

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 April 01, 2021 to June 30, 2021

SECTION I

Local Programming Issues

SECTION II

Traffic/Weather/News Reports

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Public Service Announcements (PSAs)

Date Prepared: July 01, 2021

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

Bullying

Economy

Education

Health & Wellness

Hunger

Military Issues

National Blood Shortage

Issue	Program/Title	Description	Date	Time	Duration
Health & Wellness	iHeart Communities - Public Affairs Special	Dr. Kneeland Youngblood, MD, is a Prostate Cancer Foundation Board member and is founding partner of Pharos Capital Group. April is National Minority Health Month and while one in 8 men will develop prostate cancer in his lifetime, Black men are 75 percent and they are more than twice as likely to die from it than white men. Dr. Youngblood discussed prostate cancer prevention, symptoms, and different treatments available. John Lear, President & Chief Executive Officer Parkinson's Foundation. Lear talked about Parkinson's Awareness Month (April), what resources are available for newly diagnosed people and their families and how people with Parkinson's can help advance research by joining the national PD GENERation study. Hosted by: iHeartMedia's Ryan Gorman	04/04/21	7am	30 mins.
COVID-19	iHeart Communities - Public Affairs Special	Dr. Walter Koroshetz, the Director of the NIH National Institute of Neurological Disorders and Stroke (NINDS), discussed his research on the neurological effects on COVID long-haulers. The NIH recently launched a database to track neurological symptoms associated with COVID-19. Koroshetz talked about how healthcare providers and participating clinical sites across the United States are using a web-based data portal to submit de-identified information into the database, along with relevant biospecimens collected during research studies or from previous clinical procedures and tests and they are tracking findings.	04/11/21	7am	30 mins.
Childhood Hunger		Pamela Taylor, chief communications and marketing officer at Share Our Strength, the organization behind the No Kid Hungry campaign. Since 2010, No Kid Hungry has worked toward ending childhood hunger in the U.S. by breaking down any barriers between kids and their access to food. Taylor discussed talked about how in the wake of the COVID-19 pandemic, child hunger rates in this country have skyrocketed, setting back years of progress. She talked about what No Kid Hungry is doing to ensure kids are getting fed, and why she believes childhood hunger is a solvable problem—even during this crisis. Hosted by: iHeartMedia's Ryan Gorman			

Bullying	iHeart Communities - Public Affairs Special	Dianne Grossman is a business owner, mentor, and esteemed guest speaker. Grossman uses her life to share her daughter Mallory's story and suicide to highlight the devastating effects that bullying may have on today's youth. Her philosophy is "it's not what happens to you, it's what you do after that matters." Grossman has met with hundreds of children, parents, and educators, and believes that together, we can help solve the epidemic our children face with bullying and cyber bullying. She discussed Mallory's Army Foundation and their 4 pillars to combat bullying.	04/18/21	7am	30 mins.
COVID-19 Economy		Ron Insana is a contributor to CNBC, public speaker, and a Senior Advisor to Schroders, N.A. Insana talked about the current state of the US economy as Covid-19 vaccines roll out throughout the US and the world. He talked about the booming stock market, retail sales surging and jobless claims being the lowest since the pandemic began. Hosted by: iHeartMedia's Ryan Gorman			
COVID-19 Science (Space Exploration)	iHeart Communities - Public Affairs Special	Cedric "Jamie" Rutland, M.D. National Volunteer Medical Spokesperson American Lung Association. As an expert pulmonologist, Dr. Rutland talked about long term effects of Covid-19 on the lungs and the research currently underway. He also spoke about communities of color that are hardest hit by COVID and also the American Lung Association resources like the Better For It vaccine toolkit. Douglas H. Wheelock (Colonel, U.S. Army, Ret.) NASA Astronaut. The New Era of Spaceflight is Underway: NASA Set to Launch Second Commercial Crew Rotation to the International Space Station this week. In 2020, NASA, in a commercial partnership with SpaceX, launched a new era of space exploration with the first commercial crew rotation to the International Space Station (ISS). Wheelock talked about his upcoming journey to the ISS and joining the first crew for a five-day handover to close out the first commercial crew's six-month mission. He discussed how the Crew-2 mission will also be the first mission to reuse a SpaceX Crew Dragon spacecraft and Falcon 9 rocket for a crewed mission and the possibility of NASA returning humans to the Moon. Hosted by: iHeartMedia's Ryan Gorman	04/25/21	7am	30 mins.

COVID-19	iHeart Communities - Public Affairs Special	<p>Dr. Leana Wen is an emergency physician and public health professor at George Washington University. She is a contributing columnist for The Washington Post and a CNN medical analyst. Wen talked about the CDC's easing recommendations this week for vaccinated Americans and the effectiveness of COVID-19 vaccine messaging.</p> <p>Dr. Tia Dole, Chief Clinical Operations Officer at the Trevor Project. Founded in 1998, The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, queer & questioning (LGBTQ) young people under 25. Dr. Dole talked about LGBTQ+ mental health as well as how the pandemic intensified youth depression and anxiety.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>	05/02/21	7am	30 mins.
Health & Wellness					
Health & Wellness	iHeart Communities - Public Affairs Special	<p>Dr. Dorothy Fink is Deputy Assistant Secretary for Women's Health and Director of the Office on Women's Health in the Office of the Assistant Secretary for Health (OASH) at the U.S. Department of Health and Human Services. Dr. Fink discussed how the pandemic has impacted women's health and why it's so important for women to get the COVID-19 vaccination. She also talked about things women can do to improve their health immediately.</p> <p>Amy Over is the host of the podcast Confronting: Columbine and Director of Fundraising and Project Journey Coordinator for The Rebels Project. Amy was a senior at Columbine High School in 1999 when her school was violently attacked by two fellow students. Amy discussed mass school shootings, her healing process, being a mom, and helping other survivors of mass trauma. Following her trauma, Amy went on to receive a bachelor's degree in criminal justice and has completed level one trauma assistance training through Colorado Victims Assistance academy.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>	05/09/21	7am	30 mins.
COVID-19					
Education					
Health & Wellness	iHeart Communities - Public Affairs Special	<p>Harold Phillips, the Senior HIV Advisor and Chief Operating Officer of Ending the HIV Epidemic in the U.S. in the HHS Office of Infectious Disease and HIV/AIDS Policy (OIDP) talked about COVID-19 and the</p>	05/16/21	7am	30 mins.

Military		<p>LGBTQ community. Phillips talked about the latest news and information coming from our Department of Health and Human Services.</p> <p>Karen Jowers – Military Times Reporter – May is military appreciation month. Jowers' discussed different ways Americans can show their appreciation for members of the military during MAY on both a local and national level.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>			
COVID-19	iHeart Communities - Public Affairs Special	<p>Reed V. Tuckson, MD, FACP, is Managing Director of Tuckson Health Connections, LLC and member of the National Academies of Sciences, Engineering, and Medicine discussed the CDC's recommendations on how fully vaccinated people can safely participate in most activities, indoor or outdoor, without wearing a mask or social distancing. Dr. Tuckson also talked about the growing confidence in vaccines and the latest on kids over 12 being approved for the Pfizer vaccine. He touched on vaccine hesitancy in some of the minority populations.</p> <p>Kevin Love, professional NBA player is continuing his public crusade advocating for mental health and wellness. Love discussed mental health awareness month and his own personal journey and struggles with mental health and wellness. He talked about the difficulties people have faced during the pandemic and Love offered tips and tricks on how to cope with trying situations and resources for help.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>	05/23/21	7am	30 mins.
Health & Wellness					
Military	iHeart Communities - Public Affairs Special	<p>Dr. Chanel Dooley is the Director of Impact Assessment for the Tragedy Assistance Program for Survivors (TAPS). Chantel is the proud surviving fiancée of Captain Alex J. Stanton, United States Air Force. TAPS provides comfort, care and resources to all those grieving the death of a military loved one. Since 1994, TAPS has provided comfort and hope 24/7 through a national peer support network and connection to grief resources, all at no cost to surviving families and loved ones.</p> <p>Eric Engquist, USAA Vice President. Eric has served in the Army as an Infantry Officer. Eric is involved with the USAA Poppy Wall of Honor, a memorial for those who have</p>	05/30/21	7am	30 mins.
Military					

		<p>served and sacrificed their lives for this country. In 2018 and 2019, 645,000 poppies have graced the National Mall in D.C. to honor those who have served and sacrificed since WWI.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>			
COVID-19	iHeart Communities - Public Affairs Special	<p>Anil Soni, Chief Executive Officer, WHO Foundation. Soni discussed the Go Give One campaign and the opportunity for Americans to individually contribute to accelerating global vaccine access and COVID-19 recover throughout the world. This is a white label campaign that can be used by anyone who wants to help fund global vaccine equity. It was created by the WHO Foundation, in partnership with global and national partners. Reid Strategies is managing the campaign at www.gogiveone.org.</p> <p>Spence Coursen, author of THE SAFETY TRAP: A Security Expert's Secrets for Staying Safe in a Dangerous World. Coursen laid out numerous steps every one of us should take and be aware of, including: having a family readiness plan, googling yourself, CPR and firearm knowledge, and what we should be doing to reduce the risk of violence to ourselves. Coursen believes everyone need necessary survival strategies and tactics to live in this hostile world.</p>	06/06/21	7am	30 mins.
Health & Wellness					
Hunger	iHeart Communities - Public Affairs Special	<p>Zuani Villarreal Director of Communication for Feeding America. Villarreal talked about Feeding America's mission to ensuring equitable access to nutritious food for all in partnership with food banks, policymakers, supporters, and the communities they serve. She discussed a new study released by Feeding America that shows that household budgets were seeing further strain despite improvements in overall food insecurity rates before the pandemic. She explained Mapping the Meal Gap.</p> <p>Bob Santelli serves as Founding Executive Director of the GRAMMY Museum®. Santelli discussed charitable contributions of the museum and the 40th Anniversary of MTV, and how the Grammy Museum in Cleveland, Mississippi is marking the occasion.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>	06/13/21	7am	30 mins.
Miscellaneous					
COVID-19	iHeart Communities - Public Affairs	<p>Dr. Peter Marks, M.D., Ph.D., Director of the Center for Biologics Evaluation and Research for the Food & Drug Administration. Marks</p>	06/20/21	7am	30 mins.

	Special	<p>discussed the safety and effectiveness of the COVID-19 vaccines in adolescents 12-15 and the future of the vaccine for those aged 3-11. He discussed how the vaccines were tested on youth. He gave a response to those waiting for the FDA to approve the vaccines verses simply authorize them.</p> <p>Lt. Gen. (ret.) Mike Linnington, CEO of Wounded Warrior Project. June is PTSD Awareness Month, and according to a 2020 Wounded Warrior Project survey of the wounded warriors it serves, 83% report living with the symptoms of PTSD, and 30% reported having thoughts of suicide in the last two weeks. Lt. Gen. (ret) Mike Linnington talks about the work the Wounded Warrior Project is doing to help those suffering with PTSD.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>			
National Blood Shortage	iHeart Communities - Public Affairs Special	<p>Dr. Pampee Young is the Chief Medical Officer of Biomedical Services of the American Red Cross. The American Red Cross asked the public this week to help replenish the United States' depleted blood inventory amid a "severe" national shortage. Dr. Young discussed how the shortage is likely driven by a recent surge in trauma cases and emergency room visits, as well as advanced disease progression from patients deferring care throughout the coronavirus pandemic. She talked about where and how to give blood.</p> <p>Dr. Rachel L. Levine serves as the 17th Assistant Secretary for Health for the U.S. Department of Health and Human Services. Dr. Levine discussed President Biden's proclamation affirming June 2021 as Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ+) Pride Month, marking a time a time of hope, progress, and promise for LGBTQ+ Americans across the country. She discussed COVID and the LGBTQ+ communities and protection initiatives that HHS is working on.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>	06/27/21	7am	30 mins.
Health & Wellness					

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
CHILD MENTORING	SAVE THE CHILDREN	000:29	2
CHILD MENTORING	SAVE THE CHILDREN	000:30	2
CHILD MENTORING	SAVE THE CHILDREN	000:30	1
EMPLOYMENT	AD COUNCIL	000:14	3
Heart Disease	AMERICAN HEART ASSOCIATION	000:14	2
HOUSING	Legal Assistance of Western N	000:15	2
Police	AD COUNCIL	000:21	2
PSA / American Diabetes :15	American Diabetes	000:18	37
PSA / American Diabetes :15	PSA / American Diabetes :15	000:18	1
PSA / American Heart Association	AMERICAN HEART ASSOCIATION	000:14	44
PSA / American Heart Association	AMERICAN HEART ASSOCIATION	000:15	19
PSA / American Heart Association	PSA / American Heart Association	000:14	1
PSA / Education :15	EnCompass Learning	000:15	2
PSA / EMPLOYMENT :15	AD COUNCIL	000:14	23
PSA / Geva :15	GEVA	000:13	8
PSA / Geva :15	PSA / Geva :15	000:13	1
PSA / GRE :15	Greater Rochester Enterprise	000:15	9
PSA / HIGH BLOOD PRESSURE :15	AD COUNCIL	000:15	19
PSA / Law NY :15	Legal Assistance of Western N	000:15	32
PSA / Law NY :15	PSA / Law NY :15	000:15	1
PSA / Police :15	AD COUNCIL	000:21	61
PSA / Police :15	PSA / Police :15	000:21	1
PSA / UNITED WAY :15	AD COUNCIL	000:15	43
PSA / Volunteers of America :15	VOLUNTEERS OF AMERICA	000:15	9
PSA/100 DAYS CAILA CABELLO	SAVE THE CHILDREN	000:30	3
PSA/100 DAYS JENNIFER GARNER	SAVE THE CHILDREN	000:30	4
PSA/100 DAYS KRISTEN BELL	SAVE THE CHILDREN	000:29	4
PSA/AD COUNCIL/STOP AAPI HATE	AD COUNCIL	000:29	6
PSA/AD COUNCIL/STOP BIAS	AD COUNCIL	000:29	12
PSA/ASIAN AMERICANS ADVANCING JUSTICE_BYSTANDER INTERVE	ADVANCING JUSTICE	000:29	2
PSA/ASIAN AMERICANS ADVANCING JUSTICE_TOOLS	ADVANCING JUSTICE	000:30	4
PSA/BIG BROTHERS BIG SISTERS_FEMALE	BIG BROTHERS BIG SISTERS	000:30	4
PSA/BIG BROTHERS BIG SISTERS_MALE	BIG BROTHERS BIG SISTERS	000:30	10
PSA/MENTAL HEALTH MONTH	MENTAL HEALTH	000:30	8
PSA/MENTAL HEALTH MONTH	MENTAL HEALTH	000:30	8

PSA/MENTAL HEALTH MONTH	MENTAL HEALTH	000:30	6
UNITED WAY	AD COUNCIL	000:15	2