

# **PUBLIC FILE**

**WNBL-FM, South Bristol NY**

## **Quarterly Issues/Program List**

WNBL-FM provides its listeners with programming and public service announcements that address issues of concern to our local community.

Program Samples Covering a Three-Month Quarterly Period

From October 01, 2021 to December 31, 2021

### **SECTION I**

Local Programming Issues

### **SECTION II**

Traffic/Weather/News Reports

### **SECTION III**

Public Service Announcements (PSAs)

Date Prepared: January 05, 2022

# **SECTION I**

## **Local Programming**

This section lists regularly-scheduled and special programs that represent WNBL's issue-responsive programming providing the most significant treatment of the issues listed for the calendar quarter.

### **Issues of Interest:**

COVID-19

COVID-19 Vaccinations

Other Health & Wellness Issues

(including Influenza, Breast Cancer, Substance Abuse)

Economy

Veterans' Affairs

Suicide Prevention

Issue	Program/Title	Description	Date	Time	Duration
Suicide Prevention	iHeart Communities - Public Affairs Special	Shari Sinwelski, MS/Ed.S., has been working in the field of suicide prevention since 1994 and currently serves as the Associate Project Director for the National Suicide Prevention Lifeline, where she oversees networks operations, standards, training and practices for its network of 165 crisis centers. September is National Suicide Prevention Awareness Month and this year, it's even more important to discuss mental health as both the CDC and WHO have stated that our mental health continues to be a huge issue since the COVID-19 pandemic began. Sinwelski discussed the warnings about its possible effects on suicidal behaviors. Sinwelski discussed how people can maintain hope if they are feeling suicidal and where they can get help.	10/03/21	7am	30 mins.
Education		Omney Crawley, Chief Marketing Officer for Goodwill, is responsible for leading the company's brand and its 3300 stores. She discussed equity in education and work and what Goodwill is doing to bridge the gap. Crawley talked about the Goodwill enterprise and how they focus on upskilling millions of Americans and help to get them back into the workforce. She also presented ways people and companies can also get involved in the workforce effort.			
Workforce		Hosted by: iHeartMedia's Ryan Gorman			
Healthcare Equality	iHeart Communities - Public Affairs Special	Dr. Ilan Shapiro is a pediatrician who is currently serving as AltaMed's Medical Director of Health Education and Wellness. Dr. Shapiro discussed health care equality with an emphasis on the Latino population for Hispanic Heritage month. Shapiro has created binational public health programs to improve the health of Hispanic communities on both sides of the border. He talked about advocating for vaccine confidence and can speak to hesitancy in the Latino community as well as other COVID-19 related topics.	10/10/21	7am	30 mins.
COVID-19 Vaccinations					
COVID-19					
Police Reform		REV. MARKEL HUTCHINS Founder, Chairman, and CEO, Movement Forward, Inc. and Lead Organizer, National faith and Blue Weekend & New York City Police Commissioner Dermot Shea discussed the importance of taking a collaborative, grassroots approach to police reform by bringing law enforcement, local community members, and other stakeholders together to find common ground. Hutchins and Shea talked about how to deal with issues of systemic racism and inequality in policing as well as the mission of National faith and Blue			
Racism & Inequality					

		weekend. Hosted by: iHeartMedia's Ryan Gorman			
Pandemic-related Fraud	iHeart Communities - Public Affairs Special	Colleen Tressler, a Consumer Education Specialist with the FTC's Division of Consumer and Business Education. Lois Greisman, FTC's Division of Marketing Practices, and Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General. The Federal Trade Commission guests discussed the latest in pandemic and related scams and frauds: vaccine passports/certificates, travel, vaccine lotteries/giveaways, job scams, and social media money making opportunities. The FTC and our 50 states collaborate on investigations and joint enforcement actions, as well as consumer education and outreach.	10/17/21	7am	30 mins.
Economy		Chloe Demrovsky, President and CEO of Disaster Recovery Institute International. Demrovsky discussed the supply chain and the challenges businesses and families face in conjunction while dealing with the pandemic. She talked about the difficulties we are currently facing while trying to reactivate the economy. Hosted by: iHeartMedia's Ryan Gorman			
Substance Abuse	iHeart Communities - Public Affairs Special	Ken Seeley is an interventionist and author. He is best known for his appearances on the A&E reality show, Intervention. Certified as a CIP, CCMI-M, RAS, CATC, Seeley himself has been sober since July 14, 1989. Seeley discussed addiction and the impact COVID-19 has had on the increase in drug and alcohol abuse. He talked about relationships and where people can go for help. Seeley also mentioned Stop It Where It Starts, a nonprofit organization designed to introduce Substance Use Awareness to the Education Majors in our Colleges and Universities.	10/24/21	7am	30 mins.
COVID-19 Vaccinations		Dr. Murtaza Akhter is Clinical Assistant Professor of Emergency Medicine and an emergency room physician at the University of Arizona College of Medicine–Phoenix. Akhter discussed vaccine hesitancy from the perspective of the emergency medicine. He let people know why you should be vaccinated. He also discussed the latest details pertaining to booster shots. Hosted by: iHeartMedia's Ryan Gorman			

Breast Cancer	iHeart Communities - Public Affairs Special	Dr. Dorraya El-Ashry, Chief Scientific Officer of the Breast Cancer Research Foundation. This year, the World Health Organization announced that breast cancer is now the most common cancer worldwide—surpassing lung cancer for the first time. It's Breast Cancer Awareness Month and Dr. El-Ashry talked about the biggest advances in research over the last 30 years and what women know about screening and why is it especially important after the COVID-19 pandemic. She also discussed new treatments on the horizon and how people can potentially access them.	10/31/21	7am	30 mins.
COVID-19 Vaccinations		Dr. Pooja Shah, Division Medical Director, OBGYN for Banner Health in Phoenix, AZ. Dr. Shah focused on why pregnant women shouldn't be fearful of getting vaccinated and why the CDC recently came out with a stronger recommendation for pregnant women to be vaccinated. She also covered why COVID-19 vaccines don't affect fertility and whether or not COVID antibodies could be passed along to the baby in utero and/or through breastmilk.			
		Hosted by: iHeartMedia's Ryan Gorman			
COVID-19 Vaccinations	iHeart Communities - Public Affairs Special	Dr. Kenneth Alexander Chief of Infectious Diseases at Nemours Children's Hospital, Florida, spoke to 5-11 year-old vaccine approval. He discussed the impact of COVID-19 on children as compared to adults and why is it important for eligible children to get vaccinated. Alexander talked about why he thinks vaccines are safe for children and what parents should know about the recent authorization of a vaccine for children 5 to 11	11/07/21	7am	30 mins.
Suicide Prevention		Dr. Matthew Miller, PhD, MPH (U.S. Air Force Veteran and National Director of Suicide Prevention, U.S. Department of Veterans Affairs), and Heidi Arthur (Chief Campaign Development Officer, the Ad Council). Ahead of Veterans' Day this year, the Ad Council and the U.S. Department of Veterans Affairs have partnered on a national PSA campaign to prevent Veteran suicide. The "Don't wait. Reach out." PSAs announce a new website and encourage Veterans to get support across a wide range of life challenges – before they are in crisis. According to the 2021 National Veteran Suicide Prevention Annual Report, the suicide rate among Veterans in 2019 was 52% higher than non-Veteran adults in the			

Challenges faced by Veterans		<p>U.S. Miller and Arthur talked about Common stresses that Veterans face in civilian life and the new resources available to help Veterans who are struggling</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>			
Children's Health	iHeart Communities - Public Affairs Special	<p>Teri Nestel is the President &amp; Chief Executive Officer of Children's Miracle Network Hospitals. Nestel talked about the mission of Children's Miracle Network and the impact that COVID has had on sick children nationwide. She discussed new technologies and giving to the foundation. More than 10 million kids enter a children's hospital across North America every year. Since 1983, Children's Miracle Network Hospitals has helped fill those funding gaps by raising more than \$7 billion. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible.</p> <p>Ava Paige, a 2022 National CMN Champion. Ava is 17 years old and has received treatment for cancer at Monroe Carell Jr. Children's Hospital at Vanderbilt. She is a songwriter and loves to golf. She talked about being a CMN ambassador who will spend her year advocating for the charitable need of children's hospitals across North America.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>	11/14/21	7am	30 mins.
Children's Health					
Consumer Protection	iHeart Communities - Public Affairs Special	<p>Colleen Tressler, a Consumer Education Specialist with the FTC's Division of Consumer and Business Education, Heather Allen, Assistant Director for the FTC's Division of Financial Practices, &amp; Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General. Topics included budgeting, credit, debt, organizing your finances, and how to spot, stop, and report related scams and bad business practices.</p>	11/21/21	7am	30 mins.
COVID-19 Vaccinations for Children		<p>Rear Admiral Denise Hinton, the new Deputy Surgeon General, discussed Thanksgiving, the upcoming holiday season and what we should keep in mind as we plan gatherings. RADM Hinton focused on the recent authorization of a COVID-19 vaccine for children 5-11 and how it should play into parents' holiday plans.</p>			

		Hosted by: iHeartMedia's Ryan Gorman			
Influenza	iHeart Communities - Public Affairs Special	William Schaffner, MD, National Foundation Infection Disease Medical Director. Dr. Schaffner discussed this year's flu season and the latest data related to COVID-19 and the flu. He talked about while more people plan to mask up this flu season, communities of color are disproportionately impacted by both flu and COVID-19. During the 2020-2021 flu season, among all individuals age six months and older, White individuals had higher flu vaccination coverage at 56 percent, compared with Black individuals (43 percent), Hispanic individuals (45 percent), and other racial and ethnic groups (52 percent).	11/28/21	7am	30 mins.
COVID-19 (and its Affects on Non-profit Groups)		Dale Bannon National Community Relations & Development Director for The Salvation Army. The Salvation Army has been pursuing its mission of helping all those in need without discrimination since 1865. It is active in virtually every corner of the world and serves in 131 countries. Bannon discussed how the Salvation Army was impacted during the COVID-19 pandemic and how people can help this holiday season.			
Veterans		Ken Fisher CEO of the Fisher House Foundation. Fisher discussed the Fisher House Foundation where military and veteran families can stay free, while a loved one is in the hospital. He focused on giving Tuesday and helping military families and veterans during the holiday season and every day.			
		Hosted by: iHeartMedia's Ryan Gorman			
COVID-19	iHeart Communities - Public Affairs Special	Dr. Steven Gordon, Chair of the Department of Infectious Disease at Cleveland Clinic. The Omicron COVID-19 variant has been a big worldwide topic of conversation as the first case was just confirmed in the United States. Dr. Gordon spoke about what we know right now about the transmissibility, severity, and other characteristics of the variant and whether current vaccines be effective. He also addressed the continued rise of COVID-19 cases across the country and the upcoming holiday and winter months.	12/05/21	7am	30 mins.
COVID-19		Dr. Carrie Tibbles, Director of Graduate Medical Education, at Beth Israel Deaconess Medical Center in Boston. Tibbles discussed her experiences working on the frontline			

		<p>against COVID-19 and the fact that nearly two years into the pandemic workers still need tools to effectively combat the infection. She offered ways to improve the fight against future pandemics and the emergence of the Omicron variant.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>			
<p>COVID-19</p> <p>COVID-19 Vaccinations</p> <p>Economy</p> <p>Parenting</p>	iHeart Communities - Public Affairs Special	<p>Francis S. Collins, M.D., Ph.D. is Director of the National Institutes of Health and has served under three White House administrations. Dr. Collins gave us the latest information on the Omicron variant and discussed the resurgence of the Delta variant in the United States. He discussed additional research that is underway for COVID-19 and the importance of people getting their vaccine boosters as soon as they can. He offered recommendations for having a safe 2021 holiday season.</p> <p>Arianna Taboada, author of The Expecting Entrepreneur. The Expecting Entrepreneur is a guide to parental leave planning for self-employed business owners and entrepreneurs. Taboada says Parental leave is an issue of social justice, human rights, and economic equity. She talked about easy-to-implement strategies and diverse case studies of women entrepreneurs during pregnancy and motherhood. Taboada discussed her personal experience as an entrepreneur and parent, and shared her expertise as a maternal and reproductive health professional.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>	12/12/21	7am	30 mins.
<p>COVID-19 Vaccinations</p> <p>Fighting Hate Crimes</p>	iHeart Communities - Public Affairs Special	<p>Dr. Rachel Villanueva, MD FACOG is a Clinical Assistant Professor of Obstetrics/Gynecology at the NYU Grossman School of Medicine. Villanueva focused on the importance of maternal vaccination, especially in the Black community. She also gave us the latest information on the Omicron variant and the importance of boosters.</p> <p>Special agent Sandra Torres-Cone, Federal Bureau of Investigation (FBI). Torres discussed our domestic intelligence and security service agency and what they are doing to address hate crimes in the United States. Torres-Cone talked about what constitutes a hate crime, how the FBI learns of potential hate crimes, and how they are investigated and prosecuted.</p>	12/19/21	7am	30 mins.



		Hosted by: iHeartMedia's Ryan Gorman			
COVID-19  COVID-19 Vaccinations  Pandemic Preparedness	iHeart Communities - Public Affairs Special	<p>Dr. Adi Rosario is a scientist and lieutenant in U.S. Public Health Services. Dr. Rosario provided the latest information on the Omicron variant and why there is a necessity for vaccines and boosters. He focused on Asian American/Native Hawaiian/Pacific Islander health services.</p> <p>Dr. Kelly Sanders, Technical Lead of the Pandemic Response Initiative at the UCSF Institute of Global Health Sciences. Dr. Sanders focused on steps the United States and the World can take to improve pandemic preparedness and support health workers as we battle the Omicron variant this holiday season and into 2022.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>	12/26/21	7am	30 mins.

## **SECTION II**

### **Traffic/Weather/News Reports**

## TRAFFIC REPORTS

<u>Report Title</u>	<u>Times Run</u>	<u>Duration</u>	<u>Days Run</u>	<u>Total Runs</u>
Morning	06:13 AM, 06:43 AM, 07:13 AM, 07:43 AM,	:25	Mon-Fri	260
Afternoon	04:13 PM, 04:43 PM, 05:13 PM, 05:43 PM	:25	Mon-Fri	260

## WEATHER REPORTS

<u>Report Title</u>	<u>Times Run</u>	<u>Duration</u>	<u>Days Run</u>	<u>Total Runs</u>
Weather	06:14 AM, 06:42 AM, 07:14 AM, 7:42 AM, 08:42 AM, 03:15 PM, 04:15 PM, 5:15 PM, 06:15 PM	:20	Mon-Fri	585

## **SECTION III**

### **Public Service Announcements (PSAs)**

## PUBLIC SERVICE ANNOUNCEMENTS

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
United Way	PSA / UNITED WAY :15	000:15	1
Project Yellow Light	PSA/PROJECT YELLOW LIGHT-CHAMELEON IHR	000:30	1
Adoption	AD COUNCIL	000:13	63
Alcoholism	ALCOHOLICS ANONYMOUS	000:15	33
Brain Injury	MULTIPLE SCLEROSIS	000:11	1
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:30	4
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:35	6
COMMUNITY INVOLVEMENT	FAITH & BLUE	000:30	1
COMMUNITY INVOLVEMENT	FAITH & BLUE	000:30	2
Food For Families	Center For Hope	000:15	52
HEALTH & SAFETY	BREAST CANCER RESEARCH FOUNDA	000:30	17
HEALTH & SAFETY	CRISIS TEXTLINE	000:29	1
Heart Disease	AMERICAN HEART ASSOCIATION	000:14	31
Lung Cancer	AD COUNCIL	000:14	46
Lung Cancer	AD COUNCIL	000:15	10
MENTAL HEALTH	CHILD MIND INSTITUTE	000:33	1
MENTAL HEALTH	CHILD MIND INSTITUTE	000:35	1
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	4
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	5
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	5
Police	AD COUNCIL	000:21	29
POVERTY	AD COUNCIL	000:20	73
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	5
ROAD RAGE	AD COUNCIL	000:14	21
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	6
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	5
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	6
UNCF	UNCF	000:30	7
UNITED WAY	AD COUNCIL	000:15	11