

WMMB\WMMV  
Melbourne, FL  
Quarterly Issues/Programs List  
Fourth Quarter, 2023  
1/08/2024  
WMMB\WMMV

Quarterly Issues/Programs List

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

**Section I**

**LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

**Section II**

**NETWORK (and/or SYNDICATED) PROGRAMMING**

**WMMB\WMMV Airs FRT Saturday 6am and Sunday at 7am**

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUESTS	DATE/TIME	DURATION
Plasma  Horse abuse  Build your credit score.	Florida Roundtable	Importance of Plasma discussing the needs for Plasma donations. Donations are down and they need help.  Horse racing abuse PETA focusing on Horse Abuse in racing and Budweiser's Clydesdales.  Money for paying your bills. talks about building your credit score helps consumers save time and money and build their credit scores through digital.	Anita Brickman from PPTA  Kathy Guermo PETA  Jeff Softley Experian President	10/7/23	60min

Trick or treat kid's allergies.  Sober October	Florida Roundtable	<p>FARE Teal PUMPKIN project raising food allergy awareness for kids with allergies.</p> <p>Talking about Sober October giving up booze for the month and the benefits that come from it.</p>	<p>Tiffinay Leon, MS, RD FARE ASST.</p> <p>Maria Martinez Registered dietitian Orlando Health Sober October</p>	10/21/23	60min
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<p>Mental Health Disorder.</p> <p>Right Choice for your health plan</p> <p>Help underserved communities</p>	Florida Roundtable	<p>1 out of 5 Americans have a mental health disorder. Since the pandemic we recognize and encourage Americans to seek help.</p> <p>Discussing what health plan is best for you in 2024.</p> <p>What is AmeriCorps and how do they help underserved communities.</p>	<p>APAF Executive Director Rawle Andrews Jr.</p> <p>Steven Ruiz RVP CarePlus Health Plan</p> <p>Michael Smith CEO of AmeriCorps</p>	10/14/23	60min
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Trick or treat kid's allergies.  Sober October	Florida Roundtable	<p>FARE Teal PUMPKIN project raising food allergy awareness for kids with allergies.</p> <p>Talking about Sober October giving up booze for the month</p>	<p>Tiffinay Leon, MS, RD FARE ASST.</p> <p>Maria Martinez Registered dietitian Orlando</p>	10-28-23	60min
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		and the benefits that come from it.	Health Sober October		
HIV/AIDS  Health, food live healthy  GERD	Florida Roundtable	Advancements in Treatments  What to look for in the store and best way to shop  How to treat and prevent GERD	Michael Kharfen, Director HIV/AIDS Bureau  Jim Lovell  John Pandolfino, MD Northwestern Medicine	11-4-23	60 min

Rapid Genome Testing  Fear of AI  Pickle-Ball  Student Loans	Florida Roundtable	Rare Disease Testing for Newborns  Avoid injuries how to prepare before you play.  Americans have a love/hate relationship with AI  Federal Student loans are due. tips to pay back	Ashley Arthur, GeneDX  Shaffee Abraham, Atomik Research  Dr. Louis Madara sports Medicine physician  Brian Walsh, SoFi Student Loan Expert	11-11-23	60 min
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<p>Skin Hydration Heat &amp; you MENTion It survey Flu Season</p>	<p>Florida Roundtable</p>	<p>Black women and skincare Keep Cool Men’s Health Chance of Severe Flu Season</p>	<p>Ashlee Wisdom, In Her Hue Shelley Ragsdale, FPL Raevti Bole, MD, Cleveland Clinic Dr. Gregg Sylvester, CHO, CSL Seqirus</p>	<p>11-18-23</p>	<p>60 min</p>
<p>Holiday Tips for Pets Business response to consumer concerns Cops Direct / Troops Direct  Black Friday Gifts</p>	<p>Florida Roundtable</p>	<p>How to have a safe holiday with your pets  Holiday Trends and Demands and the strategies to meet them  Law Enforcement Cops Direct supplies them gear and training  The hot gifts of the season</p>	<p>Dr. Emily Stefan, DVM, VCA Animal Hospital Karl Haller, Partner, Consumer Ctr of Competency Leader, IBM Aaron Negherbon, ED of Cops Direct Bob Guiney, Today Show</p>	<p>11/25/23</p>	<p>60 min</p>
<p>Florida Insurance Crisis</p>	<p>Florida Roundtable</p>	<p>Discussion of cause and solutions for FL homeowners re: insurance scarcity, Citizens Insurance and tips for consumers</p>	<p>Kevin Swanson, owner- Great Florida Insurance of Brandon</p>	<p>12/02/23</p>	<p>60 minutes</p>

<p>History- Pearl Harbor Day, Florida Class Battleships and a little known hero</p>	<p>Florida Roundtable</p>	<p>History and untold story of a Pearl Harbor Hero on a Florida Class Battleship the season</p>	<p>Historian Dave Bowman Davedoeshistory.org</p>	<p>12.09.23</p>	<p>60 min</p>
<p>Florida and the Space Industry</p>	<p>Florida Roundtable</p>	<p>The Impact of the Space Industry on Florida and mankind</p>	<p>Jim Banke, veteran Space Reporter and commentator</p>	<p>12.16.23</p>	<p>60 min</p>

<p>No Kid Hungry</p> <p>Cancer Screenings</p> <p>A.I Fleet Vehicles for SMB</p> <p>Veteran Suicide Prevention</p>	<p>Florida Roundtable</p>	<p>Ensuring consistent access to food for our kids Act now Against Cancer - Don't wait get screened</p> <p>AI improves Safety for commercial fleets</p> <p>American Legion "Be the One" Campaign</p>	<p>Sky Beard, Director of No Kid Hungry Florida</p> <p>Dr. Simarta Brennan Prescod, Optum Health</p> <p>Barrett Young, VP Fleet Safety Strategy</p> <p>Dr. David Rudd, suicide prevention leader</p>	<p>12/23/23</p>	<p>60 minutes</p>
<p>Heart Health</p> <p>Girls &amp; Sports</p> <p>How to Calm Your Mind</p> <p>Mental Health Advancements</p>	<p>Florida Roundtable</p>	<p>DASH and TLC Diets help HBP</p> <p>Sports are still male-oriented.</p> <p>Finding Presence and Productivity in Anxious Times</p> <p>Check Swab personalizes Mental Health treatment</p>	<p>Dr. Alison Brown, NHLBI/NIH</p> <p>Lauren Fleshman, Distance Runner/Author</p> <p>Chris Bailey, Productivity Expert/Author</p> <p>Dr. Rachael Earls, GeneSight DNA</p>	<p>12/30/23</p>	<p>60 min</p>

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Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
(Insert network and/or syndicator-provided programs lists here.)				

**Section III**

**PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	PSA - Veterans Crisis Line	000:33	194
AUTSIM AWARENESS	AUTISM SPEAKS.ORG	000:30	203
BCSO JUNNY LIGHT FEST	BCSO CHARITY, INC	000:33	18
BREAST CANCER RESEARCH FOUNDA	BREAST CANCER RESEARCH FOUNDA	000:30	16
COMMUNITY INVOLVEMENT	SHINE A LIGHT	000:30	13
FUNDRAISER EVENT	SERENE HARBOR D.V. CENTER	000:24	14
HOMEBASE	HOMEBASE	000:30	2
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:29	3
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:30	7
LOCAL EVENTS	IHEART RADIO BREVARD	000:18	45
MARCH OF DIMES - EVENT	MARCH OF DIMES	000:30	198
MENTORSHIP & VOLUNTEERING	BIG BROTHERS BIG SISTERS	000:30	5
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	9
WALK	ACS - MAKING STRIDES	000:28	22
XMAS PARADE	BREVARD PARKS & REC	000:25	7
XMAS PARADE	BREVARD PARKS & REC	000:25	22