

Quarterly Issues and Programs Summary for WRAD-AM, Radford

This summary covers the **FIRST QUARTER 2015**

Issue	Title/Responsive Programming	Date/Time/Duration
<i>Adult education; continuing education; adult literacy;</i>	<p><u>Finish Your Diploma</u></p> <p>More than 34 million adults in the U.S. do not have a high school diploma. Data shows that adults without a diploma tend to work multiple jobs in the least stable positions, earn less money than high school graduates, and experience a lower quality of life. In fact, recent data shows that nearly 30 percent of adults with household incomes at or below the federal poverty line do not have a high school credential. The PSAs direct audiences to visit FinishYourDiploma.org, where they can find free literacy centers and adult education classes, learn the basics of earning a high school equivalency, and hear real stories from people who have successfully completed classes and finished their high school diploma.</p>	<p>1/1/15 – 3/31/15 12am – 11:59pm (various hours) 15:00</p>
<i>Weather, technology, emergency management, politics, government</i>	<p><u>Super Storms and America’s Aging Weather Infrastructure</u></p> <p>Host Gary Price and guest Kathryn Miles (journalist and author of “Super Storm: Nine days inside Hurricane Sandy,”) talk about Miles’ research on Super Storm Sandy, the systems that tracked it, and found out how our weather forecasting, tracking and evacuation protocols and equipment need to be modernized to deal with the extreme weather that climate change will bring us in the future.</p>	<p>1/11/15 5:30am 11:35</p>
<i>Community involvement; innovation;</i>	<p><u>United Way: Aspire</u></p> <p>Throughout our community there are as many different hopes, dreams, and aspirations for the NRV as there are people who live here! United Way of Montgomery, Radford and Floyd has taken a sampling of those ideas, and put together a series of videos highlighting local businesses and individuals who have high hopes for this community. We hope that by joining together and sharing our aspirations, we will become a platform to make these dreams a reality. This campaign invites everyone in the New River Valley to post a photo of themselves with their aspiration for our community on their Facebook, Instagram and Twitter pages. By knowing what our neighbors care about, we are better equipped to accomplish those tasks together.</p>	<p>2/2/15 - 3/29/15 12am – 11:59pm (various hours) 45:00</p>

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<p><i>Volunteerism; education; literacy;</i></p>	<p><u>Live United</u></p> <p>Through the work of more than 1,200 local United Ways across the country, the nation's largest privately-funded non-profit is focusing on the building blocks of a good life - education, income, and health - thereby creating opportunities for a better life for all Americans. In 2008, United Way announced 10-year goals designed to improve education and cut high school dropout rates, increase the number of families that are financially stable and promote healthy lifestyles. As part of its education goal, United Way recently announced an ambitious goal to recruit one million volunteer readers, tutors and mentors by 2014.</p>	<p>1/1/15 – 3/31/15 12am – 11:59pm (various hours) 15:00</p>
<p><i>Drug and alcohol addiction, science, health, homelessness, marijuana laws</i></p>	<p><u>Addiction: Why it happens and how to prevent it</u></p> <p>Host Marty Peterson talks to a psychologist (guest Ryan LaLumiere: psychologist, Assistant Prof. in the Psychology Dept., University of Iowa, and a specialist on addiction) about the causes of addiction, and why some people are more likely to fall to it than others, and find out how an author (guest Bob Allison: recovering addict, author of “Saved by the Prince of Peace: Dungeon to Sky”) who is battling alcohol and drug addiction made his journey to sobriety, and the lessons he learned on the way.</p>	<p>3/4/12 5:30am 11:08</p>