



RADIO DISNEY AM1640 (WKSH)

Issue / Program Report

2nd Quarter 2013
April-May-June

July 10, 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 second quarter of 2013... 1- Nature and Animals, 2- Strong Families, 3-Education, 4-Community Involvement, 5- Seasonal issues. 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 seventy-two (372) 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 New Berlin Safety Day, and Bayshore Town Center Safety Day.

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 – NATURE & ANIMALS

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Hank Aaron State Trail
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 4/13/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Hank Aaron State Trail
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes 15 seconds
DATE AIRED: 4/13/2013
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 Trail Manager for the Hank Aaron State Trail, Melissa Cook, of the Wisconsin DNR about the Hank Aaron State Trail, how families can enjoy the trail, and help support the trail through the Friends of Hank Aaron State Trail.

PROGRAM TITLE: Hank Aaron State Trail
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 4/13/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Milwaukee Animal Rescue Center
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 5/11/2013
FORMAT: Show Open
SOURCE: Produced by Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Milwaukee Animal Rescue Center
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes and 15 seconds
DATE AIRED: 5/11/2013
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 Milwaukee Animal Rescue Center's Executive Director Amy Rowell about the history of the Milwaukee Animal Rescue Center, its mission and how families can adopt a companion animal.

PROGRAM TITLE: Milwaukee Animal Rescue Center
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 15 seconds
DATE AIRED: 5/11/13
FORMAT: Show Close
SOURCE: Produced by Northeast Production Dept. Boston, MA
DESCRIPTION: Standard show close.

SERIES TITLE: PSA
PROGRAM TITLE: Pet Adoption- Leash
PROGRAM LENGTH: 30 seconds
DATE AIRED: 5/31/13-6/30/13
TIME AIRED: Thirty-three (33) 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: 6/1/13-6/29/13
TIME AIRED: Thirty-two (32) 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 2 – STRONG FAMILIES

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Financial Literacy for Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 4/6/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 24 minutes 30 seconds
DATE AIRED: 4/6/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Locally Produced by WKSH Milwaukee
DESCRIPTION: Radio Disney Backyard Show host Meagan spoke with First Bank Financial Centre Market Development Officer Gabrielle Rabon about the importance of teaching children about money, how savings accounts work, what a budget is, and why you should start saving money at an early age.

PROGRAM TITLE: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 4/6/2013
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: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 4/6/2013
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: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 4/6/2013
FORMAT: PSA- Discovering Nature: Busy Family
SOURCE: Produced by the US Forest Service and the Ad Council
DESCRIPTION: Parents are encouraged to discover the forest near them this weekend and spend time together as a family. For more information, parents can visit www.discovertheforest.org.

PROGRAM TITLE: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 4/6/2013
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: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 4/6/2013
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: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 4/6/2013
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: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 4/6/2013
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: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 4/6/2013
FORMAT: PSA-Discovering Nature: Forest Benefits
SOURCE: Produced by the US Forest Service and the Ad Council
DESCRIPTION: Kids are discovered to explore their local forest and enjoy all the benefits that the forest provides us with. For more information, parents can visit www.discovertheforest.org.

PROGRAM TITLE: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 4/6/2013
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: Financial Literacy For Kids
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 4/6/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Financial Literacy for Parents
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 4/20/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Financial Literacy for Parents
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes
DATE AIRED: 4/20/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Locally Produced by WKSH Milwaukee
DESCRIPTION: Radio Disney Backyard Show host Meagan spoke with WaterStone Bank Wauwatosa Community President Erin McCarthy about financial tips for parents and how to teach their kids to be money smart.

PROGRAM TITLE: Financial Literacy for Parents
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 4/20/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Purple Asparagus
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 minutes
DATE AIRED: 6/29/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Locally Produced by Radio Disney AM 1300
DESCRIPTION: Radio Disney Backyard Show host Angela spoke with Purple Asparagus Founding Executive Director Melissa Graham about what the organization is, how families can get involved and why it's important to lead a healthy lifestyle. For more information, visit www.purpleasparagus.com.

SERIES TITLE: PSA
PROGRAM TITLE: Fatherhood- Bunny Ears
PROGRAM LENGTH: 30 seconds
DATE AIRED: 5/31/13-6/30/13
TIME AIRED: Thirty-two (32) 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: 6/1/13-6/29/13
TIME AIRED: Thirty-one (31) 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.

SERIES TITLE: PSA
PROGRAM TITLE: Healthy Eating PSA- All In Together
PROGRAM LENGTH: 30 seconds
DATE AIRED: 4/1/13-5/11/13
TIME AIRED: Thirty (30) 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: 4/1/13-5/11/13
TIME AIRED: Thirty (30) 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 3 – EDUCATION

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: America SCORES Milwaukee
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 5/18/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: America SCORES Milwaukee
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes
DATE AIRED: 5/18/2013
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 with America SCORES Milwaukee associate director, John Eggebrecht, and executive director Kate Carpenter about the program, its history, its mission and how it combines soccer and literacy skills to help further the education of Milwaukee's youth.

PROGRAM TITLE: America SCORES Milwaukee
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 5/18/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Legos and Science
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 5/26/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE **Legos and Science**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes
DATE AIRED: 5/26/2013
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 Lego Master Builder Andrew Johnson about how kids and parents can use Lego building blocks to engage in STEM activities and how to become a Lego Master Builder.

PROGRAM TITLE: **Legos and Science**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 5/26/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: **The Backyard Public Interest Show**
PROGRAM TITLE: **Reading Development**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 6/15/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: **Reading Development**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes 34 seconds
DATE AIRED: 6/15/2013
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 Lekisha Knighten, Supervisor of the Children's Service Society of Wisconsin's Parklawn Resource Center, Aaron Heffernan, Child and Family Therapist at the Children's Service Society of Wisconsin, and Dr. John Romaine, Pediatric Neuropsychologist from Children's Hospital of Wisconsin about why reading is important, the benefits of reading with your child and why it is important to start reading to your child before your child is even born.

SERIES TITLE: PSA
PROGRAM TITLE: Book People Unite
PROGRAM LENGTH: 30 seconds
DATE AIRED: 6/26/13-6/30/13
TIME AIRED: Seven (7) 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: Literacy Council of Greater Waukesha Tutoring PSA
PROGRAM LENGTH: 30 seconds
DATE AIRED: 6/3/13-6/23/13
TIME AIRED: Fifty (50) times in rotation from 6 am- 12 am
FORMAT: PSA
SOURCE: Produced by Radio Disney in Dallas, TX
DESCRIPTION: Parents are encouraged to reach out to the Literacy Council of Greater Waukesha if their child is in need of literacy tutoring services this summer.

ISSUE OF CONCERN NUMBER 4 – COMMUNITY INVOLVEMENT

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Autism Speaks
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 4/27/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Autism Speaks
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes 15 seconds
DATE AIRED: 4/27/2013
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 Autism Speaks Milwaukee Manager of Field Development, Mallory Walsh about Autism Awareness Month, what Autism is, the services that Autism Speaks provides and how the community can get involved in helping the cause.

PROGRAM TITLE: Autism Speaks
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 15 seconds
DATE AIRED: 4/27/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept., Boston, MA
DESCRIPTION: Standard Show Close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Vision Walk and PEARLS for Teen Girls
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 5/4/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: Vision Walk and PEARLS for Teen Girls
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 13 minutes
DATE AIRED: 5/4/2013
TIME AIRED: 6:30 am
FORMAT: Public Affairs Interview
SOURCE: Locally Produced by WKSH Milwaukee
DESCRIPTION: Radio Disney Backyard Show host Meagan spoke with Vision Walk 2013 Spokes person, Nora Karbash, about the walk, the mission of the Foundation Fighting Blindness and how the community can get involved to help the cause.

PROGRAM TITLE: Vision Walk and PEARLS for Teen Girls
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30seconds
DATE AIRED: 5/4/2013
FORMAT: PSA- Yell and Tell
SOURCE: Produced by Radio Disney in Dallas, TX
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: Vision Walk and PEARLS for Teen Girls
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 5/4/2013
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: Vision Walk and PEARLS for Teen Girls
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 60 seconds
DATE AIRED: 5/4/2013
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: Vision Walk and PEARLS for Teen Girls
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 14 minutes
DATE AIRED: 5/4/2013
FORMAT: Public Affairs Interview
SOURCE: Produced by Radio Disney WKSH
DESCRIPTION: Radio Disney's Backyard Show host Meagan spoke with PEARLS for Teen Girls Director of Program Services Gerry Howze and PEARLS for Teen Girls Participant LaTavia Patterson about the PEARLS program, how it benefits teen girls in the Milwaukee area and how they would like to see the program grow in the future.

PROGRAM TITLE: Vision Walk and PEARLS for Teen Girls
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 5/4/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: PSA
PROGRAM TITLE: Global Youth Service Day PSA
PROGRAM LENGTH: 30 seconds
DATE AIRED: 4/1/13-4/26/13
TIME AIRED: Twenty-eight (28) 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.

SERIES TITLE: PSA
PROGRAM TITLE: Vision Walk PSA
PROGRAM LENGTH: 30 seconds
DATE AIRED: 4/15/13-5/17/13
TIME AIRED: Forty-five (45) times in rotation from 6 am-12 am
FORMAT: PSA
SOURCE: Produced by Radio Disney in Dallas, TX
DESCRIPTION: Listeners are invited to participate in VisionWalk 2013 on Sunday, May 18 to raise money and awareness for the Foundation Fighting Blindness.

ISSUE OF CONCERN NUMBER 5 –SEASONAL ISSUES

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Bike Safety
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 Seconds
DATE AIRED: 6/1/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE Bike Safety
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes 16 seconds
DATE AIRED: 6/1/2013
TIME AIRED: 6:30AM
FORMAT: Public Affairs Interview
SOURCE: Produced locally by WKSH Milwaukee
DESCRIPTION: Radio Disney's Backyard Show host Meagan spoke with the Bicycle Federation of Wisconsin's Education Manager Jessica Wineberg about how to safely ride bicycles and the organization's Safe Routes to School Program and why biking is great activity for kids.

PROGRAM TITLE: Bike Safety
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 6/1/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: The Backyard Public Interest Show
PROGRAM TITLE: Water Safety
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 6/8/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE **Water Safety**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 29 minutes and 12 seconds
DATE AIRED: 6/8/2013
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 American Red Cross of Southeastern Wisconsin Volunteer Dwight Davis about how families can enjoy water activities safely, and why it is important for children to learn how to swim.

PROGRAM TITLE: **Water Safety**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 6/8/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: **The Backyard Public Interest Show**
PROGRAM TITLE: **Heat Safety**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 26 seconds
DATE AIRED: 6/22/2013
FORMAT: Show Open
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show open.

PROGRAM TITLE: **Heat Safety**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 28 minutes and 45 seconds
DATE AIRED: 6/22/2013
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 with Molina Health Care's Chief Medical Officer Dr. Thomas Culhane, about how to stay safe during hot weather including staying hydrated, taking caution while exercising, and using sun screen.

PROGRAM TITLE: **Heat Safety**
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 30 seconds
DATE AIRED: 6/22/2013
FORMAT: PSA-Let's Move: Paul Konerko
SOURCE: Produced by the Let's Move, the USDA, the Ad Council, Major League Baseball, and the MLB Players Association

DESCRIPTION: First Lady Michelle Obama and Chicago White Sox First Baseman Paul Konerko encourage kids to get out and move and to eat healthy.

PROGRAM TITLE: Heat Safety
PROGRAM LENGTH: 30 minutes
SEGMENT LENGTH: 16 seconds
DATE AIRED: 6/22/2013
FORMAT: Show Close
SOURCE: Produced Northeast Production Dept. Boston, MA.
DESCRIPTION: Standard show close.

SERIES TITLE: PSA
PROGRAM TITLE: Take Me Fishing PSA
PROGRAM LENGTH: 30 seconds
DATE AIRED: 6/15/13-6/30/13
TIME AIRED: Thirty-four (34) times in rotation from 6 am- 12 am
FORMAT: PSA
SOURCE: Produced by Radio Disney in Dallas, TX
DESCRIPTION: Listeners are reminded that they need a fishing license and boat license in order to help conservation efforts in their area.

SERIES TITLE: PSA
PROGRAM TITLE: Great American Backyard Campout
PROGRAM LENGTH: 30 seconds
DATE AIRED: 6/19/13-6/21/13
TIME AIRED: Twenty (20) times in rotation from 6 am- 12 am
FORMAT: PSA
SOURCE: Produced Radio Disney in Dallas, TX
DESCRIPTION: Listeners are encouraged to take part in the Great American Backyard Campout in June by camping out with their families in their backyard! The event is sponsored by The National Wildlife Foundation.

PART III – COMMUNITY SERVICE PROJECTS

- 1. New Berlin Safety Day-** Radio Disney entertained families at New Berlin Safety Day on Saturday May 18th at the Children's Hospital Clinic in New Berlin and hosted a teddy bear clinic to help teach kids that going to the doctor isn't scary.
- 2. Bayshore Safety Day-** Radio Disney teamed up with Children's Hospital of Wisconsin to launch their Kohl's Grow Safe and Healthy campaign at Bayshore Safety Day on Saturday June 1st.
- 3. School Appearances-** Radio Disney entertained families at the following school events: Richards School Father/Daughter Dance (April 12), Mill Valley Elementary (April 19) and Tess Corners Elementary (April 26).

Community Service Summary – Q2.13

Common Sense Media

- On-air PSA- Radio Disney created custom Common Sense Media PSAs
 - Total spins was 511 (between April through June)

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 make content choices in a diverse world of media and technology.