

WQLL-AM BALTIMORE  
QIPL 4th QUARTER  
Oct.-Dec. 2019

The following issues were identified as the most significant community concerns as determined by the annual Baltimore Broadcasters Ascertainment Day and how WQLL treated and/or covered these issues on the air:

1. Economic Opportunity for low-income households: Interviewed Sarah Keogh, Exec Director of the Central Baltimore Future Fund whose mission is to stimulate economic growth and attract investment in ten central Baltimore neighborhoods. This was part of the Community Spotlight feature which was broadcast over a 13 week period.
2. Education: Rob Paymer, Executive Directive of Bridges Baltimore which provides a 13 year long program system that supports the success of Baltimore City youth from elementary school through college. Interviewed on the Community spotlight feature.
3. Education: Paul Miller, Director of the Baltimore County Library talked about how the library's 19 branches provide materials and experience for the entire family to explore, learn, create and connect to educational materials. Aired on the Community Spotlight feature and ran a series of :30 PSA's for 13 weeks.
4. Health: Lydell Henry, Founder/Exec. Dir of Beat the Streets Baltimore discussed how this wrestling program in Baltimore is committed to providing the resources to support a positive environment that nurtures physical and mental development though wrestling, mentorship and tutoring. Henry appeared on the Community Spotlight feature which was broadcast over 3 months.
5. Faith: Rev. David Norse Thomas of the Interfaith Coalition of Greater Baltimore discussed how the area's major faiths can improve relations by strengthening interfaith ties, and fostering understanding, mutual support and substantive engagement in Baltimore County. This was done as part of the Community Spotlight feature which is broadcast each Sunday on Q1370.