

WKCY  
HARRISONBURG, VA  
Quarterly Issues/Programs List  
First Quarter, 2021  
4/9/2021

WKCY  
Quarterly Issues/Programs List

WKCY 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:

**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.

## iHeartRadio Communities: Public Affairs Special

**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 3/28/2021 30 Minutes

Guests & Topics:

- **Barney Graham, M.D., Ph.D. Dr. Graham is chief of the Viral Pathogenesis Laboratory at NIAID's Vaccine Research Center.** 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. Graham addressed why the speed with which these vaccines were developed can make people feel hesitant to get vaccinated and talked about the well-thought-out process of vaccine development. 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 treatments on the horizon.
- **Joi Gordon is the CEO of Dress for Success Worldwide.** She 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.

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**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 3/21/2021 30 Minutes

Guests & Topics:

- **Dr. LaShawn McIver is Director of the Office of Minority Health for the Centers for Medicare and Medicaid Services.** 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 is an American actress, neuroscientist, and author.** She played the title character of the NBC sitcom Blossom. With Brain Health Awareness Week (March 15-21) this week, Bialik 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.

## iHeartRadio Communities: Public Affairs Special

**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 3/14/2021 30 minutes

Guests & Topics:

- **Lucy McBride MD, practicing internist, COVID-19 health-care educator and mental health advocate.** McBride talk about FONO, 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. McBride discussed FONO and reentry into a normal life following over a year of quarantine.
- **Dr. Sally Zol, CEO of United Through Reading.** 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 our program, helping military families maintain strong literacy supports for their children. Zol discussed the importance of UTR and how families can get involved.

## iHeartRadio Communities: Public Affairs Special

**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 3/07/2021 30 minutes

Guests & Topics:

- **Marty Makary, MD - Health Policy Expert; John Hopkins surgeon and Professor of Health Policy; Author, The Price We Pay; Editor-in- Chief at MedPage Today.** 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.
- **Yvonne Yancy, Chief Human Resources Officer & Amanda Morin Associate Director, Thought Leadership & Expertise at Understood.org.** 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 Yancy and Morin talked about their organization and their innovative perspectives. Their mission is to decrease friction, increase access, prioritize clarity and improve always.

## iHeartRadio Communities: Public Affairs Special

**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 2/28/2021 30 Min

Guests & Topics:

- **Dr. Harold S. Koplewicz, the president of the Child Mind Institute**, 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
- **Dave Fuehrer, cancer survivor, co-founder and CEO of GRYT Health**. 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 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 an opportunity for increased connection and collaboration. 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.

## iHeartRadio Communities: Public Affairs Special

**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 2/21/2021 30 Minutes

Guests & Topics:

- **Artis Stevens – President & CEO Big Brothers, Big Sisters**. Stevens talked about the impact of the BBBS organization nationwide and his goals as the 1st black President and CEO of the organization since 1904. As the nation's largest donor-volunteer supported mentoring network, Stevens discussed the impact of COVID-19 and what can be done to help give kids a better future.
- **Carolyn Cawley - President of the U.S. Chamber of Commerce Foundation**. Cawley discussed the Sharing Solutions: A Virtual Nationwide Tour to drive solutions to the opioid epidemic as more than 40 states report increases 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.

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**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 2/14/2021 30 Minutes

Guests & Topics:

- **Patricia N. Whitley Williams, MD, NFID (National Foundation for Infection Diseases)**

**president and associate dean of inclusion and diversity at Rutgers Robert Wood Johnson Medical School**, 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.

- **Margaret Laws, President & CEO of Hopelab** – 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. Laws discussed the importance of teen mental health especially during the pandemic.

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Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 2/07/2021 30 Min

Guests & Topics:

- **Dr. Peter Marks, M.D., Ph.D., Director of the Center for Biologics Evaluation and Research for the Food & Drug Administration.** Marks discussed why there is so much concern around the safety of the COVID-19 vaccines and how the vaccine were tested and the effectiveness for everyone. He talked about who is potentially at risk for side effects.
- **RIO CORTEZ award winning poet and Author of: THE ABC's OF BLACK HISTORY.** February is black history month. Ms. Cortez talked about the significance of literacy and African American history. She discussed easy ways to associate the alphabet with black values and culture.

## iHeartRadio Communities: Public Affairs Special

**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 1/31/2021 30 min

Guests & Topics:

- **David Waddell- CEO & Chief Investment Strategist, Waddell & Associates of Nashville.** The GameStop stock spectacle pitting Reddit against hedge fund giants has everyone talking and many just trying to figure out what is going on and how a stock goes from \$60 to \$300+ in one day. Waddell talked about this week's Wall Street phenomenon and gave us insight on how this happened.
- **Carolyn Reynolds- Pandemic Action Network Co-Founder,** talked about what should we 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, Ph.D, is online News Editor of Science and an expert in animal welfare, animal rights, and the science of cats and dogs.** 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

of the virus.

## iHeartRadio Communities: Public Affairs Special

**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 1/24/2021 30 Min

Guests & Topics:

- **Dr. Jason Wilson, ER Doctor & Associate medical director of the emergency department at Tampa General Hospital** explained how the vaccine actually works and the effects of doses on immunity levels.
- **Dr. Celine Gounder, an infectious disease expert and a member of Biden's COVID-19 task force**, 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 C. Davis – Historian and the author of Don't Know Much About® History** discussed the historical components of the Biden/Harris inauguration and what to expect during Biden's first 100 Days.

## iHeartRadio Communities: Public Affairs Special

**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 1/17/2021 30 Min

Guests & Topics:

- **RADM Felicia Collins is the Deputy Assistant Secretary for Minority Health for Health and Human Services.** Collins gave us 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 C. Williams- NAACP, Vice President of Marketing and Communications** – 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.

## iHeartRadio Communities: Public Affairs Special

**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 1/10/2021 30 Min

Guests & Topics:

- **Mark Weber, Deputy Assistant Secretary for Public Affairs/Human Services in the Office of the Assistant Secretary for Public Affairs at HHS-** Weber discussed the latest rollout for the COVID-19 vaccines and vaccine misinformation.
- **Lisa Bruno, a registered dietician and nutrition communications specialist with Masters in Nutrition** – Bruno talked about tips for a healthier 2021.

- **Lauren Berlengeri, Founder and CEO at HigherDOSE.** Berlengeri is a holistic nutritionist and health coach and covered outside-the-box ideas for a healthier New Year routine

## iHeartRadio Communities: Public Affairs Special

**30min show for all English stations to run in place of current show or in addition to.**

Designed to focus on the biggest issues impacting you this week.

Aired: 7:30 AM 1/3 7:30 AM – 30 min

Guests & Topics:

- **U.S. Surgeon General Dr. Jerome Adams** – Update on the current coronavirus outbreak happening across the country & how to stay safe following holiday gatherings
- **Dr. Jason Wilson, Associate Medical Director of the Emergency Department at Tampa General Hospital** – COVID-19 vaccine recipient on what you need to know about the vaccine
- **Dr. Richard Feifer, Chief Medical Officer at Genesis Healthcare** - Preparations underway for vaccine arrival at nursing homes and long-term care facilities across the country

### Section II

#### 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 |
|--|--|----------|------|
| CVA PSA (30 DR WALLENSKY) GENERAL<br>1.21.21         | CVA PSA (30 DR WALLENSKY)<br>GENERAL 1.21.21 | 000:29   | 19   |
| CVA PSA (30 WEEK 2) GENERAL 1.12.21                  | CVA PSA (30 WEEK 2)<br>GENERAL 1.12.21       | 000:29   | 26   |
| CVA PSA (30 WEEK 2) GENERAL 1.12.21                  | null   | 000:29   | 1    |
| CVA PSA (DOUBLE MASKING) GENERAL<br>(WEEK OF 2-1)    | CENTERS FOR DISEASE<br>CONTROL               | 000:29   | 5    |
| PSA/AD COUNCIL/REACH V1                              | REACH.GOV                                    | 000:30   | 9    |
| PSA/AD COUNCIL/REACH V2                              | REACH.GOV                                    | 000:30   | 4    |
| PSA/AD COUNCIL/VACCINATION/MOVIES                    | AD COUNCIL                                   | 000:29   | 7    |
| PSA/AD COUNCIL/VACCINATIONS/GYM                      | AD COUNCIL                                   | 000:29   | 1    |
| PSA/AD COUNCIL/VACCINATIONS/KIDS IN<br>SCHOOL        | AD COUNCIL                                   | 000:30   | 1    |
| PSA/IHEARTRADIO EARTH CAR TRAVEL                     | IHEARTRADIO EARTH                            | 000:29   | 7    |
| PSA/IHEARTRADIO EARTH CAR TRAVEL                     | null   | 000:29   | 2    |
| PSA/IHEARTRADIO EARTH HOME HEATING                   | IHEARTRADIO EARTH                            | 000:30   | 9    |
| PSA/IHEARTRADIO EARTH WINTER SALT<br>SMARTS V1 NG 30 | IHEARTRADIO EARTH                            | 000:30   | 9    |
| PSA/IHEARTRADIO EARTH WINTER SALT<br>SMARTS V1 NG 30 | null   | 000:30   | 1    |
| PSA/IWOMENS HEALTH MONTH PRIORITIZE                  | WOMENSHEART                                  | 000:29   | 10   |

|  |                                  |        |    |
|--|----------------------------------|--------|----|
| PREVENTION V1                                      |                                  |        |    |
| PSA/IWOMENS HEALTH MONTH SEEK<br>EMERGENCY CARE V1 | WOMENSHEART                      | 000:29 | 18 |
| PSA/IWOMENS HEART                                  | AMERICAN HEART ASSOCIATION       | 000:29 | 2  |
| PSA/IWOMENS HEART                                  | WOMENSHEART                      | 000:29 | 7  |
| PSA/SURGEON GENERAL 3WS COVID/HOLIDAY              | UNCF                             | 000:29 | 4  |
| VIRGINIA BROADCAST SOLUTIONS Suicide<br>Prevention | Virginia Department of<br>Health | 000:30 | 25 |