

Quarterly Issues and Programs Summary for WPSK-FM, Pulaski

This summary covers the **FIRST QUARTER 2020**

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>01/01/20-03/31/20</p> <p>Every Wednesday Morning at 8:10</p>
<i>Community Service;</i>	<p><u>St. Jude Country Cares Radio-thon</u></p> <p>On air Personalities were on air for two days from 6am-7pm raising money for St. Jude Children’s Research Hospital. A total of \$27,800 was raised.</p>	<p>03/05/20-03/06/20</p> <p>6am-7pm both days</p>
<i>Community Service Volunteerism;</i>	<p><u>Facemasks</u></p> <p>We had Robin Burdette on the morning show asking for Volunteers to help facemasks for local first responders during the COVID-19 crisis</p>	<p>03/23/20</p> <p>7:20am</p>
<i>Community Service</i>	<p><u>New River Radio Delivers</u></p> <p>In an effort to support local restaurants while restrictions due to the Corona Virus hinder business. We are highlighting those that are still open for carryout/delivery on-air. Also, a complete list on our website.</p>	<p>3/20/20-3/31/20</p>
<i>Volunteerism; education; literacy; community health</i>	<p><u>Live United</u></p> <p>The Ad Council, in partnership with United Way, announced today the launch of a new series of public service advertisements (PSAs) designed to inspire Americans to partner with United Way in its efforts to advance the common good.</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</p>	<p>1/1/20 – 3/31/20</p> <p>12am – 11:59pm (various hours)</p> <p>15:00</p>

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	<p>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><i>History, Culture, Government, Finance, Economy, Diversity, Education, Budget</i></p>	<p><u>SPREADING WORD OF THE 2020 U.S. CENSUS</u></p> <p>The 2020 census is just around the corner. We speak with an employee from the U.S. Census Bureau about the importance of taking part in the nationwide survey and how the government is reaching students and their families through new in-school programs.</p>	<p>1/12/20 5:30am 6:44</p>
<p><i>Parenting, Higher Education, Personal Growth, Career, Mental Health, Psychology, Relationships, Stress, Finance, Social Media</i></p>	<p><u>WHY ARE YOUNG PEOPLE STRUGGLING MORE THAN PREVIOUS GENERATIONS?</u></p> <p>Roughly 15 percent of 25 to 35-year-old's are back living with their parents, according to a 2016 study by Pew Research Center – and this number is only on the rise. Higher rent, cost of living and student debt are all contributing factors, however, there are some young adults stuck in an unmotivated, directionless state labeled as “failure to launch” We break down the term and what parents can do to nudge their young adults along.</p>	<p>1/19/20 5:30am 7:31</p>
<p><i>Exercise, Health, Mental Health, Relationships, Gym, Hobbies, Personal Care</i></p>	<p><u>A NEW MINDSET ON EXERCISE: TAKING SMALL STEPS TO MAKE A BIG DIFFERENCE</u></p> <p>Hate the stairmaster? Dread the treadmill? Exercise doesn't have to be an anxiety-inducing, hour-long activity. It can be getting a group of friends together for an axe-throwing session or even going on a ten-minute walk during lunch. Each little bit of movement matters. We uncover how taking on a different mindset to activity can lead to better habits and a happier life.</p>	<p>1/26/20 5:30am 8:01</p>

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<p><i>Politics, Community, Media, Television, Activism, Education, Government</i></p>	<p><u>FRUSTRATED BY THE 24/7 POLITICAL NEWS MACHINE? GET INVOLVED INSTEAD</u></p> <p>It seems like lately political breaking news has hit an all-time high with all of the continuous impeachment coverage and campaign trail updates. While it's important to be an informed citizen, what do you do with all of this knowledge? Is it leading to change? Could you do something better with your time?</p>	<p>2/2/20 5:30am 10:00</p>
<p><i>Art, Coloring, Mental Health, Culture, Creativity, Stress, Literature, Seniors</i></p>	<p><u>COLORING OUTSIDE THE LINES</u></p> <p>Coloring books aimed at children, adults and even seniors have been all the rage in recent years and are still trending in 2020. But what's so special about these patterns and designs that draw people in? We delve into the process of putting together these collections and why the creative outlet has become a mainstay for so many looking to switch off and de-stress.</p>	<p>2/16/20 5:30am 10:22</p>
<p><i>Black History Month, Education, History, Literature, Inequality, Race, Poverty</i></p>	<p><u>BORN INTO SLAVERY: FIRSTHAND PERSPECTIVES OF FORMING ENSLAVED MEN AND WOMEN</u></p> <p>Imagine being born into slavery in the South. You have not a dime to your name, received no education and all you know are the surrounding fields of a plantation. What would you do after slavery is abolished? How would you start over? February is Black History Month. As we remember the past and the history of slavery in America, it's important to not only take in the perspectives</p>	<p>2/23/20 5:30am 6:57</p>

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	of historians and educators, but also direct firsthand accounts from the people who lived through this experience. Viewpoints' speaks with historian and photographer, Richard Cahan, co-author of the new book River of Blood: American Slavery From the People Who Lived It.	
<i>Police, Community Relations, Minorities, Technology, Artificial Intelligence</i>	<p><u>BODY-WORN CAMERAS: IS FAST-CHANGIN TECH LEADING TO BETTER POLICING?</u></p> <p>Today, body-worn cameras are a mainstay in many police departments across the country. While the new technology increases transparency, is it leading to better relationships between the public and police? How are innovations in the field - including the incorporation of artificial intelligence - changing officers' day-to-day duties?</p>	<p>3/1/20</p> <p>5:30am</p> <p>10:48</p>
<i>Business, Startups, Entrepreneurship, Internet, Social Media, Revenue</i>	<p><u>GLOSSIER TO WARBY PARKER: STARTUPS THAT ARE REDEFINING THE RETAIL GAME</u></p> <p>If you take a look at some of the newer brands that are shaking up retail – from Dollar Shave Club to Casper mattresses – all of these ideas are based off traditional products rather than new inventions. How are some of these startups outperforming the big-name, traditional brands that have ruled the consumer market for decades?</p>	<p>3/8/20</p> <p>5:30am</p> <p>9:24</p>
<i>Public health, international Pandemic, community health</i>	<p><u>COVID-19 National Updates</u></p> <p>Station provided morning and evening national COVID-19 updates keeping listeners informed on the evolving coronavirus Pandemic</p>	<p>3/15-3/31</p> <p>Once per hour 9a-mid 1:00</p>

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<p><i>History, Presidency, Politics, Government, War, Culture, Literature</i></p>	<p><u>WHAT YOU DIDN'T KNOW ABOUT AMERICA'S FOUNDING FATHER</u></p> <p>The white hair, rosy cheeks and stark complexion are what we often picture when we think of our first president. But behind his looks and historic accomplishments, what are some facts that are not as well publicized? Viewpoints' speaks with history buff and author, Alexis Coe to learn more about the man, the myth: George Washington.</p>	<p>3/15/20 5:30am 6:13</p>
<p><i>Alzheimer's, Dementia, Aging, Senior Citizen, Health, Family, Music</i></p>	<p><u>FALLING THROUGH A CLOUD: LIVING WITH COGNITIVE DECLINE</u></p> <p>World-renowned flutist and CBS correspondent Eugenia Zukerman was diagnosed with dementia and Alzheimer's three years ago. She details her experience living with the progressive disease and how she keeps a positive mindset despite the losses.</p>	<p>3/29/20 5:30am 8:53</p>