

WCPA-AM/W253CU-FM Radio

Issues/Programs

4th QUARTER 2020

Quarterly Issues Program List

WCPA-AM/W253CU-FM

Third Quarter 2020 (Oct 1, 2020 - Dec 31, 2020)

The following is a listing of some of the significant issues responded to by WCPA-AM, Clearfield, PA, along with the most significant programming treatment of those issues for the period of **October 1, 2020 thru December 31, 2020**. The listing is by no means all inclusive. The order in which the issues appear does not reflect any priority or significance.

Issue	Program	Date	Time	Duration	Description of Program
Community	Local Event	10/18/20	8:45am	3min	American Cancer Society: Mr. Gridiron Contest - 30th local anniversary, local football players are raising money for the ACS. The public will decide who "Mr Gridiron" is by voting (by donating). Seven area high schools are participating with 3 football players from each school initially nominated to collect donations. Interviewed: Susan Babic
Community	Local Event	10/25/20	8:45am	3mins	PennDOT: Halloween Pedestrian Safety - PennDOT representative gives safety tips on how both drivers and pedestrians can be safe while out for Halloween, such as: Add glow sticks to a costume that's hard to see at night, use sidewalks and crosswalks, etc. Interviewed: Tim Nebjen
Community	Local Event	11/1/20	8:45am	3min	American Red Cross: Donor Appreciation Blood Drive - WCPA-Passport Radio sponsored the event and ran this PSA the weekend before to give more information about it. Blood drives happening in both Clearfield and DuBois. Giving information about CDC guidelines, and full blood drive info.

					Interviewed: Karen Sistek
Community	Local Event	11/8/20	8:45am	3min	<p>Clearfield United Way: Kick-off Campaign - Giving details on what the United Way does, how COVID-19 has affected donations, etc. Details on programs such as collecting and distributing children's books, luggage, electronics, and more. They also distribute FamilyWise discount prescription cards.</p> <p>Interviewed: Nancy Pinto</p>
Community	Local Event	11/15/20	8:45am	3min	<p>Driving Under The Influence of Prescription Drugs: Giving information on DUIs, what Craig does as a DRE. 270 million Americans take some sort of prescribed drug, but some of these make it unsafe to drive after taking.</p> <p>Interviewed: Craig Amos</p>
Community	Local Event	11/22/20	8:45am	3min	<p>Purrfect Paws Adoption: A newer nonprofit organization in the area that traps stray/feral cats, neuters and spays them, then releases feral cats back into the area for population control. But the stray cats are available for adoption, and this event focuses on that.</p> <p>Interviewed: Summer Anderson</p>
Community	Local Event	11/29/20	8:45am	3min	<p>First Class Children's Foundation: Letters From Santa - For a small donation, local children can receive a letter from Santa. Donated funds will be used to byu school supplies for area children through their Imagination Box Program.</p> <p>Interviewed: Matt Reed</p>
Community	Local Event	12/6/20	8:45am	3min	<p>Clearfield County Habitat For Humanity: Ugly Roof Contest - Social media contest, to give a roof to someone local in need. Gave details on how they received the money to make this happen, as well as other projects they have done locally, and how people can get involved.</p> <p>Interviewed: Anthony</p>
Community	Local Event	12/13/20	8:45am	3min	<p>PennDOT: Aggressive Driving - Clearfield County is one of the highest rated for aggressive drivers in the state. This interview brings awareness through statistics and</p>

					<p>examples, and how to deal with aggressive drivers.</p> <p>Interviewed: Josh Woods</p>
Viewpoint	Public Affairs Program	11/22/20	7:00 am	30 min	<p>Seg 1 -- THE HISTORY OF FOOTBALL AS THE NFL CELEBRATES ITS 100TH ANNIVERSARY: The National Football League was founded in 1920 – and it's no surprise that a lot has changed since then. Viewpoints speaks with three sports experts about the evolution of the football industry, its humble beginnings and why the NFL is still so pervasive and popular in American culture.</p> <p>Seg 2 -- THE STATE OF SCIENCE: Before the pandemic, roughly 4 in 10 people across the world believed that if science didn't exist their lives would be no different, according to a global survey conducted by 3M Corporation. We dig into this staggering statistic and how COVID-19 has altered people's perception of the field.</p> <p>Seg 3 -- RE-EXPLORING OLD SITCOMS: It's a good time to tuck in and explore some of our favorite, most comforting shows. We discuss a few recommendations now available to stream.</p>
Viewpoint	Public Affairs Program	11/29/20	7:00 am	30 min	<p>Seg 1 -- SURVIVING PARKLAND: THE PERSPECTIVE OF ONE TEACHER: The 2018 massacre at Marjory Stoneman Douglas High in Parkland, Florida was the deadliest high school shooting in U.S. history. A teen gunman opened fire killing 17 students and faculty and injuring 17 others. Viewpoints speaks with high school teacher Jeff Foster who was there that day and is still an active voice in ending gun violence.</p> <p>Seg 2 -- RELATIONSHIPS: THE HUMAN EXPERIENCE IN 2020: Technology has shaped the way we stay in touch, fall in love and even have kids. Dr. Debora Spar joins Viewpoints this week to share how</p>

					<p>innovation affects several different aspects of our lives and what the future holds in this space.</p> <p>Seg 3 -- THE LIFE OF ALEX TREBEK: Alex Trebek, the host of Jeopardy!, passed away at age 80 earlier this month. We remember his finesse, humor, genuine personality and decades-long dedication to the popular game show.</p>
Viewpoint	Public Affairs Program	12/6/20	7:00 am	30 min	<p>Seg 1 -- THE EARLY AMERICAN DIET: Throughout history - war, famine, economic instability has affected what we choose to buy at the grocery store. Even today, the pandemic has shifted our grocery shopping and eating habits. This week, we rewind back to the Great Depression, which forced millions of Americans to find new recipes and get creative with the limited number of ingredients they could afford.</p> <p>Seg 2 -- I SPY DELICIOUS PIE: Boozy Pecan, Cranberry-Pear, Banana Crème. The many flavors and textures of pie are endless. Just because Thanksgiving and all-things pumpkin have passed, doesn't mean an end to sugary holiday sweets. Viewpoints speaks with cookbook author Ken Haedrich about the prevalence of pie in American culture and how anyone – at any skill level – can bake a delicious pie in no time.</p> <p>Seg 3 -- OUR FAVORITE PAGE-TURNERS: The colder months are a great time to tuck into a new novel. We recommend a few of our favorite books that are easy to get through and will keep you hooked from start to finish.</p>
Viewpoint	Public Affairs Program	12/13/20	7:00 am	30 min	<p>Seg 1 -- BECOMING STEVE JOBS: Apple co-founder, Steve Jobs, was hailed as a genius and master innovator during his lifetime, but his career wasn't always a smooth, upward trajectory. He failed many times and was eventually sidelined at Apple. We speak with one of his biographers about how Jobs changed his</p>

					<p>ways during this turbulent time, and how his experiences working with NeXt Computer and Pixar helped develop him into a savvy, more understanding leader.</p> <p>Seg 2 -- LIAR, LIAR: HOW TO GET TO THE TRUTH: How do professionals question people to get the information they want? We talk to an expert in interrogation and lying on this subject, and how law enforcement and job interviewers use the same tactics to find out if someone may be lying to them.</p> <p>Seg 3 -- WHEN TO QUIT THE BOOK YOU'RE READING: When do you call it quits on a book that you just can't get into? We discuss a few picks that are popular reads but just didn't hook us enough to continue on.</p>
Viewpoint	Public Affairs Program	12/20/20	7:00 am	30 min	<p>Seg 1 -- THE MODERN DIAMOND BUSINESS: The northwestern coast of South Africa & Namibia has been a mining hub for diamonds since the 1900's. Local workers labor through long shifts and hazardous working conditions in order to feed their families. The pay? Roughly five cents per carat of rough diamonds found. While some may argue that the industry stimulates the local economy, once a company deems an area to be over-mined, it pulls out, leaving behind nothing for locals except ravaged land.</p> <p>Seg 2 -- THE LASTING LEGACY OF ALEX TREBEK & JEOPARDY!: Alex Trebek hosted Jeopardy! for 37 seasons until his passing last month from pancreatic cancer. The trivia quiz series is unlike any other show on TV – and some would argue that a big part of what made it so entertaining was Trebek's talent for leading the game. We explore his career legacy and what's next for Jeopardy!.</p> <p>Seg 3 -- THE QUEEN'S GAMBIT: You don't need to be a chess whiz to enjoy "The</p>

					Queen's Gambit." Viewpoints explores the Netflix breakout hit featuring actress Anya.
Viewpoint	Public Affairs Program	12/27/20	7:00 am	30 min	<p>Seg 1 -- THE TOLL OF UNENDING DISCRIMINATION: Segregation not only divides cities but leads to divided people as well. It fuels biases against people who may look or act different than us, leading to generations of inequity and discrimination. Viewpoints speaks with social justice activist, Tonika Johnson about the many impacts segregation has had on the city of Chicago.</p> <p>Seg 2 -- WHAT ARE YOU GRATEFUL FOR?: Thank goodness 2020 is just about over. While this year has been full of many challenges, it's also made more Americans realize what truly matters and the importance of being thankful for even the littlest of things. As we all look ahead to next year and the habits we hope to cultivate, we discuss the benefits of practicing gratitude through writing.</p> <p>Seg 3 -- REVISITING THE VIDEO GAME "THE LAST OF US": "The Last of Us" and "The Last of Us Part Two" both have intricate storylines set in a post-zombie apocalypse world that makes for adventurous and exciting game play. We dive into the creative development that sets this game apart.</p>
Community	Local Event	11/5/20	7:45am	2min	<p>Captain Keener and the morning cruise gave a live interview with the Red Cross on their morning of their donor Appreciate Blood Drive giving details on the drives in Clearfield and DuBois.</p> <p>Interviewed: Karen Sistek</p>
Community	Local Event	11/16/20-12/11/20	3x per day	1min	<p>Feed The Need & Share The Joy Of Toys - WCPA-Passport Radio and our cluster of stations teamed up to gather toys and nonperishable food for Toys for Tots and our area food pantries.</p>

Community	Local Event	10/1/20-12/31/20	9:20am	2min	Eye on the Community - Captain Keener of the Morning Cruise highlights events going on locally every day at 9:20. These could come from our PSA's we mention throughout the day, local news, anything that would benefit listeners in our key areas.
Community	Local Event	Each Monday	12:00pm	2mins	Each Monday the Clearfield County SPCA comes to the Passport studio to introduce an animal currently up for adoption. We talk about the animals brought on air, get some information about them and their background and where/how to adopt them.