

WLAP  
Lexington, KY  
Quarterly Issues/Programs List  
First Quarter, 2024  
04/08/2024

WLAP  
Quarterly Issues/Programs List

WLAP 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:

- **Athletics \ Sports Revenue \:** Remembering U of L asst Jerry Jones \ WKU football generated \$34 million in media exposure \ Gov Beshear's Education Initiatives \ Legislation in Frankfort
- **Cancer Awareness, Law Enforce:** Discuss the fight against prostate cancer and providing resources to law enforcement agencies.
- **Culture \ Holiday Celebration:** Ireland and Kentucky similarities \ Children's Dental Health Month and the fight to keep fluoride in
- **Disaster Relief and Uplifting:** Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.
- **Education \ Public Policy \ G:** Should JCPS be broken up and other issues facing Kentucky education \ Why are Kentuckians paying so
- **Employment \ Workplace \ Econ:** Workplace Trust in Kentucky \ The Wrong Uses of Credit Cards \ Potentially Breaking Up the State's
- **Equality, Civil Rights:** Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started
- **Filing Taxes, Donating Blood:** Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.
- **Fraud/Scam Awareness, Nutriti:** Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.
- **Gambling \ Addictions \ Finan:** Helping those with problem gambling addictions \ How to fix the issues with college basketball \ Ke
- **History \ Conflict \ War \ Pr:** Efforts to preserve Kentucky's Historical Battlefields \ Are Mental Health Experts the Problem with
- **Home Improvement \ Energy Con:** Keeping our homes protected from the elements \ Benefits of service in the Army Reserves
- **MS Awareness:** Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur
- **Mathematics \ Data Science \ :** Using science and data analytics to predict the NCAA Tournament
- **Online fraud, Holiday Philant:** Discuss health tips for the new year and how to spot and help victims of human trafficking.
- **Politics \ Governance \ Publi:** Happenings in State Government \ What to expect as we look into 2024
- **Public Health:** Discuss heart disease among women, and American women living with or those at risk of heart disease

- **Public Health, Domestic Violence:** Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.
- **Public Safety \ Education \ P:** School Shootings and Parental Responsibility \ Valentine's Retail Spending and Card Swipe Fee Legislation
- **Public policy \ Government \ :** Kentucky lawmakers for a coalition to keep the lights on in rural Kentucky \ Latest veterinary trend
- **Tech and Social Media, Humanitarian:** Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.
- **Theft \ Public Safety \ Personal:** How can we best protect ourselves from identity theft? \ Are we staring at our screens too much? \
- **Veterans Affairs, Black History:** Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.

**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
Politics \ Governance \ Public	Kentucky Focus	Happenings in State Government \ What to expect as we look into 2024	Mike Duboski \ Scott Fitzgera	01/07/2024 07:00 AM	029:30
Online fraud, Holiday Philant	9007792 iHeartRadio Communities: Public Affairs Special	Discuss health tips for the new year and how to spot and help victims of human trafficking.	K. Stokes, K. Hodder	01/07/2024 07:29 AM	029:50
Athletics \ Sports Revenue \	Kentucky Focus	Remembering U of L asst Jerry Jones \ WKU football generated \$34 million in media exposure \ Gov Beshear's Education Initiatives \ Legislation in Frankfort	Marty Pollio \ Craig Greenber	01/13/2024 11:01 AM	029:29
Athletics \ Sports Revenue \	Kentucky Focus	Remembering U of L asst Jerry Jones \ WKU football generated \$34 million in media exposure \ Gov Beshear's Education Initiatives \ Legislation in Frankfort	Marty Pollio \ Craig Greenber	01/14/2024 07:00 AM	029:29
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started	M. King III, A. King	01/14/2024 07:29 AM	029:50
Public policy \ Government \	Kentucky Focus	Kentucky lawmakers for a coalition to keep the lights on in rural Kentucky \ Latest veterinary trend	Joe Arnold \ Gene O'Neill \ D	01/21/2024 07:00 AM	029:30

ISSUE	PROGRAM /TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/21/2024 07:29 AM	029:49
Home Improvement \ Energy Con	Kentucky Focus	Keeping our homes protected from the elements \ Benefits of service in the Army Reserves	Keli Reynolds \ Dr. Jeff Cort	01/28/2024 07:00 AM	029:30
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/28/2024 07:29 AM	029:49
Theft \ Public Safety \ Perso	Kentucky Focus	How can we best protect ourselves from identity theft? \ Are we staring at our screens too much? \	Terri Miller \ Rory O'Neill \	02/04/2024 07:00 AM	029:30
Filing Taxes, Donating Blood	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.	R. Steber, J. McNamara	02/04/2024 07:29 AM	029:49
Public Safety \ Education \ P	Kentucky Focus 02/09 16:54	School Shootings and Parental Responsibility \ Valentine's Retail Spending and Card Swipe Fee Legislation	Charles Pemberton \ Steve McC	02/11/2024 07:00 AM	029:35
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss heart disease among women, and American women living with or those at risk of heart disease	C. GORRE	02/11/2024 07:29 AM	029:49
Education \ Public Policy \ G	Kentucky Focus 02/15 19:10	Should JCPS be broken up and otehr issues facing Kentucky education \ Why are Kentuckians paying so	Dr. Marty Polio \ Mike Dobusk	02/18/2024 07:00 AM	029:30
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss being proactive regarding cancer, importance of screenings, and understanding risk factors.	D. SPEIGEL	02/18/2024 07:29 AM	029:49
Education \ Public Policy \ G	Kentucky Focus 02/15 19:10	Should JCPS be broken up and otehr issues facing Kentucky education \ Why are Kentuckians paying so	Dr. Marty Polio \ Mike Dobusk	02/25/2024 07:00 AM	029:30
Veterans Affairs, Black Histo	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.	J. Whaley, T. Williams	02/25/2024 07:29 AM	029:49
Culture \ Holiday Celebration	Kentucky Focus 02/29 19:10	Ireland and Kentucky similarties \ Children's Dental Health Month and the fight to keep flouride in	John O'Dwyer \ Dr. Pat Carrol	03/03/2024 07:00 AM	029:30

ISSUE	PROGRAM /TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Public Health, Domestic Violence	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.	Dr. K. Marynak, P. Zaballa	03/03/2024 07:29 AM	029:49
Gambling \ Addictions \ Finan	Kentucky Focus 03/07 19:10	Helping those with problem gambling addictions \ How to fix the issues with college basketball \ Ke	Mike Stone \ Scott Davenport	03/10/2024 07:00 AM	029:27
MS Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur	R. Nunley	03/10/2024 07:29 AM	029:49
Employment \ Workplace \ Econ	Kentucky Focus 03/14 20:10	Workplace Trust in Kentucky \ The Wrong Uses of Credit Cards \ Potentially Breaking Up the State's	Wes Bricker \ Rory O'Neill \	03/17/2024 07:00 AM	029:28
Tech and Social Media, Humani	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.	M. Anderson, B. Stern	03/17/2024 07:29 AM	029:49
Mathematics \ Data Science \	Kentucky Focus 03/21 20:10	Using science and data analytics to predict the NCAA Tournament	Dr. Jeff Heath	03/24/2024 07:00 AM	029:27
Disaster Relief and Uplifting	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/24/2024 07:29 AM	029:49
History \ Conflict \ War \ Pr	Kentucky Focus 03/28 20:10	Efforts to preserve Kentucky's Historical Battlefields \ Are Mental Health Experts the Problem with	Colleen Cheslak-Poulton \ Dr.	03/31/2024 07:00 AM	029:28
Fraud/Scam Awareness, Nutriti	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, D. Fanelle	03/31/2024 07:00 AM	029:49

**Section II  
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	:15 MSABC Radio PSA	000:15	124
	:30 MSABC Radio PSA	000:30	55
	PSA/PROJECT YELLOW LIGHT-SUBMIT 2024 V1 MK 30	000:28	1

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
CANCER AWARENESS	THE V FOUNDATION	000:28	6
CANCER AWARENESS	THE V FOUNDATION	000:30	4
CANCER RESEARCH	STAND UP TO CANCER	000:15	123
CANCER RESEARCH	STAND UP TO CANCER	000:30	54
CANCER RESEARCH	STAND UP TO CANCER	001:00	56
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	4
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	10
COMMUNITY INVOLVEMENT	AMERICAN STROKE ASSOCIATION	000:30	6
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	5
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	6
COMMUNITY INVOLVEMENT	UNCF	000:30	11
FINANCIAL COACHING	OPERATION HOPE	000:29	12
HEART HEALTH	AMERICAN HEART ASSOCIATION	000:30	11
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	7