



95.3 FM
Fourth Quarter Report, 2024

WASHINGTON BROADCASTING COMPANY
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LOCAL NEWS SCHEDULING: Monday – Friday

Oct. – Dec., 2024

Program:	Day:	Duration:	Time:	Subject(s):
LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	10 MINUTES	6:00am – 6:10am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
WJPA LOCAL NEWS/SPORTS/WEATHER HEADLINES	MONDAY THROUGH FRIDAY	3 MINUTES	6:30am – 6:33am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	10 MINUTES	7:00am – 7:10am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER HEADLINES	MONDAY THROUGH FRIDAY	3 MINUTES	7:30am – 7:33am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
WJPA LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	10 MINUTES	8:00am – 8:10am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER HEADLINES	MONDAY THROUGH FRIDAY	3 MINUTES	8:30am – 8:33am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
WJPA LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	5 MINUTES	9:00am – 8:05am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	5 MINUTES	10:00am – 10:05am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	5 MINUTES	11:00am – 11:05am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	10 MINUTES	12:00pm – 11:05pm	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	5 MINUTES	1:00pm – 1:05pm	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	5 MINUTES	2:00pm – 2:05pm	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	5 MINUTES	3:00pm – 3:05pm	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	5 MINUTES	4:00pm – 4:05pm	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
LOCAL NEWS/SPORTS/WEATHER HEADLINES	MONDAY THROUGH FRIDAY	3 MINUTES	4:30pm – 4:33pm	LOCAL/NATIONAL NEWS/WEATHER/SPORTS

LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	10 MINUTES	5:00pm – 5:10pm	LOCAL/NATIONAL NEWS/WEATHER/ SPORTS
LOCAL NEWS/SPORTS/WEATHER HEADLINES	MONDAY THROUGH FRIDAY	3 MINUTES	5:30pm – 5:33pm	LOCAL/NATIONAL NEWS/WEATHER/ SPORTS
LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	MONDAY THROUGH FRIDAY	5 MINUTES	6:00pm – 6:05pm	LOCAL/NATIONAL NEWS/WEATHER/ SPORTS
LOCAL NEWS/SPORTS/WEATHER HEADLINES	MONDAY THROUGH FRIDAY	3 MINUTES	7:00pm – 7:03pm	LOCAL/NATIONAL NEWS/WEATHER/ SPORTS

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Oct. – Dec., 2024
LOCAL NEWS SCHEDULING: Saturday

Program:	Day:	Duration:	Time:	Subject(s):
WJPA LOCAL NEWS/SPORTS/WEATHER FULL NEWSCAST	SATURDAY	10 MINUTES	6:00am – 6:10am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
WJPA LOCAL NEWS/SPORTS/WEATHER HEADLINES	SATURDAY	3 MINUTES	6:30am – 6:33am	LOCAL/NATIONAL NEWS/WEATHER/SPORTS
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Oct. – Dec., 2024

AIRED PUBLIC SERVICE ANNOUNCEMENTS

LOCAL PUBLIC SERVICE ANNOUNCEMENTS	NATIONAL PUBLIC SERVICE ANNOUNCEMENTS
Adoration of the Most Blessed Sacrament Averey United Methodist Church Canon McMillan Scholarship Foundation Canton Township Citizens Library Claysville VFD East Beth VFD Health and Welfare WDAC House Bill SB 67 LeMoyne Community Center Masonic Lodge #447 Claysville Men of Honor Ministries Mon-Valley Railroad Historical Society Pet Search South Strabane Parks and Recreation Washington Cruisers Car Club Washington Elks Lodge #776	Benefits Checkup.org for Sr. Citizens CARE Children’s International Crohns Disease Fight Lung Cancer JR Achievement Major Challenges Help Children St. Josephs Toys For Tots UNICEF Wheelchairs for Veterans

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Oct. – Dec., 2024
RECRUITMENT STATEMENT

From Program Director, Pete Povich:

Sophia Weiss came in to learn about the broadcast business. Bruce Sakalik, Morning News, and Pete Povich, Program Director, spoke with Sophia to help give advice about the business. Sophia will be attending Point Park University this fall. Todd Fisher, who is interested in doing part time news, also shadowed Bruce to learn what it takes to work in the news department.

Oct. – Dec., 2024

“INFOTRAK” Public Service Program, Sundays, 7AM

Date:	Issues:	Duration:	Guests & Narratives:
10/6/24	Personal Health Aging	9:12 minutes	Time marches on predictably, but biological aging is anything but constant. Dr. Synder shared the results of his study that found that humans have rapid bursts of aging in their 40s and 60s. He said the causes may be lifestyle or behavioral factors that cluster at these age groups, rather than being driven by biological factors. He recommends adjusting our lifestyle and diet while we’re still healthy.
10/6/24	Military National Defense	8:07 minutes	Today, the active-duty Army is the smallest it has been since 1940, and last year three of America’s four major military services failed to recruit enough servicemembers. Mr. Barndollar said the National Guard and Reserves have also been shrinking since 2020. He explained the challenges faced with an all-volunteer force, the reasons behind the shortfalls, and the concerns the nation faces as a result.
10/6/24	Zoning Laws Housing	5:07 minutes	Prof. Bronin explained the profound effects that zoning laws have on every American’s life. She said many zoning laws have been on the books for many decades and need to be updated to reflect changing needs of communities. She explained how these laws affect the housing shortage and affordability crisis, and encouraged citizens to volunteer to serve on a local zoning board.
10/13/24	Retirement Planning	9:54 minutes	Most Americans focus on saving and investing for retirement. Ms. Benz discussed other aspects to retirement planning that most people rarely consider. She outlined lessons she learned in conversations with 20 experts about topics such as how to spend in order to optimize happiness, the value of burnishing relationships later in life, and living life so that you have no regrets in the end.
10/13/24	Aging Technology	7:37 minutes	Almost everyone understands the need to dictate where their belongings will eventually go, but what happens to your passwords when you die? Ms. James explained why login credentials for phones and computers, crypto wallets, investment portfolios, mobile banking and even social media accounts can be a real headache when someone dies. She outlined steps to take to be sure family members have access to digital assets in an emergency.
10/13/24	Education Technology	5:08 minutes	Phones can be useful tools in classrooms but at the same time, they can be a huge distraction. Prof Redner discussed his recent study that found that a one-minute “technology break” can help keep students more focused in class and do better in tests.

10/20/24	Employment Career	9:28 minutes	How long does it take to find a job in 2024? Mr. Mar shared the results of his organization's recent jobs report. He said that the average job seeker takes about eight months and 221 applications to land a new job. He outlined the factors that help job seekers to find a position fastest. He also discussed the growing use of automation in screening resumes.
10/20/24	Traffic Safety Personal Health	7:51 minutes	Electric scooter-related injuries are becoming more frequent and costly. Dr. Lauder shared the results of his Denver-based study. He found that the frequency of e-scooter injuries increased nearly fivefold in five years, and the average annual hospital charges related to treatment more than doubled. He explained why late nights and intoxication typically result in more expensive injuries. He would like to see public safety initiatives to reduce the number of e-scooter accidents.
10/20/24	Stroke Prevention Women's Issues	5:06 minutes	While stroke is the fifth-leading cause of death for men, it's the third-leading cause of death for women in the US. Dr. Grewal said the differences in stroke rates should be considered a massive public health concern. She noted that women appear to be more sensitive than men to high blood pressure, which is the most prevalent modifiable risk factor for stroke.
10/27/24	Disabilities Minority Concerns Elder Care	8:34 minutes	Roughly 40% of older black adults live with a disability, compared to only one-third of older adults overall. Prof. Robinson-Lane outlined the results of her recent study that examined racial disparities among older adults who are aging at home. She said income, disability status, and household composition emerged as influential factors, often with often major negative effects on Indigenous and black senior citizens.
10/27/24	Mental Health Personal Health	8:45 minutes	Middle-aged Americans are lonelier than their European counterparts. Prof. Infurna talked about the reasons behind this trend, and the negative health effects that are a result. He discussed the epidemic of loneliness and suggested ways to increase social connection.
10/27/24	Drug Overdoses Drug Abuse	5:10 minutes	77,603 Americans were killed by opioid overdoses in 2022. Naloxone (also known as Narcan) is a lifesaving medication that can reverse opioid overdose effects when given immediately. Dr. Panchal shared the results of his study that found that the drug's use by people without medical training is rising rapidly. He said that a growing number of public awareness campaigns and improved access to naloxone has increased its use by Good Samaritans by 43.5%. He explained how to recognize an overdose.

11/3/24	Freedom of Speech Government Civics Education	8:27 minutes	In a recent poll, 69% of Americans said they believe the country is on the wrong track in regards to free speech, and 31% (including similar numbers from both political parties) think the First Amendment “goes too far.” Prof. Whittington discussed whether the First Amendment can be used to prohibit hate speech or misinformation. He talked about the difficult decisions relating to government pressure on social media companies to censor speech. He also talked about the role of civics education in how Americans view their constitutional rights.
11/3/24	Youth Sports Income Inequality	8:55 minutes	Prof. Knoester led a sweeping study of US youth sports participation over the past 60 years. He found that there has been a significant increase over time in kids playing organized sports, particularly among more privileged, educated families. He discussed significant changes in participation in organized sports from one generation to the next.
11/3/24	Men’s Personal Health Rural Issues	5:05 minutes	Dr. Chapel discussed his study that found that 60-year-old rural men can now expect to live two years less than their urban counterparts, and are spending fewer of their later years in good health. He said rural areas are more likely than urban ones to have shortages of healthcare providers, face a higher prevalence of chronic diseases, and are aging faster as younger residents move from rural areas to cities. He believes earlier interventions may be needed to prevent this disparity from widening further.
11/10/24	Consumer Matters Transportation	8:26 minutes	Airlines’ pricing strategies have changed in significant ways in the past several years and ticket prices can literally change by the minute. Mr. McCartney discussed the best days to find the lowest prices, how far ahead to buy and other money-saving travel tips for airline travel.
11/10/24	Retirement Planning Personal Finance	8:40 minutes	Ms. O’Shea said the average American must live on their retirement savings for 23 years. She explained how consumers can determine how much money they may need in retirement. She outlined four strategies to find extra income and control expenses in retirement. She recommends using a fee-only financial planner.
11/10/24	Personal Health	5:01 minutes	Hitting the gym at night won’t keep you tossing and turning all night, contrary to popular belief. Ms. Larsen led a recent study that found that evening high-intensity cycling didn’t ruin sleep and may even reduce appetite. She said study participants also seemed to have more energy when exercise occurred later in the day, which could also debunk the belief that working out first thing in the morning is the optimal time.

11/17/24	Scam Prevention Consumer Matters	8:57 minutes	From phishing scams to Ponzi schemes, fraudulent science to crypto hucksters, Americans are targeted with deception at levels never seen before. Prof. Simons explained why it is dangerous and wrong to think that only gullible, uneducated, or naive people get conned. He offered tips to avoid being taken in.
11/17/24	Early Childhood Education Government Policies Parenting	8:31 minutes	Mr. Wuori believes that for a century, America's early childhood policy has been premised on a myth: that child care and education are somehow separate and distinct. He explained why the early years matter, why America's longstanding early childhood policy approach sacrifices the needs of young children in favor of promoting adult employment, and why fixing the problem makes good sense for both children and taxpayers.
11/17/24	Teen Nutrition Parenting	5:09 minutes	Dr. Clark discussed her organization's poll that examined teens and protein supplements. She found that while 20% of parents worry their teens aren't getting enough protein, this concern might be unfounded. She also discussed the gender divide in supplement use: boys focusing on muscle gains, while girls often use them as meal replacements. She offered advice for parents to navigate the complex world of teen nutrition and supplementation.
11/24/24	Education Minority Concerns Poverty	8:52 minutes	More than 50 years ago, Prof. Ramey began a landmark study to investigate the long-term impacts of early childhood education on children from deeply impoverished, predominantly black families. He discovered a fascinating gender divide: while both boys and girls initially thrived in an intensive educational program starting from 6 weeks old, girls maintained and built upon these advantages well into adulthood, while boys' gains diminished over time.
11/24/24	Stroke Prevention Personal Health	8:33 minutes	Each year in the US, over half a million people have a first stroke; however, up to 80% of strokes may be preventable. Dr. Bushnell outlined The American Stroke Association's new guidelines aimed at preventing first strokes, which includes screening for risk factors like high blood pressure and cholesterol. She explained how to recognize the signs of a stroke.
11/24/24	Substance Abuse Government Personal Health	5:01 minutes	Despite federal warnings, a substance called kratom is still readily available across the US, Prof. Rossheim found that kratom is available at 72% of tobacco specialty stores nationwide, which included six states where it is illegal. He outlined concerns about liver toxicity, seizures and death, and explained what steps local government should take regarding this substance.

12/1/24	Personal Health Senior Citizens	9:03 minutes	Dr. Blaha recently led a study that suggests that people who exercise habitually are more likely to survive their first heart attack. He discussed the wide-ranging benefits of exercise and how much is enough. He said even older people can get in shape and get the heart-protective benefits of physical activity. He also offered ideas for how to get started.
12/1/24	Urban Planning Public Transportation	8:16 minutes	Ms. Sadik-Khan discussed the importance of incorporating innovative transportation plans into modern urban environments. She explained how cities can add protected bike paths, improve crosswalk space, and provide visual cues to reduce speeding. She said redesigning streets can reduce congestion and increase foot traffic, which often improves the bottom line of local businesses.
12/1/24	Education Minority Concerns	5:05 minutes	Dr. Wiles led a study that found that minority college students learn many science, technology, engineering, and mathematics lessons more effectively when they are taught by a recent minority student, rather than a traditional classroom instructor. He explained why STEM subjects are so important for today's students, and the possible reasons why this alternative method of teaching works so well.
12/8/24	Discrimination Minority Concerns Career	9:04 minutes	Prof. Tran was the co-author of a study that found that although Asian Americans graduate from universities at far higher rates than white Americans, they still are no more likely to hold professional or managerial jobs. He discussed the additional barriers and discrimination that Asian Americans face when trying to climb the career ladder, a phenomenon known as the "bamboo ceiling."
12/8/24	Underage Drinking Youth at Risk	8:09 minutes	Dr. Rhoades examined underage and binge drinking at colleges and found that peer approval is the primary reason that students do it. She said students don't want to admit they're influenced by friends, but the reality is they are seeking social acceptance. She offered advice to concerned parents.
12/8/24	Pollution Consumer Matters Housing	5:07 minutes	Cooking, cleaning and other routine household activities generate significant levels of volatile and particulate chemicals inside the average home, leading to indoor air quality levels on par with a polluted major city, according to Dr. Vance's research. She said that most homes are not properly ventilated and that gas stoves cause more indoor air pollution than electric ones.

12/15/24	Workplace Matters Technology	9:38 minutes	Did you know that leading a 40-person raid in World of Warcraft might actually prepare you for managing teams in the real world? Prof. Shirmohammadi's study revealed how massive multiplayer online gaming develops crucial workplace skills, challenging the notion that gaming is just a waste of time. She said long-term MMO players acquire valuable competencies including, leadership and project management, strategic problem-solving and effective communication.
12/15/24	Substance Abuse Personal Health	7:28 minutes	Alcohol-related deaths in the US have surged dramatically in the last two decades, with alarming increases among young adults and women. Dr. Hennekens discussed his research showing this trend isn't just a pandemic phenomenon, but rather a complex interplay of increased alcohol consumption, obesity, and sedentary lifestyles.
12/15/24	Career Artificial Intelligence	5:13 minutes	In a short time, artificial intelligence has made significant impacts on everyday life, from optimizing our sleep patterns to finding our perfect match on dating apps. Prof. Ghose noted that prompt engineering is an emerging career skill that's becoming increasingly valuable in the AI era. Professor Ghose emphasized that embracing continuous learning and adapting to new technologies is crucial for professional success.
12/22/24	Parenting Education	8:33 minutes	Dr. Peg Dawson discussed the concept of "executive skills" for youngsters, explaining why some bright kids struggle with basic tasks like organization and time management. She emphasized a collaborative approach to parenting, in which parents work alongside their children rather than solving problems for them. She explained why executive skills are actually better predictors of academic success than early academic performance and what parents can do to help their child succeed.
12/22/24	Retirement Planning Personal Finance	8:52 minutes	Mr. McKnight challenged much of today's traditional retirement planning advice. He believes the conventional "4% rule" for retirement savings might be costing retirees more than necessary. He also offered practical tips for those struggling to save, emphasizing the power of automated contributions and whole-market investing.
12/22/24	Environment Recycling	5:02 minutes	Do plastic bag bans actually help the environment? Prof. Che studied bans in two Texas cities and found that when single-use bags were banned, consumers simply switched to buying more small trash bags - essentially replacing one plastic with another. However, his study also found that reducing single-use bag consumption by just one bag per week could create a neutral environmental impact, despite the increased purchase of small trash bags.

12/29/24	Terrorism Personal Protection Emergency Preparedness	9:07 minutes	Col. Sholly said while we cannot live in fear, it is wise to live with caution and prudence. He discussed which public places are the most dangerous. He explained why it is important to have a security plan before entering a mall, what to do if shots are fired in a crowded movie theater and the physical signs to watch for that could identify a potential shooter or bomber.
12/29/24	Youth at Risk Crime Prison Reforms Minority Concerns	7:59 minutes	In 1991, Shaka Senghor was sent to prison for second-degree murder. Today, he lectures at many universities and is a leading voice on criminal justice reform. He shared his inspirational story: growing up with an abusive parent, which started a downward spiral that saw him run away from home, turn to drug dealing to survive, and end up in prison for murder at the age of 19, fuming with anger and despair. He explained what caused him to turn his life around, now mentoring youth at risk.
12/29/24	Youth at Risk Crime	5:07 minutes	Dr. Deza led a study that found that teen driving curfews might do more than reduce car accidents. They also may prevent teens from committing crimes or becoming pregnant. She talked about the most common crimes committed by teens and why driving restrictions may make a difference.

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