

Quarterly Issues and Programs Summary for WPSK(FM), Pulaski

This summary covers the **Third QUARTER 2023**

Issue	Title/Responsive Programming	Date/Time/Duration
<i>Pet adoption; emotional wellness;</i>	<p><u>PSK Featured pet of the week</u></p> <p>Kelly Stanley of the Montgomery County Animal Care and Adoption Center calls the studio line with a pet that is available for adoption. Listeners were given details about the pet and what they needed to do to be able to adopt</p>	<p>07/01/23-09/30/23</p> <p>Every Wednesday Morning at 8:10</p>
<i>Community</i>	<p><u>Local Farmers Markets</u></p> <p>We let our listeners know information about several local farmers markets throughout the New River Valley, including hours of operation and items they can expect to find</p>	<p>07/01/23-09/30/23</p> <p>:30</p> <p>Various Times</p>
<i>Community</i>	<p><u>Blood Drive</u></p> <p>We let our listeners know when and where a blood drive would take place with the Ruritain Road Club</p>	<p>06/01/23-06/06/23</p>
Climate Change, Natural Disaster, Public Health	<p><u>WEATHER UPDATES</u></p> <p>We team up with a local news station to give local weather updates every morning, afternoon and night.</p>	<p>7/01-9/31</p> <p>Various Hours</p> <p>18:00:00</p>
Climate Change, Emergency Response, Environment, Government, Natural Disaster, Public Health	<p><u>THE GROWING RISK OF WILDFIRES FROM COAST TO COAST: ARE YOU PREPARED?</u></p> <p>It's been the deadliest year on record for wildfires in Canada. While California is typically the focus point for these events, the new reality of human-caused climate change is that wildfires are becoming a greater threat in areas never seen before. We speak with Dr. Adrienne Edwards, a botanist and wildfire expert, about how Americans can best prepare for wildfire season and help stop the spread.</p>	<p>8/13</p> <p>5:33am</p> <p>8:55</p>

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Community, Fundraising,	<p><u>HERITAGE DAY FESTIVAL</u> We are promoting the annual Heritage Day Festival at the Montgomery Museum of Art & History in downtown Christiansburg. This free, family-friendly event showcases an eclectic mix of vendors including crafts, art, antique cars, native plants, live music and many children's activities.</p>	8/13 5:33am 8:55
Artificial Intelligence, Culture, History, Journalism, Media, News, Politics, Presidential Election, Social Media, Technology	<p><u>SEPARATING FACT FROM FICTION: ARE YOU A VICTIM OF MISINFORMATION?</u> Conspiracy theories have been around for hundreds of years. From secret projects to secret government societies, these theories are prevalent across society. We speak with two conspiracy experts about how these stories arise, why they're so pervasive online and why artificial intelligence may make these narratives more difficult to detect.</p>	8/20 5:41am 9:58
Adolescent Development, Education, Mental Health, Parenting, Psychology, Self-Growth	<p><u>NEVER GOOD ENOUGH': A RISE IN MENTAL HEALTH ISSUES AMONG ADOLESCENTS</u> With summer break over and millions of students back in school, it's a good time to talk about the importance of mental health. After all, adolescents today face an excessive number of demands both in and outside of the classroom. This week on Viewpoints - We speak with author Jennifer Breheny Wallace about the importance of sharing how a person's value should never be linked to their performance</p>	8/27 5:32am 7:31
Community, Fundraising	<p><u>St. Jude Rodeo Extravaganza</u> The community was informed of the 2023 rodeo at the New River Valley Fairgrounds</p>	6/7 Various times :60
Community	<p><u>Coffee with a Cop</u> We told our listeners that the Radford police department and the Pulaski County Sheriffs office would be at the Starbucks in Fairlawn, answering questions from the community, and developing relationships.</p>	6/12 Various times :60
Community	<p><u>Food Drive</u> Our listeners were informed of a food drive being done by the Montgomery County Chamber of Commerce along with the Montgomery County Emergency Assistance Program to help students of Montgomery County Public Schools during the Summer</p>	6/19 Various times :60

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State laws	<u>New Traffic Law</u> We explained the new Virginia Move Over Law which requires drivers to move over or slow down for stopped vehicles that have their hazard lights on, display road flares or other warning signs	6/26 Various times :60
Community	<u>Food Drive</u> The Pulaski County Farm Bureau Women's Leadership Committee was collecting jars of peanut butter and jelly or other non perishable food items for the City of Refuge in Pulaski. Our listeners where informed on how they could donate.	6/29 Various times :60