

Quarterly Issues and Programs Summary for WRAD-AM, Radford

This summary covers the **SECOND QUARTER 2012**

Issue	Title/Responsive Programming	Date/Time/Duration
<p><i>Children's health; environmental education</i></p>	<p>Discover The Forest</p> <p>Kids enjoy the time they spend outside. In fact, 88 percent of kids say they like being in nature and 79 percent wish they could spend more time there. When kids spend time outdoors, they get the chance to explore, use their imaginations, discover wildlife, and engage in unstructured and adventurous play. Additionally, studies show they have lower stress levels, become fitter and leaner, develop stronger immune systems and are more likely to become environmentally conscious in the future.</p> <p>Listeners are directed to DiscoverTheForest.org, where they can search for nearby areas to explore and pick up quick tips on enjoying their time outdoors. The campaign also has Facebook, Instagram, and Twitter accounts where followers share and explore the beauty of the forest and the health benefits associated with spending time outside.</p>	<p>4/1/12 – 6/30/12 12am – 11:59pm (various hours) 15:00</p>
<p><i>war, disability, women's issues, labor, finance</i></p>	<p><u>Women Before and After WWI: How they changed society</u></p> <p>Television shows like “Downton Abbey,” “Upstairs, Downstairs,” and “The Forsythe Saga” on PBS, “Boardwalk Empire” on HBO and films such as “Warhorse” have sparked interest in late 19th and early 20th century life in the U.S. and abroad. Women figured prominently in that era of change, and it was their work and the Great War that transformed society and the classes forever. Host Christopher Michael talks to two authors (guests Jehanne Wake, author of “Sisters of Fortune: America’s Caton Sisters at Home and Abroad,” and Jacqueline Winspear, author of “Elegy for Eddie: A Maisie Dobbs Novel,”) who have researched this era about how women’s lives and the world were transformed by events.</p>	<p>4/22/12 5:30am 11:50</p>
<p><i>Fire safety; fire prevention; wildlife conservation;</i></p>	<p>In partnership with the USDA Forest Service and the National Association of State Foresters, the Ad Council and advertising agency Foote Cone & Belding (now FCB) created Smokey Bear to raise awareness about wildfire prevention. 70 years later, Smokey Bear remains a highly recognizable and relevant American symbol.</p> <p>This campaign’s objective is to renew the importance of wildfire prevention by creating awareness of the causes and consequences of wildfires, ultimately reducing the number of human-caused wildfires.</p>	<p>4/1/12 – 6/30/12 12am – 11:59pm (various hours) 15:00</p>

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<i>education, college education, children's issues, child abuse, mental health</i>	<u>The Behavior Code: Handling problems in the classroom</u> When children misbehave in the classroom, it takes time away from everyone's studies, not to mention puts pressure on the teacher to deal successfully with the issue. Marty Peterson's guest, Dr. Nancy Rappaport, Asst. Professor of Psychiatry, Harvard Medical School, co-author of "The Behavior Code: A practical guide to understanding and teaching the most challenging students," says that teachers need to understand WHY a student acts up before they can find the most effective strategy to correct the behavior. We discuss the different types of misbehavior, some of the reasons why students act up, and hear about some responses that can make a classroom a more productive learning environment.	5/13/12 5:30am 11:16
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