

**PROGRAMS ADDRESSING  
SIGNIFICANT ISSUES IN THE  
COMMUNITY**

**WVMA-CD  
Winchendon, MA**

**For the period of  
July, August, September, 2023**

## **ISSUES IN THE COMMUNITY:**

1. ENVIRONMENT/ECONOMY/JOB/ TOURISM
2. GOVERNMENT/POLITICAL
3. SCHOOLS/EDUCATION
4. MEDICAL/HEALTH/DRINKING/DRUGS
5. SAFETY/CRIME/TERRORISM
6. COMMUNITY/SOCIAL

## **Programming that addresses these issues:**

Issue:

Medical, Health

Drugs

Community

Program:

Heart of Health

Sunday 8am

July 2, 9, 16, 23, 30, August 6, 13, 20, 27, September 3, 10, 17, 24, 2023

Length: 30 minutes

The Heart of Health is a call in health program providing viewers with an opportunity to call in and get free medical advice from guests who practice medicine every day. Showcasing critical information on subjects like diabetes, dermatology, OBGYN and many other medical subjects

Issue Addressed in the Community:

1. ENVIRONMENT/OUTDOORS/ECONOMY/JOBS/ TOURISM
2. GOVERNMENT/POLITICAL
3. SCHOOLS/EDUCATION
4. SAFETY
5. COMMUNITY

Program: BizKids July 2, 9, 16, 23, 30, August 6, 13, 20, 27, September 3, 10, 17, 24, 2023

Time: Sundays 11:30 AM

Duration: 30 minutes

Rating: TV-G E/I

Biz Kid\$ is a weekly half-hour series focusing on financial literacy and entrepreneurship for teens, targeting 13 to 16-year-olds. Using a mix of strong financial education tools, dynamic sketch comedy, and inspiring true stories of young entrepreneurs, Biz Kid\$ provides important information for future success. Each episode features math, language arts, and social studies as well as teaching teens about money and business.

Our Biz Kid\$ Basics collection is your launching pad to success! Learn quick tips about budgeting, credit, taxes, saving, and more. These core episodes will turn you into a Biz Kid in no time!

*What They Learn:*

Budgeting basics, credit, insurance, taxes, saving, how to make smart purchases and avoid debt.

What is a business plan?

A business plan is a written document that describes an idea for a product or service and how it will make money. It includes your marketing plan as well as estimates for revenue, expenses, and how to make a proposal.

Why do I need this?

A business plan is like a roadmap. It allows you to plan out the various aspects of your business on paper, and keeps you from making unnecessary mistakes later on. It helps an entrepreneur think about the costs associated with starting a business and show banks that you are serious about your idea.

- What is your big idea? Is it a product? A service?
- What makes your idea unique?
- What do existing products/services not offer that yours will?
- Why will people buy it?
- MARKETING
- Who will be your customers?

- Are they adults? Kids? Teens? Men? Women? Where do they live?
- Are they a-uent or not? What do they like and dislike?
- Describe your target customer with as much detail as you know.
- IDEA
- Where will you sell your product or service?
- Are you setting up a lemonade stand in your driveway? Selling apps online?
- How will you get the word out about your business?
- Will you email your friends? Put up signs? Put ads in the newspaper?
- What is the name of your business?
- What does this name say about your business?
- Is it unique? Memorable? Easy to pronounce?
- FINANCES
- STARTUP COSTS
- How much will it cost to start your business?
- What will you need to buy before you can get started? Materials? Equipment? How much will those things cost? The amount of money you need to launch your business is called the “startup cost”.
- Where will you get the money to cover your startup costs?
- Are you getting a loan from a family member? Taking money out of your savings account?
- COST PER UNIT
- What is the cost of making each product or providing each hour of service? (Cost per unit.)
- List each expense, and divide your total expenses by the number of products you will make or number of hours you will work, as follows:
- Product:  $\text{Cost per product} = \text{total expenses} / \# \text{ of products that can be made}$
- Service:  $\text{Cost per hour of service} = \text{total expenses} / \text{number of hours of work}$
- How much will you charge?
- How does your pricing compare to your competitors? Make sure you set your price above the cost per unit.
- What will be your profit?
- How much will you make on each sale after you subtract your expenses?
- Profit = Income - Expenses
- What will you do with the money you make?
- Will you buy more supplies? Save for college? Donate to charity?
- Make a plan for spending, saving, and sharing. What are your nancial goals? Don’t forget to set aside money to reinvest in the business.
- Sale price of item: Cost of item: What Next? PRICING PROFIT

Learn about careers, advertising, and your financial future at the Biz Kid\$ Youth Financial Camp.

Learn how to market your business with product, pricing, promoting and placement.

## Careers

Say goodbye to the mystery of employment! Our career episodes lift the veil on some of the hottest jobs on the market, from setting up rock band Death Cab for Cutie, to designing shoes for Nike. Find out how to land and keep your dream job, all while learning from your failures along the way.

## **Credit & Debt**

What is credit, and how is it used? How do you get it and what are your responsibilities? Our credit and debt episodes bust the myths and mysteries of using credit and paying down debt. Get to know your facts, and your financial future will thank you!

## **Entrepreneurship**

Many kids dream of having their own business, but don't know where to start. We show you the ins and outs of being a young entrepreneur, from brainstorming new ideas, to marketing a product, to selling to customers. Get inspired by stories of social entrepreneurs, green businesses, and kid millionaires, who all share their secrets on how to become a 'Biz Kid'.

## **Financial Markets & the Economy**

Do bulls and bears leave you scratching your head? What's up with the stock market, anyway? We're taking a spin on that roller coaster called Wall Street as we explain the ups and downs of the economy and how the financial markets affect you!

## **Financial Planning**

So you want to be a millionaire, eh? You can start today. Learn how to be financially independent, and how to use compound interest to make money. In due time, you'll be in the millionaires' club! Time IS on your side.

## **Personal Finances**

It's your money, so learn to take care of it! From brilliant budgeting to money math, we'll walk you through your personal journey to financial literacy. Spend and save wisely, and you'll set yourself up for a future filled with financial success!

## **Saving & Investing**

Now that you have money, what are you going to do with it? Make more money with it, of course! Learn about the many different places you can put your money, and how to make wise investments. Get going Biz Kid — it's time to grow that dough.

Issues addressed:

1. ENVIRONMENT
2. SCHOOLS/EDUCATION
3. MEDICAL
4. SAFETY
5. COMMUNITY/SOCIAL

Program:

Dragonfly TV

Length -30 minutes

Airdate July 2, 9, 16, 23, 30, August 6, 13, 20, 27, September 3, 10, 17, 24, 2023

Time: 10:30 am Sundays

***DragonflyTV*** is an Emmy-award winning [science education](#) television series. It is aimed at children ages 9–12 It is produced in partnership with [science museums](#). DragonflyTV was created in collaboration with Project Dragonfly at [Miami University](#), which founded *Dragonfly* magazine, the first national magazine to feature children's investigations, experiments, and discoveries. DragonflyTV pioneered a "real kids, real science" approach to science television. DragonflyTV is funded in part by the National Science Foundation to provide a national forum for children's scientific investigations.

Issue Addressed:

1. ENVIRONMENT/OUTDOORS/ECONOMY/JOBS/ TOURISM
2. MEDICAL/HEALTH/DRINKING/DRUGS
3. SAFETY/CRIME/TERRORISM
4. COMMUNITY/SOCIAL

Program:

Animal Rescue

- Length: 30 minutes
- Air Times: Sunday 12:00 PM Eastern

July 2, 9, 16, 23, 30, August 6, 13, 20, 27, September 3, 19, 17, 24, 2023

- Synopsis: Animal Rescue is an informational and educational show about various animals and their habitats. The program also show real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility and promoting strong personal and community values.



ISSUE Addressed:

1. GOVERNMENT/POLITICAL
2. MEDICAL/HEALTH/DRINKING/DRUGS
3. SAFETY/CRIME/TERRORISM
4. COMMUNITY/SOCIAL

Program:

Public Defender

Length 30 minutes

Thursday July 6, 13, 20, 27, August 3, 10, 17, 24, 31, September 7, 14, 21,28, 2023

10:30 am

Bart Matthews defends the poor and others who cannot afford an attorney. All episodes are based on actual cases from across the country.