what it's like to be an author, the writing process, what it's like to win a Newberry Award, what it's like to have one of your books turned into a movie, and why reading is so important. For more information on Kate, please visit www.katedicamillo.com.

PROGRAM TITLE: Being an Author
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 60 seconds
DATE AIRED: 3/16/2013
FORMAT: PSA- Silly Kids
SOURCE: Produced by the USDA, HHS and the Ad Council
DESCRIPTION: Parents are encouraged to find creative ways to help their kids get the recommended servings of fruits and vegetables each day and visit www.letsmove.gov for ideas.

PROGRAM TITLE: Being an Author
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 3/16/2013
FORMAT: PSA- Larry Smarter
SOURCE: Produced by the American Council on Education and the Ad Council
DESCRIPTION: Students are encouraged to take the correct classes to prepare them for college and to visit knowhowtogo.org for more information on what classes they should take to get into college.

PROGRAM TITLE: Being an Author
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 60 seconds
DATE AIRED: 3/16/2013
FORMAT: PSA- All the Pretty Cars
SOURCE: Produced by United Way and the Ad Council
DESCRIPTION: Parents are encouraged to talk with their child to build vocabulary and turn everyday moments into learning moments to encourage Early Childhood Development. Listeners are encouraged to visit bornlearning.org for more information.

PROGRAM TITLE: Being an Author
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 3/16/2013
FORMAT: PSA- Yell and Tell
SOURCE: Produced by Radio Disney in Dallas, Texas.
DESCRIPTION: Listeners are encouraged to find out more about the Davidson Yell and Tell Foundation and teaching children how to yell for help and tell an adult when they see a dangerous situation. For more information visit www.yellandtell.com.

PROGRAM TITLE: Being an Author
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 3/16/2013
FORMAT: PSA- Energy Efficiency: Outdated
SOURCE: Produced by US Department of Energy and the Ad Council
DESCRIPTION: Families are encouraged to switch to energy star light bulbs to save energy and save money.

PROGRAM TITLE: Being an Author
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 3/16/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: PSA
PROGRAM TITLE: Book People Unite
PROGRAM LENGTH: 30 seconds
DATE AIRED: 1/1/13-2/3/13
TIME AIRED: Fifty (50) times in rotation from 6 am-12 am
FORMAT: PSA
SOURCE: Produced by Reading is Fundamental, the Library of Congress and the Ad Council
DESCRIPTION: Adults who love to read are encouraged to read to a child in order to encourage a life time of reading. Parents can visit readingisfundamental.org for more information.

SERIES TITLE: PSA
PROGRAM TITLE: Live United- Education
PROGRAM LENGTH: 30 seconds
DATE AIRED: 3/18/13-3/31/13
TIME AIRED: Thirty (30) times in rotation from 6 am- 12 am
FORMAT: PSA
SOURCE: Produced by United Way and the Ad Council
DESCRIPTION: Listeners are encouraged to give back to their communities by volunteering like Ruth Rucy, who volunteers by reading to children to help them succeed in school. For more information, please visit www.liveunited.org.

ISSUE OF CONCERN NUMBER 3 – CHILDHOOD DEVELOPMENT

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Early Learning
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 1/12/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Early Learning
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes
DATE AIRED: 1/12/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Produced locally by WKSH Radio Disney Milwaukee
DESCRIPTION: Radio Disney Backyard Show host Meagan spoke Born Learning Initiative coordinator for Waukesha County, Barb Holtz about what the Born Learning Initiative is, why early childhood development is important and how parents can help put their young children on the path to educational success at an early age by turning everyday experiences into learning experiences.

PROGRAM TITLE: Early Learning
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 1/12/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Brain Health and Memory
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 2/16/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE	Brain Health and Memory
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	24 minutes
DATE AIRED:	2/16/2013
TIME AIRED:	6:30 am
FORMAT:	Public Affairs Interview
SOURCE:	Produced locally by WKSH Milwaukee
DESCRIPTION:	Radio Disney's Backyard Show host Meagan spoke with Dr. Gary Small, M.D., professor of Psychiatry and director of the UCLA Longevity Center about how listeners can keep their brain healthy through brain exercises, memory tricks and diet and exercise.

PROGRAM TITLE:	Brain Health and Memory
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	30 seconds
DATE AIRED:	2/16/2013
FORMAT:	PSA- Pet Adoption: Leash
SOURCE:	Produced by the Ad Council and the Shelterpetproject.org
DESCRIPTION:	Families are encouraged to consider adopting a shelter pet when looking for a companion animal for their family. Parents can visit www.shelterpetproject.org for more information.

PROGRAM TITLE:	Brain Health and Memory
PROGRAM LENGTH:	30 minutes
SEGMENTH LENGTH:	60 seconds
DATE AIRED:	2/16/2013
FORMAT:	PSA- All the Pretty Cars
SOURCE:	Produced by United Way and the Ad Council
DESCRIPTION:	Parents are encouraged to talk with their child to build vocabulary and turn everyday moments into learning moments to encourage Early Childhood Development. Listeners are encouraged to visit bornlearning.org for more information.

PROGRAM TITLE:	Brain Health and Memory
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	30 seconds
DATE AIRED:	2/16/2013
FORMAT:	PSA-Healthy Kids: Jacklyn
SOURCE:	Produced by the HHS, USDA and the Ad Council
DESCRIPTION:	Parents are educated on the importance of encouraging their child to live a healthy lifestyle.

PROGRAM TITLE: Brain Health and Memory
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/16/2013
FORMAT: PSA-Fatherhood: Cartwheel
SOURCE: Produced by the US Department of Health and Human Services and the Ad Council
DESCRIPTION: Fathers are encouraged to take the time to be a Dad by participating in small moments in their children's life. For tips, parents are encouraged to visit www.fatherhood.gov.

PROGRAM TITLE: Brain Health and Memory
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/16/2013
FORMAT: PSA-Yell and Tell
SOURCE: Produced by the Radio Disney in Dallas, Texas
DESCRIPTION: Listeners are encouraged to find out more about the Davidson Yell and Tell Foundation and teaching children how to yell for help and tell an adult when they see a dangerous situation. For more information visit www.yellandtell.com.

PROGRAM TITLE: Brain Health and Memory
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 60 seconds
DATE AIRED: 2/16/2013
FORMAT: PSA- Silly Kids
SOURCE: Produced by the USDA, HHS and the Ad Council
DESCRIPTION: Parents are encouraged to find creative ways to help their kids get the recommended servings of fruits and vegetables each day and visit www.letsmove.gov for ideas.

PROGRAM TITLE: Brain Health and Memory
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/16/2013
FORMAT: PSA- Pet Adoption: Toys
SOURCE: Produced by the Ad Council and the Shelterpetproject.org
DESCRIPTION: Families are encouraged to consider adopting a shelter pet when looking for a companion animal for their family. Parents can visit www.shelterpetproject.org for more information.

PROGRAM TITLE: Brain Health and Memory
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/16/2013
FORMAT: PSA- Energy Efficiency: Outdated
SOURCE: Produced by US Department of Energy and the Ad Council
DESCRIPTION: Families are encouraged to switch to energy star light bulbs to save energy and save money.

PROGRAM TITLE: Brain Health and Memory
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 2/16/2013
FORMAT: PSA-Fatherhood: Bunny Ears
SOURCE: Produced by the US Department of Health and Human Services and the Ad Council
DESCRIPTION: Fathers are encouraged to take the time to be a Dad by participating in small moments in their children's life. For tips, parents are encouraged to visit www.fatherhood.gov.

PROGRAM TITLE: Brain Health and Memory
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 2/16/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Dental Health
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 1/26/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Dental Health
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 27 minutes 30 seconds
DATE AIRED: 1/26/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Produced locally by WKSH Milwaukee
DESCRIPTION: Radio Disney's Backyard Show host Meagan spoke with Dr. Thomas Culhane from Molina Health Care about the importance of good dental health in children, how your diet affects your teeth and how parents can instill good habits in their children at a young age.

PROGRAM TITLE:	Dental Health
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	30 seconds
DATE AIRED:	1/26/2013
FORMAT:	PSA-Dental Health: Favorite Color
SOURCE:	Produced by the Partnership for Healthy Mouths, Healthy Lives and the Ad Council
DESCRIPTION:	Parents are encouraged to have their children brush their teeth for 2 minutes, twice a day in order to help prevent tooth pain and encourage healthy habits. Please visit 2min2x.org for more information.

PROGRAM TITLE:	Dental Health
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	30 seconds
DATE AIRED:	1/26/2013
FORMAT:	PSA- United Way: Education
SOURCE:	Produced by the United Way and the Ad Council
DESCRIPTION:	Listeners are encouraged to give back to their communities by volunteering like Ruth Rucy, who volunteers by reading to children to help them succeed in school. For more information, please visit www.liveunited.org .

PROGRAM TITLE:	Dental Health
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	30 seconds
DATE AIRED:	1/26/2013
FORMAT:	PSA-Dental Health: Copy Cat
SOURCE:	Produced by the Partnership for Healthy Mouths, Healthy Lives and the Ad Council
DESCRIPTION:	Parents are encouraged to have their children brush their teeth for 2 minutes, twice a day in order to help prevent tooth pain and encourage healthy habits. Please visit 2min2x.org for more information.

PROGRAM TITLE:	Dental Health
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	16 seconds
DATE AIRED:	1/26/2013
FORMAT:	Show Close
SOURCE:	Produced Northeast Production Dept. Boston, MA.
DESCRIPTION:	Standard show close.

SERIES TITLE: PSA
PROGRAM TITLE: Fatherhood- Bunny Ears
PROGRAM LENGTH: 30 seconds
DATE AIRED: 2/9/13-3/31/13
TIME AIRED: Thirty-eight (38) times in rotation from 6 am- 12 am
FORMAT: PSA
SOURCE: Produced by the US Department of Health and Human Services and the Ad Council
DESCRIPTION: Fathers are encouraged to take time to be a Dad by participating in small moments in their children's life. For tips, parents are encouraged to visit www.fatherhood.gov.

SERIES TITLE: PSA
PROGRAM TITLE: Fatherhood- Cartwheels
PROGRAM LENGTH: 30 seconds
DATE AIRED: 2/9/13-3/30/13
TIME AIRED: Thirty-seven (37) times in rotation from 6 am-12 am
FORMAT: PSA
SOURCE: Produced by the US Department of Health and Human Services and the Ad Council
DESCRIPTION: Fathers are encouraged to take the time to be a Dad by participating in small moments in their children's life. For tips, parents are encouraged to visit www.fatherhood.gov.

ISSUE OF CONCERN NUMBER 4 – HELPING OTHERS

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Variety: The Children's Charity
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 1/5/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE Variety: The Children's Charity
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes 15 seconds
DATE AIRED: 1/5/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Produced locally by WKSH Milwaukee
DESCRIPTION: Radio Disney's Backyard Show host Meagan spoke with Variety: The Children's Charity Executive Director Gerise LaSpisa about the history of the organization, how it helps children and families in Wisconsin and how the community can help support the organization.

PROGRAM TITLE: Variety: The Children's Charity
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 15 seconds
DATE AIRED: 1/5/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept., Boston, MA
DESCRIPTION: Standard Show Close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Make-a-Wish Foundation of Wisconsin
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 2/23/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Make-a-Wish Foundation of Wisconsin
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 25 minutes 15 seconds
DATE AIRED: 2/23/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Locally Produced by WKSH Milwaukee
DESCRIPTION: Radio Disney Backyard Show host Meagan spoke with Forrest Doolen, Public Relations Manager for the Make-a-Wish Foundation of Wisconsin and the Batterman Family, whose son Joseph was a Make-a-Wish recipient. They spoke about the history of the Make-a-Wish Foundation, how it helps kids with medical conditions in Wisconsin and the family's experience on their Wish Trip to Disney World. We also spoke about kids can help Make-a-Wish kids through their Kids for Wish Kids program.

PROGRAM TITLE: Make-a-Wish Foundation
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 60 seconds
DATE AIRED: 2/23/2013
FORMAT: PSA- All the Pretty Cars
SOURCE: Produced by United Way and the Ad Council
DESCRIPTION: Parents are encouraged to talk with their child to build vocabulary and turn everyday moments into learning moments to encourage Early Childhood Development. Listeners are encouraged to visit bornlearning.org for more information.

PROGRAM TITLE:	Make-a-Wish Foundation
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	30 seconds
DATE AIRED:	2/23/2013
FORMAT:	PSA- Park Day
SOURCE:	Produced by the USDA, HHS and the Ad Council
DESCRIPTION:	Parents are encouraged to find creative ways to help their kids get the recommended servings of fruits and vegetables each day and visit www.letsmove.gov for ideas.
PROGRAM TITLE:	Make-a-Wish Foundation
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	30 seconds
DATE AIRED:	2/23/2013
FORMAT:	PSA-Yell and Tell
SOURCE:	Produced by the Radio Disney in Dallas, Texas
DESCRIPTION:	Listeners are encouraged to find out more about the Davidson Yell and Tell Foundation and teaching children how to yell for help and tell an adult when they see a dangerous situation. For more information visit www.yellandtell.com .
PROGRAM TITLE:	Make-a-Wish Foundation
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	60 seconds
DATE AIRED:	2/23/2013
FORMAT:	PSA- Silly Kids
SOURCE:	Produced by the USDA, HHS and the Ad Council
DESCRIPTION:	Parents are encouraged to find creative ways to help their kids get the recommended servings of fruits and vegetables each day and visit www.letsmove.gov for ideas.
PROGRAM TITLE:	Make-a-Wish Foundation
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	30 seconds
DATE AIRED:	2/23/2013
FORMAT:	PSA- Pet Adoption: Toys
SOURCE:	Produced by the Ad Council and the Shelterpetproject.org
DESCRIPTION:	Families are encouraged to consider adopting a shelter pet when looking for a companion animal for their family. Parents can visit www.shelterpetproject.org for more information.
PROGRAM TITLE:	Make-a-Wish Foundation
PROGRAM LENGTH:	30 minutes
SEGMENT LENGTH:	16 seconds
DATE AIRED:	2/23/2013
FORMAT:	Show Close
SOURCE:	Produced Northeast Production Dept. Boston, MA.
DESCRIPTION:	Standard show close.

SERIES TITLE: PSA
PROGRAM TITLE: Pet Adoption- Leash
PROGRAM LENGTH: 30 seconds
DATE AIRED: 2/9/13-3/31/13
TIME AIRED: Thirty-eight (38) times in rotation from 6 am-12 am
FORMAT: PSA
SOURCE: Produced by the Ad Council and the Shelterpetproject.org
DESCRIPTION: Families are encouraged to consider adopting a shelter pet when looking for a companion animal for their family. Parents can visit www.shelterpetproject.org for more information.

SERIES TITLE: PSA
PROGRAM TITLE: Pet Adoption- Toys
PROGRAM LENGTH: 30 seconds
DATE AIRED: 2/9/13-3/30/13
TIME AIRED: Thirty-seven (37) times in rotation from 6 am-12 am
FORMAT: PSA
SOURCE: Produced by the Ad Council and the Shelterpetproject.org
DESCRIPTION: Families are encouraged to consider adopting a shelter pet when looking for a companion animal for their family. Parents can visit www.shelterpetproject.org for more information.

ISSUE OF CONCERN NUMBER 5 –COMMUNITY

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Big Brothers Big Sisters of Metro Milwaukee
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 3/9/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Big Brothers Big Sisters of Metro Milwaukee
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes and 15 seconds
DATE AIRED: 3/9/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Produced locally by WKSH Milwaukee
DESCRIPTION: Radio Disney's Backyard Show host Meagan spoke with Big Brothers Big Sisters of Metro Milwaukee's President and CEO Amy Chionchio and Big Brothers Big Sisters Volunteer Jeremy Eskritt about the history of Big Brothers Big Sisters, its program, the impact it has on kids involved in the program and what it's like being a big brother and how the program strengthens the community.

PROGRAM TITLE: Big Brothers Big Sisters of Metro Milwaukee
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 3/9/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Boerner Botanical Gardens
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 3/30/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Boerner Botanical Gardens
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes 15 seconds
DATE AIRED: 3/30/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Locally Produced by WKSH Milwaukee
DESCRIPTION: Radio Disney Backyard Show host Meagan spoke with Friends of Boerner Botanical Gardens President and CEO Ellen Hayward, and Education Manager Monica Jeske about the history of Boerner Botanical Gardens, the different nature activities that families can enjoy and the Gardens education programs.

PROGRAM TITLE: Boerner Botanical Gardens
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 15 seconds
DATE AIRED: 3/30/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Family Promise
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 3/23/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Family Promise
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 minutes 23 seconds
DATE AIRED: 3/23/2013
TIME AIRED: 6:30am
FORMAT: Public Affairs Interview
SOURCE: Produced locally by WKSH Milwaukee
DESCRIPTION: Radio Disney's Backyard Show host Meagan spoke with Family Promise of Washington County Executive Director Kathleen Christenson about the history of Family Promise, how it helps families in Washington County and how the organization helps build a stronger community.

PROGRAM TITLE: Family Promise
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 3/23/2013
FORMAT: PSA-Fatherhood: Bunny Ears
SOURCE: Produced by the US Department of Health and Human Services and the Ad Council
DESCRIPTION: Fathers are encouraged to take the time to be a Dad by participating in small moments in their children's life. For tips, parents are encouraged to visit www.fatherhood.gov.

PROGRAM TITLE: Family Promise
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 3/23/2013
FORMAT: PSA- Pet Adoption: Toys
SOURCE: Produced by the Ad Council and the Shelterpetproject.org
DESCRIPTION: Families are encouraged to consider adopting a shelter pet when looking for a companion animal for their family. Parents can visit www.shelterpetproject.org for more information.

PROGRAM TITLE: Family Promise
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 3/23/2013
FORMAT: PSA- Park Day
SOURCE: Produced by the USDA, HHS and the Ad Council
DESCRIPTION: Parents are encouraged to find creative ways to help their kids get the recommended servings of fruits and vegetables each day and visit www.letsmove.gov for ideas.

PROGRAM TITLE: Family Promise
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 3/23/2013
FORMAT: PSA-Yell and Tell
SOURCE: Produced by the Radio Disney in Dallas, Texas
DESCRIPTION: Listeners are encouraged to find out more about the Davidson Yell and Tell Foundation and teaching children how to yell for help and tell an adult when they see a dangerous situation. For more information visit www.yellandtell.com.

PROGRAM TITLE Family Promise
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 10 minutes 14 seconds
DATE AIRED: 3/23/2013
TIME AIRED: 6:30am
FORMAT: Public Affairs Interview
SOURCE: Produced locally by WKSH Milwaukee
DESCRIPTION: Radio Disney's Backyard Show host Meagan spoke with Best Buddies of Wisconsin Outreach Coordinator Codi Alger about the organization's programs and how it creates a stronger community in schools.

PROGRAM TITLE: Family Promise
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 3/23/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard Show Close

SERIES TITLE: PSA
PROGRAM TITLE: Ecycling PSA
PROGRAM LENGTH: 30 seconds
DATE AIRED: 1/1/13-3/3/13
TIME AIRED: Sixty-one (61) times in rotation from 6 am-12 am
FORMAT: PSA
SOURCE: Produced by the Consumer Electronics Association
DESCRIPTION: Listeners are encouraged to recycle or donate old electronics instead of throwing them away. Listeners can visit www.grenergadgets.org to find a recycling center near them.

SERIES TITLE:	PSA
PROGRAM TITLE:	Global Youth Service Day PSA
PROGRAM LENGTH:	30 seconds
DATE AIRED:	3/20/13-3/31/13
TIME AIRED:	Fourteen (14) times in rotation from 6 am- 12 am
FORMAT:	PSA
SOURCE:	Produced by Radio Disney in Dallas, TX
DESCRIPTION:	Kids are encouraged to participate in Global Youth Service Day April 26-28th by finding a volunteer project that they can do as a family.

PART III – COMMUNITY SERVICE PROJECTS

- 1. Radio Disney Get Active Get Fit School Challenge-** Radio Disney visited 20 schools during February and March who were the winning schools in the Radio Disney Get Active Get Fit School Challenge! We talked about the importance of leading a healthy life style and got the kids active for 60 minutes.
- 2. Time Warner Cable Connect a Million Minds-** Radio Disney teamed up with Time Warner Cable on February 24th at Mayfair Mall to encourage families to take the Connect a Million Minds Pledge to expose their children to math, science, and engineering activities as a family to encourage an interest in these fields.
- 3. Girl Scout Game Day at the Milwaukee Admirals Game-** Radio Disney entertained Girl Scouts and their families at the annual Girl Scout Game Day at the Milwaukee Admirals game on Saturday January 12th.

Community Service Summary – Q1.13

Common Sense Media 12/31-3/31

- On-air PSA- Radio Disney created two custom Common Sense Media PSA
 - Script #1- “Croco-Gators”- themed around providing family movie reviews
 - Script #2- “Winky Face”- themed around social media etiquette and safety
 - Total spins was 678 (between January and February)

About Common Sense: Common Sense Media is dedicated to improving the lives of kids and families by providing the trustworthy information, education, and independent voice they need to thrive in a world of media and technology.

National Breakfast Week/ Share Breakfast, week of 03/04

Fib or Fact Game- 1x per day Monday through Friday week of 03/04

- Questions for this game revolved around breakfast
 - Listeners were given a breakfast based question and asked to determine if it was a ‘fib’ or a ‘fact’.

On-air chatter-

- National Breakfast Week on Radio Disney- Morgan and Maddy inspired listeners to be their best by eating breakfast and challenging them to TRY new nutritious foods. They also encouraged listeners to call in and play a special National Breakfast Week version of Fib or Fact.

About Share Breakfast Program

Research shows that kids who eat breakfast generally have more energy and focus for learning, yet one in five go without this important start to the day. Kellogg’s Share Breakfast™ goal is to help share 1 million breakfasts with kids who need them.

About National Breakfast Week

National Breakfast Week is March 3rd through March 8th. Radio Disney’s Morgan and Maddy celebrated National Breakfast Week by inspiring listeners to be their best by eating breakfast.