

**PROGRAMS ADDRESSING
SIGNIFICANT ISSUES IN THE
COMMUNITY**

**WVMA-CD
Winchendon, MA**

**For the period of
January, February, & March, 2018**

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

Issue:

MEDICAL/HEALTH/DRINKING/DRUGS
COMMUNITY/SOCIAL

Program:

Heart of Health

Length: 30 minutes

Each Sunday throughout the Quarter at 12 am and 8:30 am.

January 7, 14, 21, 28, February 4, 11, 18, 25, March 4, 11, 18, 25, 2018

Our television program ***The Heart of Health Live!*** aired every Sunday and provides viewers with an opportunity to call in and get free medical advice from our guests who practice medicine every day. Issues discussed included lowering your blood pressure, diabetes, signs of a heart attack, and new advances in cancer treatment.

ISSUE ADDRESSED:

1. Schools/Education
2. Economy / Jobs

PROGRAM: ***Biz Kids***

Length: 30 min

AIRDATES: SUNDAYS AT 11:30 **January 7, 14, 21, 28, February 4, 11, 18, 25, March 4, 11, 18, 25, 2018**

Biz Kids is a program with a national feel, but locally produced within the Rochester market.

Biz Kid\$ Basics

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 affluent 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: Cost per product = total expenses / # of products that can be made

Service: Cost per hour of service = total expenses / 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 financial 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.

PROGRAM:

Animal Rescue

ISSUE ADDRESSED:

1. ENVIRONMENT/ECONOMY/JOBS/ TOURISM
2. SCHOOLS/EDUCATION
3. SAFETY/CRIME/TERRORISM
4. COMMUNITY/SOCIAL

Animal Rescue is a weekly half-hour series about compassionate individuals who come to the aid of animals in distress.

Rating: E/I (13-16), TV-G

Animal Rescue is closed-captioned

Time Period SUNDAYS 12 noon Length: 30 minutes

Animal Rescue is a weekly half-hour series about compassionate individuals who come to the aid of animals in distress.

Rating: E/I (13-16), TV-G

Animal Rescue is closed-captioned

Time Period Saturdays 9AM

Length: 30 minutes

Animal Rescue

Host : Alex Paen

- SHOW # A-2023 -

- BROADCAST AIR DATE: JANUARY 07, 2018 -

S Y N O P S I S

- Helping an abandoned spider monkey.
- Saving orphaned wolves.
- Saluting Animal Rescue Heroes.
- Tip: Bird emergencies.

(This show is closed-captioned)

Animal Rescue

Host : Alex Paen

- SHOW # A-2024 -

- BROADCAST AIR DATE: JANUARY 14, 2018 -

S Y N O P S I S

- Visiting the Gilcrease Animal Sanctuary near Las Vegas.
- Rescuing dogs caught in a house fire.
- Saluting animal rescue heroes.
- Tip: Horse emergencies.

(This show is closed-captioned)

Animal Rescue

Host : Alex Paen

- SHOW # A-2025 -

- BROADCAST AIR DATE: JANUARY 21, 2018 -

S Y N O P S I S

- Saving puppies stuck in a rock formation.
- Treating a bunny with a large tumor.
- Saluting animal rescue heroes.
- Tip: Pet alert signs.

(This show is closed-captioned)

Animal Rescue

Host : Alex Paen

- SHOW # A-2026 -

- BROADCAST AIR DATE:, JANUARY 28, 2018 -

S Y N O P S I S

- Investigating food supplies for migratory birds.
- Rescuing a horse and rider in a ditch.
- Saving dog from a house fire.
- Saluting Animal Rescue heroes.
- Tip: Cat hygiene.

(This show is closed-captioned)

Animal Rescue

Host : Alex Paen

- SHOW # A-2027 -

- BROADCAST AIR DATE: FEBRUARY 4, 2018 -

S Y N O P S I S

- Visiting a canine rescue facility.
- Preserving coral in the South Pacific.
- Rescuing wild animals in suburban neighborhoods.
- Saluting animal rescue heroes.
- Tip: Traveling with pets.

(This show is closed-captioned)

Animal Rescue

Host: Alex Paen

- SHOW # A-2028 -

- BROADCAST AIR DATE:, FEBRUARY 11, 2018 -

S Y N O P S I S

- Profiling a beagle rescue organization.
- Helping baby eagles in Massachusetts.
- Saving trapped ducklings.
- Saluting animal rescue heroes.
- Tip: Adopting new pets.

(This show is closed-captioned)

Animal Rescue

Host: Alex Paen

- SHOW # A-2029 -

- BROADCAST AIR DATE: FEBRUARY 18, 2018 -

S Y N O P S I S

- Visiting a high-tech animal hospital.
- Caring for a sick baby sea otter.
- Helping an injured dog.
- Saluting Animal Rescue heroes.
- Tip: Protecting families.

(This show is closed-captioned)

Animal Rescue

Host: Alex Paen

- SHOW # A-2030 -

- BROADCAST AIR DATE:, FEBRUARY 25, 2018 -

S Y N O P S I S

- Visiting the Austin Zoo.
- Helping stranded pigs caught in a flood zone.
- Saving a puppy.
- Saluting Animal Rescue Heroes.
- Tip: Helping older cats.

(This show is closed- captioned)

2730 Wilshire Blvd., Suite 200, Santa Monica, CA 90403 USA

Telephone 310.828.4003 Fax 310.828.3340

E-mail mail@animalrescuetv.com

Animal Rescue

Host : Alex Paen

- SHOW # A-2031 -

- BROADCAST AIR DATE: MARCH 4, 2018 -
S Y N O P S I S

- Saving an elderly mountain lion.
- Assisting a newborn horse.
- A dog is stuck in mud.
- Saluting animal rescue heroes.
- Tip: The dangers of human medications for animals.

(This show is closed-captioned)

Animal Rescue

Host : Alex Paen

- SHOW # A-2032 -

- BROADCAST AIR DATE: MARCH 11, 2018 -
S Y N O P S I S

- Saving the life of a baby alpaca.
- Following a travelling veterinarian.
- Helping African elephants in peril.
- Saluting animal rescue heroes.
- Tip: Cat adoptions.

(This show is closed-captioned)

Animal Rescue

Host : Alex Paen

- SHOW # A-2033 -

- BROADCAST AIR DATE: SATURDAY, MARCH 18, 2018 -
S Y N O P S I S

- Saving malnourished and abused horses.
- Assisting a disabled burro.
- after a Helping stray dogs tsunami.
- Saluting Animal Rescue heroes.
- Tip: Fleas and ticks.

(This show is closed-captioned)

Animal Rescue

Host : Alex Paen

- SHOW # A-2034 -

- BROADCAST AIR DATE: MARCH 25, 2018 -
S Y N O P S I S

- A puppy falls into a deep hole.

- Helping a horse stuck in a muddy trap.
- Saving ferrets.
- Saluting animal rescue heroes.
- Tip: Pet allergies.

(This show is closed-captioned)