

# **90.7 WAY RADIO**

**1426 Newcastle Street Suite 200  
Brunswick, Ga 31520**

Contained in this file is a sampling of programs used during the quarter to address the needs of the community in the public interest. Public needs were ascertained through general interviews in person, on the telephone, and through staff study of local news media including television and print. Respondents represent various ages, locations, economic status, ethnic backgrounds, and gender.... The top five (5) issues identified as concerns were as follows;

**1. Children/Helping them go back to school**

**2. Kids/Keeping Them Safe**

**3. Traffic Saftey**

**4. Water Saftey**

**5. DNR**

All program time for addressing these issues was given free of charge to the organizations represented. Through these programs, as well as the listed PSA's, we at *WAYRadio* believe we have met the needs of the community we serve and surrounding area.

Bart Wagner, Public Relations Director

**90.7 WAY RADIO Public Ascertainment  
Brunswick, Ga  
3rd Quarter 2013 page 1**

<b>PROGRAM NAME</b>	<b>DATE &amp; TIME</b>	<b>GUEST &amp; TITLE</b>	<b>BRIEF DESCRIPTION OF PROGRAM</b>	<b>PGM LENGTH</b>
<b>Wayradio Morning Show</b>	<b>Half July Half August</b>	<b>Project Backpack</b>	We spend the month asking listeners to donate backpacks and school supplies for the coming school year. The backpacks are donated to children in need.	<b>Half July Half August</b>
<b>Way Radio Morning Show</b>	<b>07/16,18,19 2013</b>	<b>Lytishya Borglum/ National Direct/ Sipr Keeping Kids Safe</b>	The Keeping Kids Safe Project will take a child's fingerprints and send them home with parents. Parents can use the record to turn directly over to authorities anywhere in the world to instantly aid in an investigation. There will also be community organizations present to provide safety information for families.	<b>3:00</b>
<b>Way Radio Mid Show</b>	<b>09/06/2013</b>	<b>Captain Brunswick Police Dept.</b>	Captain discussed traffic and safety for the city show down football game between the GA Red Terrors and the BHS Pirates.	<b>5:00</b>
<b>WAY RADIO Mid Day Show</b>	<b>09/23/2013</b>	<b>Nichole Fairfield Red Cross Life Guard and Trainer</b>	<b>Nicole discussed water safety for Adults and children and how parents can take steps to keep their children and themselves safe as they enjoy the water here in the Golden Isles.</b>	<b>4:00</b>
<b>WAY RADIO Morning Show</b>	<b>09/26/2013</b>	<b>Nancy Butler Dir Coastal Resources/DNR</b>	With more than 70 environmental, educational, research and resource exhibitors from throughout the southeast providing interactive exhibits and displays, the 17th annual CoastFest highlights Georgias unique coastal environment in a family-friendly day of fun and education	<b>5:00</b>