

WCDX-FM, 92.1/104.1 FM
Petersburg/ Richmond, VA
July 1, 2021- September 30, 2021
Quarterly List of Programming Responsive
To Issues of Community Concern
3rd 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 Conversation: A weekly community program hosted by Clovia Lawrence

Community Calendar: Events that effect the community.

Life Campaign: Corporate initiative to help improve the community.

Most significant programming treatment of issues 3rd Quarter 2021:

Issue	Program	Description	Date	Time/Duration
Community Affairs/Calendar				
Barbershop Talk One Tight Lynz Barbershop (social issues)	Youth Barbershop Talk	How are middle and high school students feeling? The Youth Barbershop Talk dealt with facing fears of Returning in=person learning and dealing with bullying	07/15- 07/30/21	Time: 6am-10pm 30 sec, 20 mentions Live appearance 6pm-7:30pm
Richmond Probation and Parole	500 bags of school supplies	Hundreds of school supplies were distributed to children of incarcerated	08/10- 08/25/21	Time: 7am-10pm, 30 sec, live appearance 2pm-4pm
Radio One Inc (social issues)	Back to School Supply Drive	Radio One street team collected School supplies during the Tax-free holiday weekend	08/01- 08/07/21	Time: 5p-6:30pm 30 secs, Live appearance both days 11am-3pm
VA Dept of Election	National Voter Registration Day	Eligible citizens registered to vote and started the process for rights restoration.	09/15- 09/28/21	Time: live appearance 6am-6pm, 30 sec promo Intv w/Richmond Dept of Elections

Education				
Richmond Public Schools	Preschool and Kindergarten Registration	Early Registration underway thru 9/30/20	07/01-07/15/21	Time: 6am-8pm 30 mentions Interview with Kamras
Allen & Allen	Hometown Heroes Going Beyond During COVID-19	Kerry Richardson continued to find unique ways to educate her Elementary school students	08/05/-08/15/21	Time 6am-6pm, 30 sec, 10 Mentions. Interview with Richardson
Virginia	RPS Opening with Love	All nine Richmond schools District prepare open for in-person learning on September 8	07/01-07/23/21	Time: 6am-10am 5 mentions 30 sec
Community Conversations				
Smitty Smith	Hosted by Clovia Lawrence	Realtors talk about budgeting for Homeownership and grants available	07/11/21	7am-7:30am 30 minutes
Dept of Public Utilities	Hosted by Clovia Lawrence	Dept of Public utilities received CARE ACT funding to pay utility Bills for those affected by COVID	08/22/21	7am-7:30am 30 minutes
VCU Massey Cancer Center	Hosted by Clovia Lawrence	Dr Winn discussed discussed Thyroid Cancer Awareness Month. That's disparities, signs/symptoms Screenings and treatment	09/12/21	7am-7:30am 30 minutes
Commonwealth Attorneys	Hosted by Clovia Lawrence	Attorney Big Al talked about news that will affect insurance policies for Accidents and injuries	09/19/21	7am-7:30am 30 minutes
Health				
Richmond Public Schools	RPS Prepare to Open With Love	RPS staff and teachers welcome parents to a cookout with information to prepare Students to head back to school in the fall	07/10-07/24/21	Time: 6am-8pm 15 mentions 30 sec.
Radio One Inc	September Suicide Prevention Month	Coach Dee, a certified mental health provider invites listening to join her on Radio One's Community Conversations to talk mental health and suicide	09/01-09/12/21	Time: 6am-10pm 25 mentions 30 sec virtual event
Project Restore	COVID Vaccination	Project Restore held a community Event that provided services the families of trauma, services and free COVID vaccines	08/10-08/18/21	Time:12am-12pm 25 mentions
Richmond City Health District/Tight Lynz Barbershop	Free COVID vaccines	Richmond and Henrico Health District offer free COVID Vaccine shots on the site at the Community event	09/15-09/25/21	Time: 6am-10pm 30 sec, 20 mentions

Social Issues				
Lawrence Williams	Start the Peace Rally	Williams spearheaded the rally and walk-thru of crime riddled community to bring peace to children caught in the middle of the chaos	07/10-07/28/21	Time: 6am-10pm 30 sec 15 mentions
Freedom Over Everything	Reinstate Parole Rally	Three men who are currently incarcerated spearheaded the event to bring awareness about mass incarceration for minor offenses	08/08-08/14/21	Time: 6am-10pm 30 sec, 15 mentions Live appearance 11am
Va Dept of Motor Vehicles	DMV Connect	DMV rep assisted citizens with obtaining their driver's license and vehicle registration titles.	08/01-08/13/21	Time: live appearance 12pm-4pm
Civic Activity				
Radio One Inc (social issues)	Barbershop Talk For Youth	The youth lead the talk on the violence in Richmond from there perspective. They want peace	07/30/21	Time: live appearance from 6pm-7:30pm
Prep For Success Back To School Drive (social issues)	Radio One Richmond	Radio One Team gave away school supplies, free meals and Other resources during the contactless Drive-up event	08/14/21	Time: Live appearance 11am-4pm
Richmond Highway Association	National Nite Out	The community, vendors and law enforcement celebrated by Keeping neighborhoods safe	08/03/21	Time: live Appearance 4pm-9pm
Altria Theatre	Lil Dirk	Richmond rap fans attended. RJ hosted the concert	09/18/21	Time: live appearance 6pm-10pm
Radio One Inc (social issues)	Radio One Poll Patrol	Team Radio One is providing rides to the voter polls in all nine Districts of Richmond	09/24-09/30/21	Time live appearance on all three days from 10am-4pm
Radio One & Clovia (politics/voting)	Operation Stamp The Vote	Clovia and team assisted folks in getting registered to vote, filling out absentee ballots and restoration of rights in Richmond	09/17/21	Time: Live appearance from 10am-4pm
Radio One & Clovia (politics/voting)	Voter Registration and Restoration of Rights Rally	Clovia spent her birthday getting people registered to vote to early at their local registrar's office	09/22/21	Time: live appearance 11am-3pm
Barbershop Talk (social issue)	Early Voting Kick-off Talks	Dir of the Office Elections joined us in the barbershop to talk about early voting, ID needed and the referendum on the ballot	09/16/21	Time: Live appearance from 6pm-7:30pm
Radio One & Clovia (political/voting)	Operation Stamp the Vote	The team assisted with voter registration and filling out absentee ballot applications	09/27/21	Time: live appearance From 12pm-4pm