

**PROGRAMS ADDRESSING
SIGNIFICANT ISSUES IN THE
COMMUNITY**

**WVMA-CD
Winchendon, MA**

**For the period of
January, February, March, 2021**

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

Issues addressed in the Community:

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Program: SCIENCE WORLD

Each Saturday in Q1 at 9am

Length: 39 minutes

“SCIENCE WORLD” furthers the educational and informational needs of children 13 to 16 years of age with its programming content, including featuring stories of scientific developments around the world.

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Program:

Murphy Brown

Monday- Friday 3:00 am Length 30 minutes

Jan 1- Mar 31, 2021

Murphy Brown (Candice Bergen) is a recovering alcoholic who—in the show's first episode—returns to the fictional newsmagazine *FYI* for the first time following a stay at the Betty Ford Clinic residential treatment center. Over 40 and single, she is sharp tongued and hard as nails. In her profession, she is considered one of the boys, having shattered many glass ceilings encountered during her career. Dominating the *FYI* news magazine, she is portrayed as one of America's hardest-hitting (though not the warmest or more sympathetic) media personalities.

Her colleagues at *FYI* include stuffy veteran anchor Jim Dial (Charles Kimbrough), who affectionately addresses Murphy as "Slugger" and reminisces about the glory days of Murrow and Cronkite. Murphy's best friend and sometime competitor is investigative reporter Frank Fontana (Joe Regalbuto), the only person who addresses her as "Murph". Though a daredevil reporter, insecurities regarding fame and (especially) his personal relationships have him in psychotherapy .

Also present are the two newest members of the *FYI* team. Miles Silverberg (Grant Shaud), a 25-year-old yuppie Harvard graduate and overachiever fresh from public television, is appointed the new executive producer of *FYI* during Murphy's stay at Betty Ford. Naive and neurotic despite his lightning intellect, Miles is the perfect foil for Murphy's skewering wit. Shaud left at the end of the eighth season, and his character was replaced during Season 9 by veteran TV producer Kay Carter-Shepley (Lily Tomlin). Kay did not have a background in journalism but instead had made a career as a producer of game shows.

The other new-kid-on-the-block is Corky Sherwood (Faith Ford), who replaced Murphy during her stint in rehab. A former Miss America from the (fictional) town of Neebo, Louisiana, Corky is the bane of the other journalists with her perky, relentlessly sunny personality—and dumbfounding lack of sophistication. Due to overwhelming audience reaction, management decides to retain Corky's services after Murphy's return, usually assigning her to lifestyle pieces or lightweight celebrity profiles. Despite her omnipresent perkiness, Corky does mature and acquires a fair amount of worldliness over the years, not the least of which comes courtesy of her marriage to high school classmate and writer Will Forest (during which she humorously and with apparent naiveté amends her on-air surname to become the Robin Hood-esque Corky Sherwood-Forest), subsequent divorce, and later elopement with Silverberg,

immediately after which the couple has second thoughts—even before consummating the relationship—and decides they should "first" date (despite already being married to one another), eventually separating on good terms.

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Program:

Archie Bunker's Place

Length 30 minutes

8pm Mon-Friday Jan 1- Mar 31, 2021

Primarily set in the title's neighborhood tavern in Astoria, Queens which Archie Bunker (Carroll O'Connor) purchased. Bunker takes on a Jewish partner, Murray Klein (Martin Balsam), when co-owner Harry Snowden decides to sell his share of the business. Early in the first season, to increase business, Archie and Murray build a restaurant onto the bar; the additions include a separate seating area for the restaurant and a well-equipped kitchen with a service window. The regular patrons include Barney Hefner, Hank Pivnik, and Edgar Van Ransleer.^[1]

Archie Bunker's Place was the sounding board for Archie's views, support from his friends, and Murray's counterpoints. Later in the series, after Murray remarries and leaves for San Francisco, Archie finds a new business partner, Gary Rabinowitz (Barry Gordon), whose views were liberal, in contrast to Archie's political conservatism.

Characters

- Carroll O'Connor as Archie Bunker, a blue-collar worker whose ignorant stubbornness tends to cause his arguments to self-destruct. By the time of *Archie Bunker's Place*, however, the character has mellowed somewhat and is no longer as explicitly bigoted as he had been during the first seasons of *All in the Family*, even agreeing to go into business with Murray, who is Jewish, and becoming close friends with him.
- Jean Stapleton continued to play Archie's wife Edith Bunker when *Archie Bunker's Place* premiered. The show featured Edith five times during the first 14 episodes of the first season, but Stapleton decided to leave the series late in 1979; her character was referred to but unseen during most of the 1979–1980 season. The writers and producers addressed Stapleton's departure in the Season 2 premiere, explaining that Edith had died of a stroke. Archie reflected on his wife's death and eventually began dating again.
- Martin Balsam as Murray Klein (1979–1981). Murray was Archie's Jewish partner, who held liberal views similar to those of Archie's son-in-law Michael Stivic. Unlike Mike, Murray was much more tolerant and patient with Archie's views.
- Danielle Brisebois as Stephanie Mills, the Jewish daughter of Edith's step-cousin, Floyd Mills. Archie and Edith take Stephanie in after her father, a chronic, unemployed drunk, abandoned her during the final season of *All in the Family*. Stephanie, 10 years old at the start of the series, loved to sing and dance, and her talents were showcased in several episodes.

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Program:

WILD WONDERS

9:30 am

Length 30 min

Every Saturday Jan -March 2021

Wild animals at the San Diego Zoo are the focus of this reality series, which explores the differences between critters, each of their living habits and includes interviews with people who care for them.

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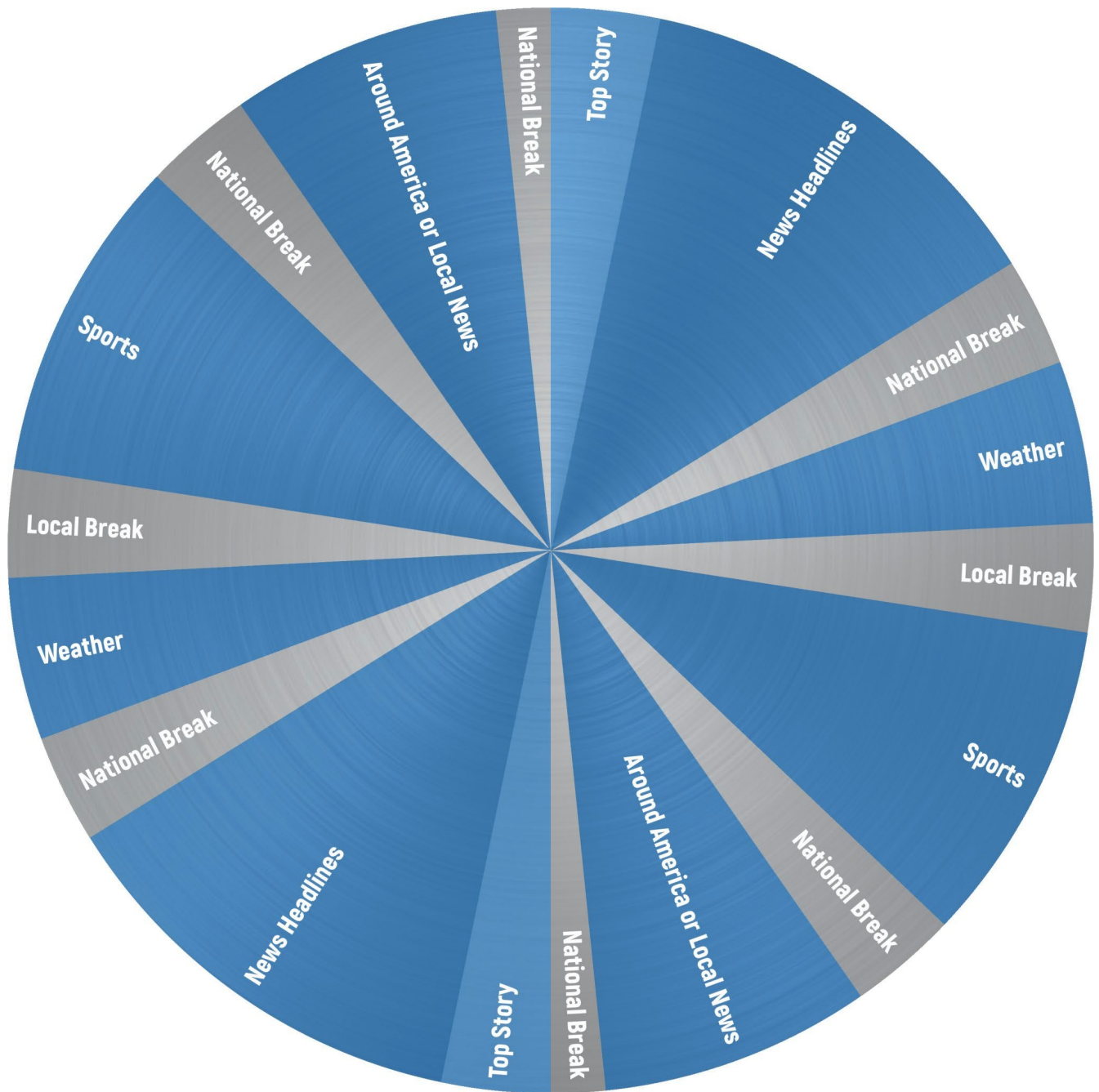
PROGRAM:

NewsNet

WVMA dot2 24 hours a day/seven days a week throughout the entire quarter

Description

The news wheel was once a staple of 24-hour news channels. Recently, this classic format has become overshadowed by opinion-based shows. NewsNet has brought it back.



Here's what each half-hour looks like on NewsNet:

:00 & :30 – Top Story: NewsNet begins each half hour with about 2 minutes of coverage of the top story of the moment, updating with the latest details each half hour when breaking news develops.

:02 & :32 – Headlines: The top story is followed by a selection of the latest news headlines, updated throughout the day.

:15 & :43 – Weather: After a brief commercial break, NewsNet brings viewers an overview of the weather across the country

:20 & :48 – Sports: Weather is followed by a 5-minute look at the latest in sports news every half hour.

:24 & :54 – Around America/Local News: The half hour wraps up with a look at some of the unique attractions Around America or a 5-minute local news break in select markets.

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Program: Soap

Length 30 minutes

Sundays, 6am throughout the quarter

Soap is a breakthrough television series, known for its relatively frank depictions of [homosexuals](#), racial and ethnic minorities, the mentally ill as well as its treatment of other taboo topics such as social class, [marital infidelity](#), [impotence](#), [incest](#), [sexual harassment](#), [rape](#), student-teacher sexual relationships, kidnapping, [organized crime](#), and new age cults. Much of the criticism focused on the openly gay character of [Jodie Dallas](#) ([Billy Crystal](#)). *Soap* was among the earliest American prime time series to include an openly gay character who was a major part of the series. Some social conservatives opposed the character on religious grounds, while some gay rights activists were also upset with the character of Jodie, arguing that certain story developments reinforced distorted stereotypes, e.g. his desire to have a sex change operation, or represented a desire to change or downplay his sexual orientation.