

WMRE
Winchester, VA
Quarterly Issues/Programs List
First Quarter, 2021

WMRE
Quarterly Issues/Programs List

WUSQ provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were: Public Health, Public Safety, Senior Citizen Care, Politics, Pet Care, Awareness, Mental Health, Mentoring, Substance Abuse, Parenting, Learning Disabilities, Literacy, Military Services, Fundraising, and Community Engagement.

**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.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Public Health, Public Safety, Senior Citizen Care	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Adams gave us an update on the current coronavirus outbreak happening across the country and how to stay safe following holiday gatherings. Dr. Wilson spoke as a COVID-19 vaccine recipient on what you need to know about the vaccine. Dr. Feifer spoke on the preparations that are underway for vaccine arrival at nursing homes and long-term care facilities across the country.	U.S. Surgeon General Dr. Jerome Adams AND Dr. Jason Wilson, Associate Medical Director of the Emergency Department at Tampa General Hospital AND Dr. Richard Feifer, Chief Medical Officer at Genesis Healthcare	01/03/2021 07:00 AM	030:00
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) Mark Weber discussed the latest rollout for the COVID-19 vaccines and vaccine misinformation. Lisa Bruno talked about tips for a healthier 2021. Lauren Berlengeri is a holistic nutritionist and health coach and covered outside-the-box ideas for a healthier New Year routine.	Mark Weber, Deputy Assistant Secretary for Public Affairs/Human Service in the Office of the Assistant Secretary for Public Affairs at HHS AND Lisa Bruno, a registered dietician and nutrition communications specialist with Masters in Nutrition AND Lauren Berlengeri, Founder and CEO at HigherDOSE	01/10/2021 07:00 AM	030:00
Public Health, Politics	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) Felicia Collins gave us	RADM Felicia Collins, Deputy Assistant Secretary for Minority	01/17/2021 07:00 AM	030:00

		<p>an update on COVID-19 and talked about why the impact of COVID has been so great on minority populations. She also discussed vaccine safety and when we might expect to get back to normal. Trovon Williams discussed Martin Luther King Day and how the NAACP is raising National awareness about the history of King. He also discussed some of the challenges COVID has caused for African Americans and talked about next week's inauguration of President-elect Biden and Kamala Harris.</p>	<p>Health for Health and Human Services AND Trovon C. Williams, NAACP, Vice President of Marketing and Communications</p>		
Public Health, Politics	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p>Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) Dr. Wilson explained how the vaccine actually works and the effects of doses on immunity levels. Dr. Gounder talked about the Biden administration's pandemic priorities. She discussed how they plan to tackle supply, distribution and vaccine demand challenges. Also, deterring the spread of COVID and its economic impact on our country. Kenneth Davis discussed the historical components of the Biden/Harris inauguration and what to expect during Biden's first 100 days.</p>	<p>Dr. Jason Wilson, ER Doctor & Associate Medical Director of the Emergency Department at Tampa General Hospital AND Dr. Celine Gounder, an Infectious Disease Expert and a member of Biden's COVID-19 Task Force AND Kenneth C. Davis, Historian and the Author of Don't Know Much About History</p>	01/24/2021 07:00 AM	030:00
Public Health, Politics, Pet Care	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p>Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) The GameStop stock spectacle pitting Reddit against hedge fund giants has everyone</p>	<p>David Waddell, CEO & Chief Investment Strategist of Waddell & Associates of Nashville AND Carolyn Reynolds, Pandemic Action Network Co-Founder AND David Grimm, Ph.D, Online</p>	01/31/2021 07:00 AM	030:00

		<p>talking and many just trying to figure out what is going on and how a stock goes from \$60 to \$300+ in one day. David Waddell talked about this week's Wall Street phenomenon and gave us insight on how this happened. Carolyn Reynolds talked about what we should expect from the Biden-Harris administration in terms of addressing COVID-19. What do recent actions mean for COVID-19 response. She talked about what Americans should be doing right now while we anticipate widespread vaccine distribution and the threat of future pandemics. David Grimm talked about the latest research on COVID-19 and house pets. He discussed the potential possibility that cats and dogs will need to be vaccinated against COVID in order to prevent human transmission and the further spreading to the virus.</p>	<p>New Editor of Science & Expert in Animal Welfare, Animal Rights, and the Science of Cats and Dogs</p>		
<p>Public Health, Public Safety, Awareness</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<p>Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) Dr. Marks discussed why there is so much concern around the safety of the COVID-19 vaccines and how the vaccines were tested and the effectiveness for everyone. He talked about who is potentially at risk for side effects. February is black history month. Ms. Cortez talked about the significance of literacy and African American</p>	<p>Dr. Peter Marks, M.D., Ph.D., Director of the Center for Biologics Evaluation and Research for the Food & Drug Administration AND Rio Cortez, Award Winning Poet & Author of: THE ABC'S OF BLACK HISTORY</p>	<p>02/07/2021 07:00 AM</p>	<p>030:00</p>

		history. She discussed easy ways to associate the alphabet with black values and culture.			
Public Health, Public Safety, Mental Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) Dr. Whitley discussed recent findings about how the healthcare system can build trust with Black communities. She talked about the main reasons why Black adults are worried about COVID-19 and flu vaccines and the urgency in getting accurate information into communities. Hopelab creates behavior-change tech to help teens and young adults live happier, healthier lives. Focused on youth/young adult mental health and well-being, Hopelab spearheads initiatives for lonely college students, LGBTQ+ youth, helping youth quit vaping, a chatbot for young people following cancer treatment, and an app for first-time moms. Margaret Laws discussed the importance of teen mental health especially during the pandemic.	Patricia N. Whitley Williams, MD, NFID (National Foundation for Infection Diseases) President & Associate Dean of Inclusion & Diversity at Rutgers Robert Wood Johnson Medical School AND Margaret Laws, President & CEO of Hopelab	02/14/2021 07:00 AM	030:00
Mentoring, Public Health, Substance Abuse	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) Artis Stevens talked about the impact of the BBBS organization nationwide and his goals as the first black President and CEO of the organization since 1904. As the nation's largest donor-volunteer supported mentoring network, Mr. Stevens discussed the impact of COVID-19 and what can	Artis Stevens, President & CEO Big Brothers, Big Sisters AND Carolyn Cawley, President of the U.S. Chamber of Commerce Foundation	02/21/2021 07:00 AM	030:00

		<p>be done to help give kids a better future. Carolyn Cawley discussed the Sharing Solutions: A Virtual Nationwide Tour to drive solutions to the opioid epidemic as more than 40 states report increased in opioid-related mortality amid COVID-19. As part of the campaign, the Foundation and its partners will convene 50 virtual events in 50 states to showcase innovative workforce solutions and support employers as they tackle growing substance misuse in their communities and in the post-COVID workplace.</p>			
<p>Parenting, Public Health</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<p>Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) Dr. Koplewicz has a new parenting book: THE SCAFFOLD EFFECT: Raising Resilient, Self-Reliant, and Secure Kids in the Age of Anxiety and all author proceeds benefit the Child Mind Institute. He discussed a strategy for parents called scaffold parenting. The metaphor is that the child is the "building," and the parents are the scaffold around it, the framework that guides and protects as the child rises and grows. Run by cancer patients, survivors, and caregivers, GRYT is a digital health company that offers support through connection and education and serves to improve quality of life and increase survival for people confronting cancer. Their latest project is the COVID</p>	<p>Dr. Harold S. Koplewicz, President of the Child Mind Institute AND Dave Fuehrer, Cancer Survivor, Co-Founder & CEO of GRYT Health</p>	<p>02/28/2021 07:00 AM</p>	<p>030:00</p>

		<p>Advocacy Exchange (CAE). Launched in partnership with Bristol Myers Squibb, the CAE convenes advocacy groups, patients, and industry to synchronize efforts, facilitate resource sharing and provide opportunity for increased connection and collaboration. Mr. Fuehrer talked about COVID-19's impact on patient advocacy and the importance of digital health platforms like the COVID Advocacy Exchange during this time.</p>			
Public Health, Learning Disabilities	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p>Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) Dr. Makary put a positive spin on COVID-19. He believes we could reach herd immunity as early as April. He also thinks the number of people with natural immunity is severely underestimated due to a high number of asymptomatic infections and current antibody tests that aren't completely accurate because they only look for the actual antibodies. In the United States, 1 in 5 people have learning and thinking differences, like dyslexia and ADHD, and 1 in 4 adults have some type of disability. Understood.org provides information, helpful resources, and chairs supportive communities so people who think differently can thrive at home, school and work. Both Yvonne Yancy and Amanda Morin talked about their organization</p>	<p>Marty Makary, MD, Health Policy Expert; John Hopkins Surgeon & Professor of Health Policy; Author, The Price We Pay; Editor-in-Chief at MedPage Today AND Yvonne Yancy, Chief Human Resources Officer AND Amanda Morin, Associate Director, Thought Leadership & Expertise at Understood.org.</p>	03/07/2021 07:00 AM	030:00

		and their innovative perspectives. Their mission is to decrease friction, increase access, prioritize clarity and improve always.			
Mental Health, Literacy, Military Services	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) Dr. McBride talked about FONONO, or a Fear of Normal. Month after month, we have been yearning to be done with enforced distancing, social isolation and life in a more virtual reality. Now that the moment will be arriving – as millions of Americans have been vaccinated and millions more will soon roll up their sleeves for it – the prospect is oddly disconcerting. Dr. McBride discussed FONONO and reentry into a normal life following over a year of quarantine. Dr. Zol talked about how United Through Reading has been connecting military families through video-recorded story time for more than 30 years, making sure parents don't miss reading bedtime stories just because their military service takes them away from home. In 2019, they released a reading app, putting Story Stations in the hand of every military family with a mobile device. They also offer free books to families that use their program, helping military families maintain strong literacy supports for their children. Dr. Zol discussed the importance	Lucy McBride, MD, Practicing Internist, COVID-19 Health-Care Educator & Mental Health Advocate AND Dr. Sally Zol, CEO of United Through Reading	03/14/2021 07:00 AM	030:00

		of UTR and how families can get involved.			
Senior Citizen Care, Mental Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Hosted by iHeartMedia's Ryan Gorman (from WFLA-AM/Tampa, FL) Dr. McIver discussed COVID-19 as it pertains to Medicaid and Medicare and vaccine safety for diverse populations. She talked about the vaccine timeline and how the FDA is monitoring the long-term safety of these vaccines and what we know about long-term side effects of COVID-19 vaccines. Mayim Bialik played the title character of the NBC sitcom Blossom. With Brain Health Awareness Week (March 15-21) this week, Mayim talked about the importance of brain health (we all think to take care of our skin or our heart or even our hair but often don't even think about our brains) and her holistic approach to staying sharp with a busy lifestyle and throughout a pandemic and beyond.	Dr. LaShawn McIver, Director of the Office of Minority Health for the Centers for Medicare & Medicaid Services AND Mayim Bialik, American Actress, Neuroscientist, and Author	03/21/2021 07:00 AM	030:00
Public Health, Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Graham has led a team that has been studying coronaviruses (among other viruses) for years before SARS-CoV-2 was first identified as a novel coronavirus. The mRNA-1273 vaccine (and pivotal technology used in other COVID-19 vaccines) was not made overnight. Dr. Graham addressed why the speed with which these vaccines were developed can make people feel hesitant to get vaccinated	Barney Graham, M.D., Ph.D., Chief of the Viral Pathogenesis Laboratory at NIAID's Vaccine Research Center And Joi Gordon, CEO of Dress for Success Worldwide	03/28/2021 07:00 AM	030:00

		and talked about the well-thought-out process of vaccine development. Dr. Graham also talked about the differences in the three vaccines and the new COVID-19 variants that are emerging throughout the world. He also talked about treatment on the horizon. Joi Gordon discussed Women's History Month and how Dress for Success has become a globally recognized leader that has empowered more than one million women to become economically advanced in nearly 150 cities in more than 20 countries. In addition to expanding the organization's reach, Joi talked about Dress for Success programming, offering a full continuum of services that help women secure employment, advance in their careers, and achieve financial freedom.			

Section II

NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues. There was no network (and/or syndicated) programming on WMRE for the quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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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
Literacy	Samuels Public Library	000:11	1
Pet Adoption/Spay/Neuter	Spay Today	000:11	2

