

WRKH
Mobile, AL
Quarterly Issues/Programs List
First Quarter, 2020
06/04/2020

WRKH
Quarterly Issues/Programs List

WRKH 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:

CORONAVIRUS PANDEMIC: The pandemic began during the First Quarter, but was quickly addressed by iHeartMEDIA both locally and nationally. On air talent gave listeners the latest information on how to protect themselves (masks, handwashing, social distancing), as well as sharing information on local closings, cancellations, and government health orders. That information was also shared on social media as well as the station website. iHeartMEDIA nationally began a PSA campaign on all stations, to share Coronavirus Facts and produced a weekly long form public affairs program Coronavirus Explained, to help share as much information as possible, including medical information, how to flatten the curve and why that was necessary, and relief organizations that were helping during the outbreak.

HEALTH: In addition to the pandemic, other health issues also affect listeners including cancer. iHeartMEDIA Mobile took part in the American Cancer Society Chili Cook-off to raise funds for support programs for local cancer patients. The issue of affordable healthcare for uninsured workers was also discussed, highlighting the work of Victory Health Partners, which provides general healthcare, specialty care and mental health care for nominal fees to working adults who are unable to afford insurance.

TOURISM: One of the biggest industries in South Alabama is tourism. Visit Mobile is promoting a new Destination Guide to help tourists find places of interest in our area, but it is also used by locals to explore areas they may not have seen and by workers at local attractions as a guide to suggest places tourists might have missed.

WORKFORCE DEVELOPMENT: Before the pandemic, with record low unemployment, businesses were having issues finding new employees. The Eastern Shore Chamber of Commerce hosted the Baldwin County Job and Career Expo to connect local businesses with those looking for a job or wanting to change careers. iHeartMEDIA Mobile took part in the Expo as a vendor and a media sponsor.

COMMUNITY DEVELOPMENT: Fuse Project is bringing the Purpose Built Communities model to "The Avenue" neighborhood located in downtown Mobile. Fuse Project aims to make meaningful investments in mixed-income housing, cradle-to-college education and wellness to close the opportunity gaps that exist in the community. iHeartMEDIA Mobile took part in a new event, the Lip Sync Challenge, to raise money for and spread awareness of the Historic Avenue Foundation.

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.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Healthcare/Uninsured	PA iHeart Radio Gulf Coast Focus	Victory Health Partners provides low-cost medical care to adults ages 19 to 65 who are working but cannot afford insurance. Basic care as well as specialty care provided for nominal fee.	Kim Garrett, Ira Bates	01/05/2020 07:02 AM	028:39
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered		01/12/2020 07:05 AM	000:21
Homeless/Shelters	PA iHeart Radio Gulf Coast Focus	Housing First/Homeless Connect/Homeless Count-The Mobile organization Housing First coordinates the Point In Time Count of area homeless to help get HUD funding for local projects. Homeless Connect is a one-day event at The Grounds providing free health, legal, and other resources to area homeless.	Derek Bouleware	01/12/2020 07:05 AM	028:13
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info		01/12/2020 07:34 AM	000:12

Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered		01/19/2020 07:02 AM	000:21
Community Development	PA iHeart Radio Gulf Coast Focus	Fuse Project's Lip Sync Battle. iHeartMEDIA Mobile entered a team in this new competition to raise money for Fuse Project's Historic Avenue Foundation (\$55,000 raised at this inaugural event and iHeart team won first place). Fuse Project is bringing the Purpose Built Communities model to "The Avenue" neighborhood located in downtown Mobile. Fuse Project aims to make meaningful investments in mixed-income housing, cradle- to-college education and wellness to close the opportunity gaps that exist in the community.	Dr Grant Zarzour and Ann Brooks Morrisette of Fuse Project	01/19/2020 07:03 AM	028:30
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info		01/19/2020 07:31 AM	000:12
Government	PA iHeart Radio Gulf Coast Focus	Alabama State Treasurer John McMillan talks about what the State Treasurer	John McMillan, AL State Treasurer	01/26/2020 07:02 AM	028:59

		does— managing and investing state funds, bond management, the \$3 billion Alabama Trust Fund, college savings programs, and returning unclaimed property to rightful owners			
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered		02/02/2020 07:00 AM	000:22
Special Needs/The Disabled	PA iHeart Radio Gulf Coast Focus	Night to Shine Prom is a project of the Tim Tebow Foundation, offering a prom night experience to those with special needs. The event is hosted by local churches, including City Hope in Daphne. Each guest has a buddy to make sure the guest has the best possible experience. Churches in Mobile, Daphne, Gulf Breeze, and Perdido Key hosted proms this year.	Keri Harmeier and Ben Ragsdale	02/02/2020 07:01 AM	028:05
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info		02/02/2020 07:29 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and		02/09/2020 07:02 AM	000:24

		issues covered			
Economy/Tourism	PA iHeart Radio Gulf Coast Focus	Visit Mobile has just published a new Mobile Destination Guide, which combines local attractions and restaurants, to help tourists find more to do in our area. The guide is also used by those at local attractions, to help answer tourist questions about places they'd like to see. Locals can also use the guide to explore areas of Mobile they may not have visited.	Tara Ziemann of Visit Mobile and Josh Holland from the Gulf Coast Exploreum	02/09/2020 07:02 AM	028:18
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info		02/09/2020 07:30 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered		02/16/2020 07:00 AM	000:24
Health	PA iHeart Radio Gulf Coast Focus	American Cancer Society Chili Cook Off 2020, March 7 th in downtown Mobile. Recruiting teams to cook for the Chili cook-off, to help raise money for support programs for local cancer patients. Approximately 75 teams, including iHeartMEDIA	Denson White and Mike Thompson	02/16/2020 07:00 AM	028:30

		Mobile, participate.			
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info		02/16/2020 07:29 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered		02/23/2020 07:01 AM	000:20
Environment	PA iHeart Radio Gulf Coast Focus	How does Mobile Baykeeper help Mobile clean up after Mardi Gras? Casi Calloway talks about litter traps that keep beads and other Mardi Gras debris from reaching the waterways. Volunteers also do street cleanups, especially the area near One Mile Creek, to keep litter out of the water.	Casi Calloway	02/23/2020 07:01 AM	028:31
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info		02/23/2020 07:30 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered		03/01/2020 07:01 AM	000:24
Employment/Workforce Development	PA iHeart Radio Gulf Coast Focus	The Eastern Shore Chamber of Commerce is hosting the Baldwin County Career and Job Fair, March 10 th	Casey Gay Williams and Christina Hellmich of the Eastern Shore Chamber of Commerce	03/01/2020 07:02 AM	028:18

		at Daphne Civic Center. iHeartMEDIA is a vendor and sponsor of the event. Businesses from both sides of Mobile Bay were on hand to speak with applicants about job openings and how to apply. Jobs ranged from hospitality to banking to aerospace.			
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info		03/01/2020 07:30 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered		03/08/2020 07:02 AM	000:20
Public Safety	PA iHeart Radio Gulf Coast Focus	Lt Piggott talked about the Star ID program, which will require drivers to upgrade their driver's license if they want to fly commercially or enter a military base. This is a federal requirement, implemented at the state level. Target date is October 2020. Several forms of identification are required to obtain a Star ID, including birth certificate,	Alabama State Trooper Lt Joe Piggott	03/08/2020 07:02 AM	028:27

		Social Security card, and proof of residence.			
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info		03/08/2020 07:30 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered		03/15/2020 07:01 AM	000:27
Health/Pandemic	PA iHeart Radio Gulf Coast Focus	Mobile County health Department's epidemiologist, Dr Rendi Murphree, talks about COVID-19, as Alabama records its first case of the virus. She discusses symptoms and how to prevent the disease, as well as local plans to contain the spread.	Dr Rendi Murphree	03/15/2020 07:01 AM	028:38
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info		03/15/2020 07:30 AM	000:12
Health/Pandemic	Coronavirus Explained	Topic 1: What are the latest coronavirus medical developments this week? What more we're learning about the virus itself, how those who still have to work with public can stay safe, and	Guest(s): guests from the Child Mind Institute Hosted by: iHeartMedia's Ryan Gorman (from WFLA-AM / Tampa, FL)	03/22/2020 6:59 AM	029:55

		<p>new data that shows younger people can be at risk for severe symptoms.</p> <p>Topic 2: Understanding the concept behind flattening the curve and different measures government officials can take to boost supply for medical equipment necessary to treat coronavirus patients.</p> <p>Topic 3: Parenting through COVID-19. Talking to your kids about the virus. How to stay calm and be honest.</p>			
Health/Pandemic	Coronavirus Explained	<p>Topics covered: As COVID-19 spreads, what are we learning about the disease and how to slow the outbreak? Impact of the virus on the U.S. health care system. How the disaster relief organization is helping during this pandemic.</p>	<p>Guest(s): Author and Allergy Specialist Dr. Leo Galland Vice President of Communications for the American Red Cross Elizabeth Penniman Former Chief Economist at GE Healthcare Dr. Lisa Kennedy. Hosted by: iHeartMedia's Ryan Gorman (from WFLA-AM / Tampa, FL)</p>	03/29/2020 7:01 AM	029:29

Section II
NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
(Insert network and/or syndicator-provided programs lists here.)				

**Section III
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
Health/Pandemic	iHeartMEDIA Coronavirus Facts	000:30	144
Foster Care	ABA-DHR	000:29	8
Foster Care	ABA-DHR SABAN	000:29	8
Health/Cancer	ACS Chili Cookoff 2020	000:30	223
Health/Cancer	ACS Chili Cookoff 2020 -tix	000:30	49
Health/Pandemic (Coronavirus.gov)	AD COUNCIL PSA 1	000:30	1
Health/Pandemic (Coronavirus.gov)	AD COUNCIL PSA 2	000:30	1
Health/Pandemic (Coronavirus.gov)	AD COUNCIL PSA 3	000:30	1
Health/Pandemic (Coronavirus.gov)	AD COUNCIL_PSA_1_V2	000:30	12
Health/Pandemic (Coronavirus.gov)	AD COUNCIL_PSA_2_V2	000:30	12
Health/Pandemic (Coronavirus.gov)	AD COUNCIL_PSA_3_V2	000:29	13
Foster Care	AL Dept. of Human Resources	000:29	31
Foster Care	AL Dept. of Human Resources	000:29	33
Health/Heart	AMERICAN HEART ASSOCIATION	000:29	7
Health/Heart	AMERICAN HEART ASSOCIATION	000:30	14
Health/Heart	AMERICAN HEART ASSOCIATION	000:30	4
Mental Health	CHILD MIND INSTITUTE	000:30	19
Non Violence	PEACE IN THE STREETS	000:31	6
Texting While Driving	PROJECT YELLOW LIGHT	000:29	2
Texting While Driving	PROJECT YELLOW LIGHT	000:29	11
Texting While Driving	PROJECT YELLOW LIGHT	000:30	9

Health/Pandemic (Coronavirus.gov)	PSA/AD COUNCIL-CORONAVIRUS CONTACT	000:30	2
Mental Health	PSA/NAMI	000:30	3
Mental Health	PSA/NAT ALLIANCE ON MENTAL ILLNESS	000:30	8
Texting While Driving	PSA/PROJECT YELLOW LIGHT	000:29	5