

# ***QUARTERLY ISSUES-PROGRAMS***

## ***WCEI/WINX-FM***

This report covers the issues-programs for the period of July 1, 2020 through September 30, 2020 (including COVID-19 coverage):

### **SPECIAL PROGRAMMING/INTERVIEWS AND COVERAGE OF THE COVID19 PANDEMIC:**

- Mid-Shore Learning Spotlight – WCEI is airing a regular feature with educators from around the Mid-Shore speaking about how they are handling back-to-school this year. Guests have included school superintendents from Talbot, Caroline, and Dorchester Counties. Segments air initially as full-length morning show interviews then are edited and air as 1 minute features through the week.
- “Open For Business” website and promo – We started a new web page called “Open For Business” where ANY local business can enter their info (example: masks/social distancing policies).
- Recorded COVID19 PSA’s – airing several PSA’s about the Coronavirus supplied by the Ad Council. (Social Distancing, Hand Washing, Wearing Masks)
- “Everyday Heroes” – our normal on-air feature has morphed into telling good stories about those doing great work in the pandemic

### **COVID-19 News Coverage:**

- Regular morning news reports largely COVID-19 related, M-F 6am-9am (numbers of cases, positivity percentages, etc.)

### **Local Morning Show Interviews:**

- 7/10 – Talbot County Fair (organizer Sean Clougherty spoke about the “virtual” fair offerings and the drive-in movie night) (WCEI)
- 7/21 – Delaware State Fair (organizer Danny Aguilar spoke about the fair, safety precautions, etc.) (WCEI/WINX)
- 7/22 – Talbot Goes Purple (Talbot County Sheriff Joe Gamble spoke about the upcoming substance abuse awareness campaign which happens in September). (WCEI/WINX)

- 8/3, 8/4 – Hurricane Season/Storms (Anna Sierra with Caroline County Emergency Services spoke about Hurricane Season, safety precautions, and the damage in that county). (WCEI)
- 8/7 – Denise Lovelady with the USDA and Kelly Simonsen with Easton Utilities spoke about the ReConnect Rural Broadband program and the grant received by Easton Utilities to extend broadband service to substantial portions of Talbot County with insufficient access. (WCEI).
- 8/21 – Dr. Patty Saelens with Caroline County Public Schools was interviewed about how that county is handling back-to-school this Fall, initially all-virtual, then transitioning to phasing students back into in-person learning. (WCEI/WINX).
- 8/28 – Talbot Goes Purple (Talbot County Sheriff Joe Gamble & organizer Lucie Hughes spoke about the upcoming substance abuse awareness campaign which starts in September). (WCEI/WINX).
- 9/8 – Talbot County Library (representatives spoke about the library's reopening, safety precautions, and upcoming virtual events). (WCEI/WINX)
- 9/9 – Mid-Shore Pro Bono (Executive Director Sandy Brown talked about the organization and it's increase in demand during COVID19, ways to get help and support). (WCEI)
- 9/11 – Building African America Minds (BAAM) – Executive Director Derrick Daly spoke about the organization and how it is navigating COVID19 while still accomplishing it's mission. (WCEI).
- 9/21 – Salvation Army of the Eastern Shore – Lt. Wendy Parsons spoke about Rescue Christmas & other programs for those in need at the holidays and how things will work this season. (WCEI/WINX)
- 9/21 – World Alzheimer's Day & National Alzheimer's Month – Brightstar Care's Christina Wingate-Spence spoke about Alzheimer's Disease and the Dementia Training offered by Brightstar Care. (WCEI/WINX).
- 9/22– Caroline County Economic Development – Debbie Bowden, Director of Economic Development, discussed small business reimbursement loans available for businesses to cover expenditures for COVID19 response. (WCEI & WINX)
- 9/23 – Frederick Douglass Day – Cassandra VanHooser from Talbot County Department of Economic Development & Tourism spoke about the annual event which will be virtual this year. (WCEI).

- 9/30 – Mental Health, Healing & Religion – Christian Science  
Lecturer Phillip Hockley spoke about an upcoming virtual lecture sponsored by a local church. (WCEI/WINX)

**REGULAR COMMUNITY ISSUES ADDRESSED (recurring programs)**

- Animal Welfare -- Weekly “Pet Of The Week” program with Patti Crankshaw-Quimby of the Talbot County Humane Society. Topics Include: Response to COVID-19 & new procedures for animal visitation/adoption, and available pets. (airs Mondays, 8:40am on WCEI) (Contact: Patty Crankshaw-Quimby)
- Health/Medical – Choptank Community Health System representatives discuss various health/medical issues (including response to COVID19) and the impact on the community (live interview airs monthly on both WCEI and WINX) (Contact: Sara Rich, CEO).
- County Programs – Representatives from different government offices in Talbot County (monthly) discuss services available to county residents. This quarter there were more appearances due to COVID19 pandemic: Health Officer Dr. Frieda Wadley, and information on the Economic Assistance Program for businesses & individuals. Contact: Tourism Director Cassandra VanHooser (WCEI & WINX)
- Mental Health – For All Seasons Behavioral Health & Rape Crisis Center (weekly on WINX; monthly on WCEI) Executive Director Bethanne Langrell discussed mental health & domestic violence related issues during quarantine.
- Aquaculture – Chesapeake Bay Maritime Museum representatives give regular updates on exhibits & events at the museum, including the long term “Maryland Dove” project (Joe Connor, Boatyard Manager)