

WKNR-AM Radio
Cleveland, OH

Quarterly Issues and Programs Report
(3rd Quarter Report, July 1, 2022 – September 30, 2022)

WKNR-AM ascertains the needs, interests and concerns of its community in several ways. First, members of WKNR-AM management, public affairs and programming staff regularly seek out and talk with community leaders and solicit their input on important issues facing the community. Second, management, program talent, and program producers receive constant feedback from listeners by phone, letter and email. Third, the WKNR-AM sales staff interacts daily with the business community. Finally, station management and personnel attend community meetings, hearings and debates, listen to and watch other local cable and broadcast outlets, and read local magazines and newspapers to help inform themselves about issues facing the community. All of these methods of outreach, education and feedback affect the list of community needs and issues to which the station decides to devote particular attention in its programming during a particular quarter.

Issues of importance to the local community are addressed through a variety of programs. WKNR-AM is a talk station, with a special focus on sports. Regular sports programs often include repeated and/or extensive discussions by and among show hosts, guests and callers of issues of special interest to athletes and sports fans, such as domestic abuse, or traumatic brain injuries.

The station also airs a 30 minute weekly public affairs show, "Beyond Sports," every Saturday morning. "Beyond Sports," which is broadcast each week from 6:00 to 6:30 AM, is hosted by WKNR-AM Public Affairs Manager, Hannah Stanley. This program often features guests from the local community and from public interest organizations talking about issues of importance to the community. Each week's show focuses on a different issue and features different guests.

To supplement this long-form programming and to further educate listeners about issues of concern to its local community, WKNR-AM airs a wide variety of public service announcements. All of these public service announcements were either :15, :30, or :60 seconds long and aired at various times of the broadcast schedule.

Finally, WKNR-AM periodically airs local news briefs, and weather reports.

WKNR-AM determined the following subjects to be of particular concern to area listeners during the third quarter of 2022:

Public Health

Parkinson's
Down's Syndrome
Problem Gambling

Personal Health

Mental Health
Cystic Fibrosis
Alopecia

Cancer Support

Prostate Cancer
Melanoma
Twist Out Cancer

Community Programs

Female Business
Back 2 School America
Space Exploration
Foreign Relations

Attached is a listing of some of WKNR-AM most significant treatment of these issues during the third quarter of 2022.

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 7/09/2022

Topic: **Parkinson's**

Show Summary: Parkinson's is a neurodegenerative condition that has many different symptoms. Research is continuous, but there is much more needed to help those who have this disease.

Beyond Sports (local public affairs show) – 7/30/2022

Topic: **Down's Syndrome**

Show Summary: Stand Up For Downs has created the Improvaneer Method, teaching improv classes for youth with Down's Syndrome.

Beyond Sports (local public affairs show) – 8/27/2022

Topic: **Problem Gambling**

Show Summary: The global pandemic has created an environ where online gaming has become a bigger addictive concern. Starting as early as grade school, gaming and gambling addiction can remain hidden until it is a large problem for the gamer.

PERSONAL HEALTH

Beyond Sports (local public affairs show) – 7/16/2022

Topic: **Mental Health**

Show Summary: Since the beginning of the pandemic, levels of anxiety and depression in youth has hit an all-time high. Social media has further complicated the situation and increased these feelings.

Beyond Sports (local public affairs show) – 8/13/2022

Topic: **Cystic Fibrosis**

Show Summary: Programs to support the Downs Syndrome community, both individuals and their families, are throughout the Los Angeles area, as well as accessible online as they work to help as many as possible during the pandemic.

Beyond Sports (local public affairs show) – 9/03/2022

Topic: **Alopecia**

Show Summary: Thea Chassin founded Bald Girls Do Lunch as a support group for those with Alopecia. The Academy Awards brought Alopecia into the news, and she shares what it is, and what those living with it go through.

CANCER SUPPORT AND EDUCATION

Beyond Sports (local public affairs show) – 7/02/2022

Topic: **Prostate Cancer**

Show Summary: Dr Palese from Mt Sinai discusses prostate cancer to increase awareness of the ways to detect prostate cancer, and the evolving techniques for treating it.

Beyond Sports (local public affairs show) – 7/23/2022

Topic: **Melanoma**

Show Summary: Early detection and proper prevention practices can eliminate melanoma deaths, which can be prevented. From sunscreen to protective clothing, so many techniques exist to help.

Beyond Sports (local public affairs show) – 9/10/2022

Topic: **Twist Out Cancer**

Show Summary: Twist Out Cancer is a cancer support organization that aims to provide positivity to cancer fighters through their own personal artistic expression.

COMMUNITY PROGRAMS

Beyond Sports (local public affairs show) – 8/06/2022

Topic: **Female Business**

Show Summary: Wild Collective is a female designed and operated business within professional sports marketing.

Beyond Sports (local public affairs show) – 8/20/2022

Topic: **Back 2 School America**

Show Summary: Back 2 School America is a national organization providing basic school supplies to marginalized students, helping to increase basic self-esteem, allowing them to feel worthy of education.

Beyond Sports (local public affairs show) – 9/17/2022

Topic: **Space Exploration**

Show Summary: NASA has been planning a return to the moon for decades, but why? What will this accomplish, and how will it enter all of us into the next level of space exploration?

Beyond Sports (local public affairs show) – 9/24/2022

Topic: **Foreign Relations**

Show Summary: With the passing of Queen Elizabeth, and a new Prime Minister, America's relationship with England enters a new era. How will a new monarch change global relations?