

WCDX-FM, 92.1
Petersburg/ Richmond, VA
January 1, 2021- March 31, 2021
Quarterly List of Programming Responsive
To Issues of Community Concern
1st Quarter 2021

In our ongoing effort to serve the public interest, Station **WCDX (FM)** broadcasts programming responsive to issues of concern to the Richmond and surrounding counties' listening public. Following is a brief description of those issues, and of the station's most significant programming treatment of them:

Issues of importance this quarter included the following:

Education: Educational efforts in the Community.

Health Issues: Health tips and awareness to help citizens of the Richmond Area.

Civic Activity: Live Appearances by the air staff to serve our community.

Community Conversations: A weekly community program hosted by Clovia

Community Calendar: Events that effect the community.

Life Campaign: Corporate initiative to help improve the community.

Most significant programming treatment of issues 1st Quarter 2021:

Issue	Program	Description	Date	Time/Duration
Community Affairs/Calendar				
Keeping An Eye on the G-A (politics)	Virginia General Assembly	Clovia discuss bills that are introduced on the House and Senate floor.	01/13-02/24/21	Time: weekday mornings At 7:18am and 8:18am during newscasts
Donors Wanted! (social)	American Red Cross	Red Cross donors needed as well as volunteers for transportation to local hospitals	02/02-02/17/21	Time: 6am-8pm 10 mentions 30 sec Intvw during newscast 8:11am
Districting Town Hall (finance)	Virginia Virtual Town Hall	Members from the National Association talked about Redistricting and blacks Seated on committees to help draw congressional lines	03/18/21	Time: 6pm-7pm Virtual Town Hall
City of Richmond (social)	Resort Casino proposal presentations	Economic Development featured the final three resort casino proposals for public comment	03/16-03/31/21	Time: 6am-8pm 18 mentions Virtual Town Hall

Education				
MLK Community Day	Blacks-N-Vaccines	Dr Winn, Director of the VCU Massey Cancer Center talked about the COVID vaccines, dispel myths And why folks should have the shot	01/01-01/18/21	Time: 6am-8pm 15 mentions 30 sec Virtual Town Hall
Prevent Child Abuse	Justice 4 Children	12 year old child activist Elijah talk about child abuse and how adults to can assist with prevention	02/21-03/06/21	Time: 8am-8pm 15 mentions 30 sec Intvw during newscast with Elijah Lee
City of Richmond	Free Tax Preparation	RVA offered free tax prep at three locations for eligible citizens	03/15-03/31/21	Time: 8am-8pm 20 mentions 30 sec
Community Conversations				
MLK Community Day	Community Conversations Hosted by Clovia	Vaccine availability, who will get it first, dispel stigma and reducing COVID-19 w/ Dr Winn of the Massey Cancer Center	01/09/21	Time:7am-7:30am 30 minutes
Big Al of 1800-HURT-123	Community Conversations hosted by Clovia	Attorney Christian Simpson talked about icy roads and warning signs. Do you have a case?	01/24/21	Time: 7am-7:30am 30 minutes
Fiscal Fitness	Community Conversations Hosted by Clovia	Steps toward filing taxes during the COVID 19 and what to expect with new filing laws	02/13/21	Time: 7am-7:30am 30 minutes
River City Realty	Community Conversations Hosted by Clovia	Free workshops on down payment assistance for first time home buyers	03/20/21	Time: 7am-7:30am 30 minutes
Health				
MLK Community Day	Radio One Inc	Mental health counseling consultation at no-cost on site	01/07 and 01/18/21	Time: broadcast cut-ins 7:18a and 8:18am both days with Dr. McCall
St Jude Radio Cares Radio-thon	St Jude Children's Research Hospital	Jackie Paige and RJ asked listeners to become Partners In Hope. In support of our sister station Praise Richmond over \$90,000 dollars was raised for research and daily operations	03/18/21	Time: 6am-8pm 25 mentions 30 sec. Live cut-ins Between 6am-7pm
CAHN-Northside Medical Center	COVID-19 updates	Dr. Jennings talk about symptoms of COVID-19, Social distancing, self-quarantine, and COVID Vaccines	02/11 and 02/25/21	Time: broadcast Cut-ins at 7:18am and 8:18am both days with Dr. Jennings
Her Story RVA	Why Are Black Women At Higher Risk of HIV?	CDC reports in more recent studies that more than 7,000 women received an HIV diagnosis in 2018 and 54% of those them identified as Black or African American	03/10/21	Time: 6am-8pm 20 mentions 30 sec Virtual Town Hall

Life Campaign				
Va Senator Jenn McClellan	Virginia Voter Rights Act	Historical bill passed and strengthen voter rights at the polls and public access to all voter registration changes	01/28/21	Time: live interview w./Sen McClellan at 8:18am
Senator Tim Kaine	COVID Relief Packages	He submitted legislation for working families to receive Emergency relief	02/25/21	Time: live interview w/Senator Kaine at 8:18am
Supt Jason Kamras	RPS update	Discussed proposed 2021-2022 calendar for students in-person and virtual learning options	03/05/21	Time: live interview 8:11am
Civic Activity				
MLK Holiday	Community Day of Service	Clovia, Dr. Winn and Anthem Rep talked about COVID vaccines, stigma, over coming them and get the shot for the elderly	01/18/21	Time: Virtual event 12p-1pm
Richmond Behavioral Health Authority	When the Community Needs Help	.The experts shared about Adverse Childhood Experiences and its lasting impact on our lives. Moderator Clovia	01/19/21	Time: Virtual Event 5pm-6pm
Anthem Medicaid	Feed the Family Food Distribution	650 families received packages of fresh fruits, meats, vegetables, milk and more. Hosted by Clo and RI	01/26/21	Time: Live appearance from 11am-3pm
COVID-19 Vaccine Town Hall	COVID Vaccine Distribution	Elected officials & Health Districts joined forces to have straight talk about distribution sites and Eligibility. Moderator Clovia	02/13/21	Time: Virtual event 2pm-3:30pm
Miss Community	Barbershop Talk	Former users talked recovery and Anthem enrolled individuals in the Virginia Medicaid Expansion	02/26/21	Time: live appearance 6pm-7pm
Barbershop Talk	Hiring Event #1	Office of Community Wealth Building teamed up with Urban One and Clovia for a hiring event Folks were hiring on the spot for production, manufacturing jobs w/good pay	03/12/21	Time: live appearance 12pm-2pm
Secretary of the Commonwealth Office	Restoration of Rights New Process	VAGov Northam joins Clovia at a group home to grant the rights of returning citizens to vote again in Virginia	03/18/21	Time: live appearance 11am-12pm
Barbershop Talk	Hiring Event #2	OCWB joined us again for a hiring event where folks were hired on the Spot from the barbershop. Hosted by Clovia	03/19/21	Time: live appearance from 12p-2pm
Richmond City Justice Center	Community Food Distribution Day	Sheriff Irving, community leaders and volunteers distributed food to over 600 families. Clovia was a volunteered to distribute food	03/27/21	Time: live appearance 11am-1pm