

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

Quarterly Issues and Programs Report

(3rd Quarter Report, July 1, 2023 – September 30, 2023)

WBEV-AM ascertains the needs, interests, and concerns of its community in several ways. First, members of WBEV-AM 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 sales staff interact 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 is a talk station, 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 station also airs 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 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 airs 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 periodically airs local news briefs, and weather reports.

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

Public Health

Smoking

Organ Donation

Food Insecurity

Personal Health

Mental Health

Hearing Loss

Cancer Support

Melanoma

Twist Out Cancer

Education

Back 2 School America

Reading

Community Programs

ERA Coalition

Stories of Space

NCAA Name Image Likeness Regulations

Online Fraud Prevention

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

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 7/02/2023

Topic: **Smoking**

Show Summary: Even with smoking bans in place in most major cities, smoking continues to be a tremendous public health crisis, and can act as a contributing factor in countless cancers and additional health concerns.

Beyond Sports (local public affairs show) – 7/16/2023

Topic: **Organ Donation**

Show Summary: Becoming an organ donor can change the lives of many. The process to become an organ donor is quick and easy.

Beyond Sports (local public affairs show) – 8/06/2023

Topic: **Food Insecurity**

Show Summary: Food Insecurity occurs in every zip code in America. Not one community is spared. Creating a network where those in need can learn to cook and work together to create meals will help contribute to an ultimate solution.

PERSONAL HEALTH

Beyond Sports (local public affairs show) – 8/13/2023

Topic: **Mental Health**

Show Summary: David Glass talks about the importance of working with mental health professionals, especially after significant life changes to help yourself moving on.

Beyond Sports (local public affairs show) – 9/10/2023

Topic: **Hearing Loss**

Show Summary: Justin Osmond has lived with nearly complete hearing loss since birth. He has gone on to become an accomplished musician, motivational speaker and proponent for continuing hearing research.

CANCER SUPPORT AND EDUCATION

Beyond Sports (local public affairs show) – 9/03/2023

Topic: **Melanoma**

Show Summary: Early detection and proper prevention practices can eliminate melanoma deaths, which can be prevented. From sunscreen to protective clothing, so many techniques exist to help.

Beyond Sports (local public affairs show) – 7/23/2023

Topic: **Twist Out Cancer**

Show Summary: Twist Out Cancer is a cancer support organization that aims to provide positivity to cancer fighters through their own personal artistic expression.

EDUCATION

Beyond Sports (local public affairs show) – 7/09/2023

Topic: **Back 2 School America**

Show Summary: Back 2 School America is a national organization providing basic school supplies to marginalized students, helping to increase basic self-esteem, allowing them to feel worthy of education.

Beyond Sports (local public affairs show) – 8/27/2023

Topic: **Reading**

Show Summary: Contributing to the access to books and reading materials through schools and libraries, and now online, Reading is Fundamental has helped increase literacy throughout America for decades.

COMMUNITY PROGRAMS

Beyond Sports (local public affairs show) – 7/30/2023

Topic: **ERA Coalition**

Show Summary: Despite being ratified by all 50 states, the ERA (Equal Rights Amendment) has yet to be officially added to the US Constitution. The ERA Coalition works to assure that this will occur.

Beyond Sports (local public affairs show) – 8/20/2023

Topic: **Stories Of Space**

Show Summary: Beth Mund of the Stories of Space project explains why launching your stories into space is important. Researching atmospheric changes on data and storage methods are important experiments to understand how our life on earth could be replicated elsewhere.

Beyond Sports (local public affairs show) – 9/17/2023

Topic: **NCAA Name Image Likeness Rules**

Show Summary: The NCAA recently agreed to rules regarding student athlete Name, Image, and Likeness usage. Student athletes can now be paid and enter into endorsement contracts as non-professional athletes.

Beyond Sports (local public affairs show) – 9/24/2023

Topic: **Online Fraud Prevention**

Show Summary: Professor Fraud keeps us up to date on the latest fraud technics and scams so we can all be safer online.