

WKC
 Harrisonburg, VA
 Quarterly Issues/Programs List
 First Quarter, 2024
 04/09/2024

WKC
 Quarterly Issues/Programs List

WKC 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:

- **Cancer Awareness, Law Enforce:** Discuss the fight against prostate cancer and providing resources to law enforcement agencies.
- **Disaster Relief and Uplifting:** Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.
- **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.
- **MS Awareness:** Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur
- **Online fraud, Holiday Philant:** Discuss health tips for the new year and how to spot and help victims of human trafficking.
- **Public Health:** Discuss heart disease among women, and American women living with or those at risk of heart disease
- **Public Health, Domestic Viole:** Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.
- **Tech and Social Media, Humani:** Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.
- **Veterans Affairs, Black Histo:** 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
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 06:02 AM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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 06:01 AM	029:50
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 06:00 AM	029:49
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 06:01 AM	029:49
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 06:01 AM	029:49
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 06:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss being proactive regarding cancer, importance of screenings, and understanding risk factors.	D. SPEIGEL	02/18/2024 06:01 AM	029:49
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 06:01 AM	029:49
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 06:01 AM	029:49
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 06:00 AM	029:49
Tech and Social Media, Human	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 06:00 AM	029:49
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 06:02 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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 06:02 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
	iHM/PSA	000:30	23
	PSA/GREAT COMMUNITY GIVE	000:31	1
	PSA/PROJECT YELLOW LIGHT-SUBMIT 2024 V1 MK 30	000:29	1
CANCER AWARENESS	THE V FOUNDATION	000:28	3
CANCER AWARENESS	THE V FOUNDATION	000:30	6
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	10
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	4
COMMUNITY INVOLVEMENT	AMERICAN STROKE ASSOCIATION	000:30	12
COMMUNITY INVOLVEMENT	Blue Ridge CASA	000:30	32
COMMUNITY INVOLVEMENT	Blue Ridge Christian School	000:33	31
COMMUNITY INVOLVEMENT	Boys & Girls Club	000:25	28
COMMUNITY INVOLVEMENT	Brain Injury Connections	000:27	30
COMMUNITY INVOLVEMENT	Cat's Cradle	000:25	33
COMMUNITY INVOLVEMENT	Church World Service	000:31	30
COMMUNITY INVOLVEMENT	Cordially Yours	000:29	14
COMMUNITY INVOLVEMENT	DePaul Community Resources	000:30	11
COMMUNITY INVOLVEMENT	GREAT COMMUNITY GIVE	000:32	26
COMMUNITY INVOLVEMENT	GREAT COMMUNITY GIVE	000:32	25
COMMUNITY INVOLVEMENT	GREAT COMMUNITY GIVE	000:33	25
COMMUNITY INVOLVEMENT	HBURG DOWNTOWN RENASSIANCE	000:30	31
COMMUNITY INVOLVEMENT	Journey Counseling Ministries	000:30	10
COMMUNITY INVOLVEMENT	Lindale Child Care	000:30	27
COMMUNITY INVOLVEMENT	mass reg library	000:29	10
COMMUNITY INVOLVEMENT	New Creation	000:30	29
COMMUNITY INVOLVEMENT	Open Doors	000:30	12
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	12
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	6

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
COMMUNITY INVOLVEMENT	Redeemer Classical School	000:32	15
COMMUNITY INVOLVEMENT	Skyline Literacy	000:31	31
COMMUNITY INVOLVEMENT	Still Meadows	000:29	13
COMMUNITY INVOLVEMENT	Stone Haven	000:29	29
COMMUNITY INVOLVEMENT	UNCF	000:30	9
COMMUNITY INVOLVEMENT	Virginia Quilt Museum	000:29	27
FINANCIAL COACHING	OPERATION HOPE	000:29	7
Heart Health	AMERICAN HEART ASSOCIATION	000:30	4
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	10