

**RADIO DISNEY AM 1260 WWMK  
ISSUE/PROGRAM REPORT  
FOURTH QUARTER 2013  
JANUARY 10, 2014**

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**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 AM 1260 WWMK (hereinafter “the Station”) is located in Broadview Heights, Ohio.

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 2013: “Things to Do,” “Learning,” “Wellness,” “Parents ONLY,” and “Community Organizations.” The Station continually seeks to identify issues of concern to its local community through a number of different community contacts and outreach events.

The Station broadcasts a number of different public interest programs, including our program *Radio Disney’s Backyard Show*. *Radio Disney’s Backyard Show* is a locally produced, weekly 30 minute interview program that is recorded live to tape, and played back in its entirety every Saturday morning at 6:00 AM and Sunday morning at 7:00 AM. *Radio Disney’s Backyard Show* features Radio Disney AM 1260 WWMK local personalities, “JAG,” “Taylor,” “Sam” and “B.C” as the weekly hosts. Details about *Radio Disney’s Backyard Show* segments are included in Section II of this report.

The Station broadcasts :60, :30, and :15 second public service announcements (“PSAs”) on a variety of topics relating to children and young adults. These PSAs are produced locally and nationally, and are broadcast during a range of dayparts. This quarter the Station broadcast 280 PSAs on 5 different subjects. Details regarding these PSAs are included in Section II of this report. 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 included in this report.

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 – “Things to Do”**

**SERIES TITLE:** Radio Disney’s Backyard Show  
**PROGRAM TITLE:** Greater Cleveland Aquarium Hauntaquarium Event  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 10/05/2013 and 10/06/2013  
**TIME AIRED:** 6:00am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** Jag interviews Greater Cleveland Aquarium’s General Manager, Tami Brown about the upcoming Hauntaquarium Halloween event.

**SERIES TITLE:** Radio Disney’s Backyard Show  
**PROGRAM TITLE:** Richland Academy Halloween Event  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 10/20/2013  
**TIME AIRED:** 6:00am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** Jag interviews Richland Academy’s Event Coordinator, Angie Tager about their upcoming family Halloween event.

**SERIES TITLE:** Radio Disney’s Backyard Show  
**PROGRAM TITLE:** Y.M.C.A Fall Activities  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 10/26/2013 and 10/27/2013  
**TIME AIRED:** 6:00am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** Jag interviews Y.M.C.A of Greater Cleveland’s Vice President of Marketing, Rick Haase about Fall events and Fall programs provided by the Y.M.C.A.

**SERIES TITLE:** Radio Disney’s Backyard Show  
**PROGRAM TITLE:** Christmas Story House  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 12/28/2013 and 12/29/2013  
**TIME AIRED:** 6:00am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** Taylor interviews Christmas Story House tour guide Jami Kinton about the 30<sup>th</sup> anniversary of the movie “A Christmas Story” and how to visit the museum.

**SERIES TITLE:** PSA  
**PROGRAM TITLE:** Cleveland Scholastic Chess Competition PSA  
**PROGRAM LENGTH:** 30 seconds  
**DATE AIRED:** 10/14/2013 – 10/25/2013  
**TIME AIRED:** 6a-9p  
**TOTAL AIRED:** 30  
**FORMAT:** DJ Announcement  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** PSA highlighting the Cleveland Scholastic Chess Competition and how to sign up to compete.

**ISSUE OF CONCERN NUMBER 2 – “Learning”**

**SERIES TITLE:** Radio Disney’s Backyard Show  
**PROGRAM TITLE:** Book By You  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 12/14/2013 and 12/15/2013  
**TIME AIRED:** 6:00am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** Taylor interviews founder of “Book By You” Mike Pocock about creating a personalized novel and reading as a family.

**SERIES TITLE:** PSA  
**PROGRAM TITLE:** Ohio High School Activities PSA  
**PROGRAM LENGTH:** 30 seconds  
**DATE AIRED:** 10/04/2013 – 12/29/2013  
**TIME AIRED:** 6a-9p  
**TOTAL AIRED:** 50  
**FORMAT:** DJ Announcement  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** PSA highlighting the benefits of getting involved with in-school and after-school activities.

**SERIES TITLE:** PSA  
**PROGRAM TITLE:** Boost Attendance PSA  
**PROGRAM LENGTH:** 30 seconds  
**DATE AIRED:** 10/11/2013 – 12/29/2013  
**TIME AIRED:** 6a-9p  
**TOTAL AIRED:** 50  
**FORMAT:** DJ Announcement  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** PSA highlighting the positive results of boosting a child’s attendance at school.

ISSUE OF CONCERN NUMBER 3 – “Wellness”

**SERIES TITLE:** Radio Disney’s Backyard Show  
**PROGRAM TITLE:** Pediatric Coronary Health  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 11/02/2013 and 11/03/2013  
**TIME AIRED:** 6:00am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** Jag interviews Chief of the Division of Pediatric Cardiology at UH Rainbow Babies & Children’s Hospital, Christopher Snyder, MD about pediatric coronary health.

**SERIES TITLE:** Radio Disney’s Backyard Show  
**PROGRAM TITLE:** Kids Gym  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 12/7/2013 and 12/8/2013  
**TIME AIRED:** 6:00am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the station.  
**DESCRIPTION:** Taylor interviews Kids Gym founder Monique Vranish about kids health and staying active during the winter.

**SERIES TITLE:** PSA  
**PROGRAM TITLE:** Ohio High School Sports PSA  
**PROGRAM LENGTH:** 30 seconds  
**DATE AIRED:** 10/04/2013 – 12/29/2013  
**TIME AIRED:** 6a-9p  
**TOTAL AIRED:** 50  
**FORMAT:** DJ Announcement  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** PSA highlighting the benefits and fun that kids can have participating in High School sports and athletic activity.

ISSUE OF CONCERN NUMBER 4 – “Parents ONLY”

**SERIES TITLE:** Radio Disney’s Backyard Show  
**PROGRAM TITLE:** The New EPA Standards for Power Plants  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 10/12/2013, 10/13/2013 and 10/19/13  
**TIME AIRED:** 6:00am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the station.

**DESCRIPTION:** B.C. interviews C.E.O of Living Lake, Leigh Marine about the new EPA Standards for Power Plants.

**SERIES TITLE:** Radio Disney's Backyard Show  
**PROGRAM TITLE:** Emergency Preparedness for Pets  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 11/16/2013 and 11/17/2013  
**TIME AIRED:** 6:00am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** B.C interviews Animal Whisperer, Kim Baker about emergency preparedness strategies for family pets.

**SERIES TITLE:** Radio Disney's Backyard Show  
**PROGRAM TITLE:** Raising Smarter Kids  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 11/16/2013 and 11/17/2013  
**TIME AIRED:** 6:00am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** B.C interviews Men's Health Magazine's Senior Editor, Eric Adams about their article "5 sneaky ways that parents can raise smarter kids."

**.SERIES TITLE:** PSA  
**PROGRAM TITLE:** Proper Tire Inflation PSA  
**PROGRAM LENGTH:** 30 seconds  
**DATE AIRED:** 10/14/2013 – 12/29/2013  
**TIME AIRED:** 6a-9p  
**TOTAL AIRED:** 50  
**FORMAT:** DJ Announcement  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** PSA providing information to parents about why maintaining proper tire inflation on vehicles is important to gas mileage and vehicle maintenance.

**ISSUE OF CONCERN NUMBER 5 – "Community Organizations"**

**SERIES TITLE:** Radio Disney's Backyard Show  
**PROGRAM TITLE:** Make-a-Wish  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 11/23/2013 and 11/24/2013  
**TIME AIRED:** 6:00am and 7:00am respectively

**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** Sam interviews Make-a-Wish's Marketing Coordinator, Emily Denholm about the Make-a-Wish organization and the wishes it grants to area children and families.

**SERIES TITLE:** Radio Disney's Backyard Show  
**PROGRAM TITLE:** Operation KIDSAFE  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 11/30/2013 and 12/01/2013  
**TIME AIRED:** 6:00 am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** Sam interviews Founder of Operation KIDSAFE, Mark Bott about the history of Operation KIDSAFE and the I.D services that they provide to kids.

**SERIES TITLE:** Radio Disney's Backyard Show  
**PROGRAM TITLE:** Cleveland Furniture Bank  
**PROGRAM LENGTH:** 30 minutes  
**SEGMENT LENGTH:** 30 minutes  
**DATE AIRED:** 12/21/2013 and 12/22/2013  
**TIME AIRED:** 6:00 am and 7:00am respectively  
**FORMAT:** Interview  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** Taylor interviews Cleveland Furniture Bank co-founder Tom Gaghen about how the community can donate items to the Cleveland Furniture Bank to aid those in need.

**SERIES TITLE:** PSA  
**PROGRAM TITLE:** Goodwill Industries PSA  
**PROGRAM LENGTH:** 15 seconds  
**DATE AIRED:** 10/04/2013 – 12/29/2013  
**TIME AIRED:** 6a-9p  
**TOTAL AIRED:** 50  
**FORMAT:** DJ Announcement  
**SOURCE:** Produced by the Station  
**DESCRIPTION:** PSA about donating goods to Goodwill Industries and the assistance that it provides to the community.

## **Community Service Summary – Q4...13**

### **Common Sense Media**

- On-air PSA- Radio Disney created custom Common Sense Media PSAs
  - Total spins 103 (between Oct-Dec)

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.

### **Bullying**

- On-Air PSA- Radio Disney custom created to educate concerning bullying
  - Total spins 147 (between Oct1-Oct31)

About Bullying, initiative designed to express people standing together to prevent bullying.

### **ASPCA**

- On-Air PSA- Radio Disney custom created to assist with helping pets.
  - Total spins 15 (between Oct-Dec)

About ASPCA, a National initiative involved with helping cats and dogs around the world become pets.

### **Feed America**

- On-Air PSA- Radio Disney custom created to beat hunger.
  - Total spins 93 (between Nov1-Nov30)

About Feed America, a National initiative involved with helping feed families in America.

### **National Disaster Search Dog Foundation**

- On-Air PSA- Radio Disney custom created to raise funds for rescue dogs.
  - Total spins 93 (between Dec1- Dec28)

About Feed America, a National initiative to partner rescued and train dogs with firefighters to help when a disasters happens no one is left behind.



**ISSUE/PROGRAM  
RADIO DISNEY  
OWNED & OPERATED STATIONS**

Date: December 19, 2013  
To: All ABC/Radio Disney Owned & Operated Stations  
From: Karen Pitts  
Radio Disney  
Re: 4th Quarter Issue/Program Reports  
Cc: Greg Macek  
ABC Legal

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Attached is a copy of the Network Feature Report of public affairs features contained in Radio Disney Network Programming 4th Quarter (October - December).

As you know, public affairs programming must primarily be done on a local level. This means, among other recommendations, that your station's public affairs programming should include a weekly half hour to hour local issues/public affairs program (please see the attached legal memorandum for recommendation details). **After you have prepared the local Issue/Program Report, which should reflect your station's coverage of significant community issues for the quarter, place both the Network Feature and local Issue/Program Reports into your station's Public File.** Please also note in the introduction section of your local Issue/Program Report that the Network Feature Report is also included in your station's public file. The deadline for filing the 4th Quarter 2013 reports is **Friday, January 10, 2014.**

A copy of the legal memorandum regarding Guidelines to Completing Local Reports and a sample "Radio Disney Model Issue/Program Report" are attached in this email and can also be obtained by accessing the Radio Disney Extranet under the Public Affairs folder.

**Email a copy of your LOCAL report to Karen Pitts at karen.pitts@disney.com by Thursday, January 9, 2014.** A copy of each station's local issue programming report will be kept at the Network. If you have any questions concerning the completion or filing of your station's report, please call me at (972) 448-3169 or Greg Macek at (212) 456-4138.

Thank you for your prompt attention.



## URGENT MEMORANDUM

Date: December 19, 2013

To: All Radio Disney Affiliated Stations

From: Karen Pitts  
Radio Disney

Re: Issue/Program Reports – 4th Quarter 2013

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Attached is the Radio Disney Network report of features contained in Network Programming during the 4th Quarter of 2013 (October – December). In addition, I have attached the local issue program guidelines applicable to ABC-owned Radio Disney affiliates, which can also be obtained by accessing the Radio Disney Extranet under the Public Affairs folder. While we encourage you to consult with your own FCC counsel concerning this matter, we thought you would find these guidelines useful. This information should be helpful in the preparation of your station's FCC-mandated quarterly issue program report. The report must be placed in your station's public file by **Friday, January 10, 2014**. Please send a copy of your local report to my attention for the Network public files **NO LATER THAN Thursday, January 9, 2014**. Reports should be emailed to my attention at: [karen.pitts@disney.com](mailto:karen.pitts@disney.com)

If you have any questions, please contact me at 972-448-3169, or Greg Macek at 212-456-4138.