

**WBEV-AM AND WBEV-FM Radio**  
Beaver Dam, WI

Quarterly Issues and Programs Report

(4th Quarter Report, October 1, 2023 – December 31, 2023)

WBEV-AM AND WBEV-FM (WBEV-FM was formerly WXRO-FM) ascertains the needs, interests and concerns of its community in several ways. First, members of WBEV-AM AND WBEV-FM management, public affairs and programming staff regularly seek out and talk with community leaders and solicit their input on important issues facing the community. Second, management, program talent, and program producers receive constant feedback from listeners by phone, letter and email. Third, the WBEV-AM AND WBEV-FM sales staff interacts daily with the business community. Finally, station management and personnel attend community meetings, hearings and debates, listen to and watch other local cable and broadcast outlets, and read local magazines and newspapers to help inform themselves about issues facing the community. All of these methods of outreach, education and feedback affect the list of community needs and issues to which the station decides to devote particular attention in its programming during a particular quarter.

Issues of importance to the local community are addressed through a variety of programs. WBEV-AM AND WBEV-FM are talk stations, with a special focus on sports. Regular sports programs often include repeated and/or extensive discussions by and among show hosts, guests and callers of issues of special interest to athletes and sports fans, such as domestic abuse, or traumatic brain injuries.

The stations also air a 30 minute weekly public affairs show, "Beyond Sports," every Sunday morning. "Beyond Sports," which is broadcast each week from 5:00 to 5:30 AM, is hosted by WBEV-AM AND WBEV-FM Public Affairs Manager, Hannah Stanley. This program often features guests from the local community and from public interest organizations talking about issues of importance to the community. Each week's show focuses on a different issue and features different guests.

To supplement this long-form programming and to further educate listeners about issues of concern to its local community, WBEV-AM AND WBEV-FM air a wide variety of public service announcements. All of these public service announcements were either :15, :30, or :60 seconds long and aired at various times of the broadcast schedule.

Finally, WBEV-AM AND WBEV-FM periodically air local news briefs, and weather reports.

WBEV-AM AND WBEV-FM determined the following subjects to be of particular concern to area listeners during the fourth quarter of 2023:

**Personal and Public Health**

**Autoimmune  
Mental Health  
Resolutions  
Cystic Fibrosis**

**Cancer Support**

**Prostate Cancer  
Melanoma  
Lung Cancer**

**Community Programs**

**NCAA Name Image Likeness Rules  
Reading is Fundamental  
Hunger  
B2SA or Back 2 School America**

**Women's Issues**

**She Is You  
Women's Equality**

**Military Support**

**Reagan Legacy Foundation**

Attached is a listing of some of WBEV-AM AND WBEV-FM most significant treatment of these issues during the fourth quarter of 2023.

## **PERSONAL and PUBLIC HEALTH**

Beyond Sports (local public affairs show) – 10/15/2023

Topic: **Autoimmune Disease**

Show Summary: ViuHealth is an app and platform designed to allow patients and caregivers to organize medical information for those with autoimmune conditions. From appointment summaries, to registering for clinical trials, it creates a safe, user friendly and free space for record keeping.

Beyond Sports (local public affairs show) – 12/10/2023

Topic: **Mental Health**

Show Summary: Celebrated attorney David Glass has long focused on mental health for his clients and in the new podcast called “HourGlass”, he focuses on mental health and personal growth.

Beyond Sports (local public affairs show) – 12/17/2023

Topic: **Resolutions**

Show Summary: Felicity Nicole’s book Pieces of Me discusses growth through your past and setting intentions and resolutions for development at the new year and any time throughout the year.

Beyond Sports (local public affairs show) – 12/24/2023

Topic: **Cystic Fibrosis**

Show Summary: Cystic Fibrosis is a rare genetic disorder that causes a thickening of body fluids including mucus and sweat. It can affect multiple bodily systems and can lead to abbreviated life spans in those who have it.

## **CANCER SUPPORT AND EDUCATION**

Beyond Sports (local public affairs show) – 10/01/2023

Topic: **Prostate Cancer**

Show Summary: Dr Thomas Kole from Valley Hospital discusses the signs and treatments available for prostate cancer and what risk factors need to be considered.

Beyond Sports (local public affairs show) – 11/12/2023

Topic: **Melanoma**

Show Summary: Melanoma is a severe form of skin cancer that can be deadly, but with proper precautions and consistent skin checks, you can remain clear of this form of cancer.

Beyond Sports (local public affairs show) – 12/31/2023

Topic: **Lung Cancer**

Show Summary: Lung cancer is a very challenging type of cancer and the best way to prevent it is to quit, or never begin, smoking. Smoke free laws in many states has fostered cleaner air environments, and free smoking cessation programs are available for many.

## COMMUNITY PROGRAMS

Beyond Sports (local public affairs show) – 10/08/2023

Topic: **NCAA Name Image Likeness Rules**

Show Summary: College student athletes are now allowed by the NCAA to protect and earn money off their name, image, and likenesses (NIL).

Beyond Sports (local public affairs show) – 11/05/2023

Topic: **Reading Is Fundamental**

Show Summary: Reading is Fundamental helps to provide books and reading help to schools and early development programs to increase access to books and increase literacy.

Beyond Sports (local public affairs show) – 11/19/2023

Topic: **Hunger**

Show Summary: Common Threads works throughout the country to help the food insecure through programs including community cooking, after school programs, and work training programs.

Beyond Sports (local public affairs show) – 11/25/2023

Topic: **B2SA**

Show Summary: B2SA or Back 2 School America works with groups to provide school supplies to underprivileged students. This not only allows them to start the school year with new items, but it's been proven to increase self-esteem, class participation and even test scores.

## WOMEN'S ISSUES

Beyond Sports (local public affairs show) – 12/03/2023

Topic: **Woman's Equality**

Show Summary: Many people in America think the ERA is part of the constitution, but it is not. How this has passed all the necessary requirements, and not yet been ratified is very complex.

Beyond Sports (local public affairs show) – 10/22/2023

Topic: **She Is You**

Show Summary: She Is You is an online community designed for middle-aged women. Free to join, the goal is merely to create a space where women can learn from and support each other through a time in their lives where change is a constant.

## MILITARY SUPPORT

Beyond Sports (local public affairs show) – 10/29/2023

Topic: **Reagan Legacy Foundation**

Show Summary: Michael Reagan, head of the Reagan Legacy Foundation discusses the foundations support of our current military, as well as its support of WWII troops.