

WKRD
Louisville, KY
Quarterly Issues/Programs List
First Quarter, 2024
04/08/2024

WKRD
Quarterly Issues/Programs List

WKRD 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
- **Culture \ Holiday Celebration:** Ireland and Kentucky similarities \ Children's Dental Health Month and the fight to keep fluoride in
- **Education \ Parenting \ Family \ Technology:** Bill To Lower Substitute Teacher Requirements \ JCPS Bus Driver Good Deed \ AT&T Cell Phone Outage
- **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
- **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
- **Mathematics \ Data Science \ :** Using science and data analytics to predict the NCAA Tournament
- **National \ Political \ Parenting \ Family:** Super Bowl 58 how the actions of the players teach our kids how to behave.
- **Politics \ Governance \ Publi:** Happenings in State Government \ What to expect as we look into 2024
- **Politics \ Leadership \ Government:** Reflections on Senator Mitch McConnell's tenure as Senate Leader
- **Politics \ National \ Defense:** U.S. Defense Secretary Lloyd Austin hospital stay and why it was kept from the pub
- **Politics \ National \ Governi:** How will it play out with Donald Trump being removed from the ballot in Colorado and Maine?
- **Public Education \ Transporta:** JCPS Bus Route issues audit
- **Public Safety \ Education \ P:** School Shootings and Parental Responsibility \ Valentine's Retail Spending and Card Swipe Fee Legislation
- **Public Safety \ Politics \ Crime \ Education:** Holding Parents Responsible for School Shootings
- **Public Safety \ Politics \ Education:** Kentucky Ban on cellphones in classrooms.

- **Public Safety \ Politics \ Pu:** Analyzing the impact of the Safer Kentucky Act on public safety and marginalized groups
- **Public Safety \ Transportatio:** Hero Firefighter who saved driver from truck who went over bridge.
- **Public Safety \ Violence \ Individual Rights \ Mental Health:** Gun Violence; One Year Anniversary of Louisville Bank Shooting.
- **Public policy \ Government \ :** Kentucky lawmakers for a coalition to keep the lights on in rural Kentucky \ Latest veterinary tren
- **Sports \ Public Education \ C:** Kenny Payne fired as Head UL Basketball Coach.
- **Theft \ Public Safety \ Perso:** How can we best protect ourselves from identity theft? \ Are we staring at our screens too much? \
- **Weather \ Economics \ Political \ Human Interest:** A look back at the Winter storm from 30 years ag

**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 \ Publi | Kentucky Focus | Happenings in State Government \ What to expect as we look into 2024 | Mike Duboski \ Scott Fitzgerald | 01/07/2024 07:00 AM | 029:30 |
| Politics \ National \ Governi | Moral Side of the News | How will it play out with Donald Trump being removed from the ballot in Colorado and Maine? | MORAL SIDE PANEL OF CLERGYMEN | 01/07/2024 07:30 AM | 028:46 |
| 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 |
| Politics \ National \ Defense | Moral Side of the News | U.S. Defense Secretary Lloyd Austin hospital stay and why it was kept from the pub | MORAL SIDE PANEL OF CLERGYMEN | 01/14/2024 07:30 AM | 028:46 |
| Public policy \ Government \ | Kentucky Focus | Kentucky lawmakers for a coalition to keep the lights on in rural Kentucky \ Latest veterinary tren | Joe Arnold \ Gene O'Neill \ D | 01/21/2024 07:00 AM | 029:30 |
| Weather \ Economics \ Political \ Human Interest | Moral Side of the News | A look back at the Winter storm from 30 years ag | MORAL SIDE PANEL OF CLERGYMEN | 01/21/2024 07:30 AM | 028:46 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|--|--------------------------------|---|-------------------------------|------------------------|----------|
| 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 |
| Public Safety \ Politics \ Pu | Moral Side of the News | Analyzing the impact of the Safer Kentucky Act on public safety and marginalized groups | MORAL SIDE PANEL OF CLERGYMEN | 01/28/2024 07:31 AM | 028:45 |
| 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 |
| Public Safety \ Politics \ Education | Moral Side of the News 2-4-24 | Kentucky Ban on cellphones in classrooms. | MORAL SIDE PANEL OF CLERGYMEN | 02/04/2024 07:30 AM | 028:46 |
| 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 Safety \ Politics \ Crime \ Education | Moral Side of the News 2-11-24 | Holding Parents Responsible for School Shootings | MORAL SIDE PANEL OF CLERGYMEN | 02/11/2024 07:31 AM | 028:46 |
| 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 |
| National \ Political \ Parenting \ Family | Moral Side of the News 2-18-24 | Super Bowl 58 how the actions of the players teach our kids how to behave. | MORAL SIDE PANEL OF CLERGYMEN | 02/18/2024 07:31 AM | 028:46 |
| 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 |
| Education \ Parenting \ Family \ Technology | Moral Side of the News 2-25-24 | Bill To Lower Substitute Teacher Requirements \ JCPS Bus Driver Good Deed \ AT&T Cell Phone Outage | MORAL SIDE PANEL OF CLERGYMEN | 02/25/2024 07:30 AM | 028:46 |
| 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 |
| Politics \ Leadership \ Government | Moral Side of the News 3-3-24 | Reflections on Senator Mitch McConnell's tenure as Senate Leader | MORAL SIDE PANEL OF CLERGYMEN | 03/03/2024 07:30 AM | 028:46 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|--|--------------------------------|---|-------------------------------|---------------------|----------|
| 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 |
| Public Safety \ Transportatio | Moral Side of the News 3-10-24 | Hero Firefighter who saved driver from truck who went over bridge. | MORAL SIDE PANEL OF CLERGYMEN | 03/10/2024 07:30 AM | 028:53 |
| 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 |
| Sports \ Public Education \ C | Moral Side of the News 3-17-24 | Kenny Payne fired as Head UL Basketball Coach. | MORAL SIDE PANEL OF CLERGYMEN | 03/17/2024 07:30 AM | 028:46 |
| 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 |
| Public Safety \ Violence \ Individual Rights \ Mental Health | Moral Side of the News 3-24-24 | Gun Violence; One Year Anniversary of Louisville Bank Shooting. | MORAL SIDE PANEL OF CLERGYMEN | 03/24/2024 07:30 AM | 028:46 |
| 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 |
| Public Education \ Transporta | Moral Side of the News 3-31-24 | JCPS Bus Route issues audit | MORAL SIDE PANEL OF CLERGYMEN | 03/31/2024 07:31 AM | 028:46 |

**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 (U-S-O) | 000:14 | 1 |
| | :30 (ADOPTION-GOAT) | 000:28 | 1 |
| | :30 (EMERGENCY PREP-HERO KAREN) | 000:29 | 1 |
| | :30 (EMERGENCY PREP-HERO KAREN) | 000:29 | 1 |
| | :30 (FISHER HOUSE) | 000:28 | 1 |
| | :30 (NO KID HUNGRY DOT ORG) | 000:30 | 1 |
| | :30 (USDA) | 000:28 | 1 |

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|------------------------------|---|----------|------|
| | :30 MSABC Radio PSA | 000:29 | 1 |
| | :60 (KENTUCKY STATE PARKS FOUNDATION) | 000:59 | 1 |
| | :60 KHSAA #3) | 000:58 | 1 |
| | PSA/PROJECT YELLOW LIGHT-SUBMIT 2024 V1 MK 30 | 000:28 | 1 |
| ABANDONED MINE SAFETY | MINE SAFETY ADMINISTRATION | 000:59 | 11 |
| ADOPT DESERVING CHILDREN | AD COUNCIL | 001:00 | 15 |
| ADOPT FOSTER CHILDREN | ADOPT US KIDS DOT ORG | 000:59 | 15 |
| AFFORDABLE HOUSING | US DEPT OF HUD | 000:59 | 18 |
| AIR FORCE RESERVE RECRUITING | AIR FORCE RESERVE | 000:29 | 75 |
| AIR FORCE RESERVE RECRUITING | AIR FORCE RESERVE | 000:29 | 78 |
| AIR FORCE RESERVE RECRUITING | AIR FORCE RESERVE | 001:00 | 21 |
| ALCOHOLISM | ALCOHOLICS ANONYMOUS | 000:56 | 10 |
| AUTISM AWARENESS | AUTISM SPEAKS DOT ORG | 000:29 | 74 |
| AUTISM AWARENESS | AUTISM SPEAKS DOT ORG | 000:59 | 17 |
| BLINDNESS | FOUNDATION FIGHTING BLINDNESS | 000:29 | 83 |
| BLINDNESS | FOUNDATION FIGHTING BLINDNESS | 000:29 | 92 |
| BLINDNESS | FOUNDATION FIGHTING BLINDNESS | 000:58 | 15 |
| BLINDNESS | FOUNDATION FIGHTING BLINDNESS | 000:59 | 18 |
| BOATING SAFETY | US COAST GUARD | 000:59 | 17 |
| BREAST CANCER | AMERICAN CANCER SOCIETY | 000:15 | 65 |
| BREAST CANCER | BREAST CANCER AWARENESS | 000:30 | 80 |
| CANCER | STAND UP TO CANCER | 000:15 | 65 |
| CANCER | STAND UP TO CANCER | 000:30 | 70 |
| CANCER | STAND UP TO CANCER | 001:00 | 16 |
| CANCER AWARENESS | THE V FOUNDATION | 000:28 | 6 |
| CANCER AWARENESS | THE V FOUNDATION | 000:30 | 4 |
| CARBON MONOXIDE SAFETY | CENTERS FOR DISEASE CONTROL | 000:15 | 122 |
| CHARITABLE DONATIONS | GOODWILL INDUSTRIES | 000:59 | 13 |
| CHILD ADOPTION | ADOPT US KIDS DOT ORG | 000:14 | 61 |
| CHILD ADOPTION | ADOPT US KIDS DOT ORG | 000:29 | 75 |
| CHILD ADOPTION | ADOPT US KIDS DOT ORG | 000:29 | 77 |
| CHILD ADOPTION | ADOPT US KIDS DOT ORG | 000:59 | 9 |
| CHILD HEALTH | UNITED WAY | 000:29 | 78 |
| CHILD HUNGER | BLESSINGS IN A BACK PACK | 000:14 | 64 |

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|-----------------------------|-------------------------------|----------|------|
| CHILD HUNGER | BLESSINGS IN A BACKPACK | 000:14 | 131 |
| CHILD HUNGER | FEEDING AMERICA | 000:58 | 27 |
| CHILD HUNGER | FEEDING AMERICA | 000:59 | 18 |
| CHILD HUNGER | FEEDING AMERICA | 000:59 | 21 |
| CHILD HUNGER | NO KID HUNGRY DOT ORG | 000:31 | 71 |
| CHILD MENTORING | BIG BROTHERS / BIG SISTERS | 000:30 | 74 |
| CHILD MENTORING | BIG BROTHERS / BIG SISTERS | 000:30 | 67 |
| CHILD SAFETY SEATS | HIGHWAY SAFETY ADMINISTRATION | 000:59 | 10 |
| COMMUNITY INVOLVEMENT | 1 MILLION STRONG | 000:29 | 4 |
| COMMUNITY INVOLVEMENT | 1 MILLION STRONG | 000:30 | 9 |
| COMMUNITY INVOLVEMENT | AMERICAN HEART ASSOCIATION | 000:29 | 17 |
| COMMUNITY INVOLVEMENT | OPERATION HOPE | 000:30 | 6 |
| COMMUNITY INVOLVEMENT | PROJECT YELLOW LIGHT | 000:30 | 7 |
| COMMUNITY INVOLVEMENT | UNCF | 000:30 | 8 |
| COMMUNITY VOLUNTEERING | CORP FOR NTL COMMUNITY SRVCS | 000:15 | 132 |
| COMMUNITY VOLUNTEERING | UNITED WAY | 000:59 | 11 |
| COMMUNITY VOLUNTEERING | UNITED WAY | 000:59 | 45 |
| DENTAL HEALTH | PARTNERSHP FOR HEALTHY MOUTHS | 000:59 | 15 |
| DISASTER PREPAREDNESS | FEDERAL EMERGENCY MGMT AGENCY | 000:14 | 67 |
| DISASTER PREPAREDNESS | FEDERAL EMERGENCY MGMT AGENCY | 000:29 | 72 |
| DISASTER PREPAREDNESS | FEDERAL EMERGENCY MGMT AGENCY | 000:30 | 74 |
| DISASTER PREPAREDNESS | FEDERAL EMERGENCY MGMT AGENCY | 000:59 | 14 |
| DRUNK DRIVING | NHTSA-NATIONAL HIGHWAY TRAFFI | 000:14 | 60 |
| DRUNK DRIVING | NHTSA-NATIONAL HIGHWAY TRAFFI | 000:29 | 75 |
| DRUNK DRIVING | NHTSA-NATIONAL HIGHWAY TRAFFI | 000:59 | 10 |
| EDUCATION | DONORS CHOOSE DOT ORG | 000:29 | 84 |
| FINANCIAL COACHING | OPERATION HOPE | 000:29 | 12 |
| FINANCIAL LITERACY | AMERICAN INSTITUTE OF CPA'S | 000:59 | 17 |
| FIRE PREVENTION | US FOREST SERVICE | 000:29 | 87 |
| FOOD SAFETY | US DEPT OF AGRICULTURE | 000:29 | 71 |
| GUN SAFETY | NTL CRIME PREVENTION COUNCIL | 000:59 | 20 |
| HIGH BLOOD PRESSURE CONTROL | AMERICAN STROKE ASSOCIATION | 000:59 | 20 |
| HIGH SCHOOL ATHLETICS | KY HIGH SCHOOL ATHLETIC ASSOC | 000:59 | 17 |
| HIGH SCHOOL ATHLETICS | KY HIGH SCHOOL ATHLETIC ASSOC | 000:59 | 13 |

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|-------------------------------|-------------------------------|----------|------|
| HIGH SCHOOL ATHLETICS | KY HIGH SCHOOL ATHLETIC ASSOC | 000:59 | 18 |
| HIGH SCHOOL ATHLETICS | KY HIGH SCHOOL ATHLETIC ASSOC | 001:00 | 16 |
| HIGH SCHOOL ATHLETICS | KY HIGH SCHOOL ATHLETIC ASSOC | 001:00 | 14 |
| IRS EMAIL FRAUD | INTERNAL REVENUE SERVICE | 000:59 | 15 |
| KENTUCKY STATE PARKS | KY STATE PARKS FOUNDATION | 000:30 | 75 |
| KENTUCKY STATE PARKS | KY STATE PARKS FOUNDATION | 001:00 | 16 |
| LEAD PAINT SAFETY | ENVIRONMENTAL PROTECTION AGY | 001:00 | 17 |
| LEAD PAINT SAFETY | EPA -ENVIRONMENTAL PROTECTION | 000:15 | 64 |
| LEAD PAINT SAFETY | EPA -ENVIRONMENTAL PROTECTION | 000:29 | 74 |
| LEARNING DISABILITIES | UNDERSTOOD DOT ORG | 000:59 | 15 |
| MILITARY AND VETERANS | FISHER HOUSE FOUNDATION | 000:06 | 6 |
| MILITARY AND VETERANS | FISHER HOUSE FOUNDATION | 000:15 | 130 |
| MILITARY AND VETERANS | FISHER HOUSE FOUNDATION | 000:29 | 77 |
| MILITARY AND VETERANS | USO | 000:30 | 86 |
| MINORITY EDUCATION OPPORTUNTY | UNITED NEGRO COLLEGE FUND | 000:29 | 76 |
| NATIONAL GUARD AND RESERVE | NATIONAL GUARD | 000:30 | 80 |
| PET ADOPTION | SHELTER PET PROJECT | 000:59 | 19 |
| PET SAFETY | PETA | 000:30 | 75 |
| PROJECT YELLOW LIGHT | PROJECT YELLOW LIGHT | 000:29 | 9 |
| PROMOTING HIGH SCHOOL SPORTS | KY HIGH SCHOOL ATHLETIC ASSOC | 000:59 | 21 |
| RECYCLE AND REUSE | KEEP AMERICA BEAUTIFUL | 000:29 | 77 |
| SUPPORT FOR TROOPS | USO | 000:14 | 126 |
| SUPPORT FOR TROOPS | USO | 000:15 | 61 |
| TEEN DRUG AWARENESS | KY OFFICE ON DRUG POLICY | 000:29 | 75 |
| UNDERAGE DRINKING | FEDERAL TRADE COMMISSION | 000:14 | 127 |
| VISIT THE FOREST | US FOREST SERVICE | 000:58 | 15 |
| VISIT THE FOREST | US FOREST SERVICE | 000:59 | 12 |
| VISIT THE FOREST | US FOREST SERVICE | 000:59 | 12 |