

WKRD  
Louisville, KY  
Quarterly Issues/Programs List  
Fourth Quarter, 2023  
12/31/2023

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:

**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
Health \ Blood Donation \ Nat	Kentucky Focus	Critical blood shortage in Kentucky and US \ Is now the time to refinance and what should you know	Dr. Baia Lasky \ Erika Giovan	10/01/2023 07:00 AM	029:30
Political Candidates \ Electi	Moral Side of the News	Donald Trump as the leading candidate amid various legal issues \ Is Amazon.com a monopoly?	MORAL SIDE PANEL OF CLERGYMEN	10/01/2023 07:30 AM	028:46
Personal Finance \ Ethics \ P	Kentucky Focus	Why it's OK to want to be rich / What local CEO's should be doing to prevent cyber attacks	Jason Brennan / Valerie Abend	10/08/2023 07:00 AM	029:30
Political Affairs \ National	Moral Side of the News	What does the ousting of the House speaker Kevin McCarthy say about our current state of government	MORAL SIDE PANEL OF CLERGYMEN	10/08/2023 07:30 AM	028:46
Tourism \ Local Economy \ Recreation \ State Policy \ Retail Sales \ Consumerism \ Holidays	Kentucky Focus	Outdoor happenings and economic impact of recreation in the fall season \ Halloween retail sales are rising in Kentucky	Seth Wheat \ Katharine Cullen	10/15/2023 07:00 AM	029:30
Political Affairs \ National Government \ Communication \ Finance \	Moral Side of the News	Israel - Hamas War. Billionaire gives away his money before he dies	MORAL SIDE PANEL OF CLERGYMEN	10/15/2023 07:31 AM	028:46

Education \ Cultural					
Health \ Oral Health \ Dietary Concerns \ Inflation \ Consumerism \ Economy \ Shopping	Kentucky Focus	How bad is Halloween candy for kids and adults? \ How are Kentuckians paying for holiday shopping during inflationary times?	Dr. Pat Carroll \ Nick Wolney	10/22/2023 07:00 AM	029:30
National \ Politics \ Education \ Cultural	Moral Side of the News	Isarel - Hamas War. Wealthy donors withdrawing support from Harvard and Penn	MORAL SIDE PANEL OF CLERGYMEN	10/22/2023 07:30 AM	028:46
Military affairs \ History \	Kentucky Focus	40th Anniversary of Beirut Bombing \ Helpful hints to avoid deer on roadways \ College opportunitie	Col. Scott Hoffman \ Chris Je	10/29/2023 07:00 AM	029:30
Political Affairs \ National	Moral Side of the News	Reaction to the Maine Mass Shooting \ Will the new speaker of the House bring change	MORAL SIDE PANEL OF CLERGYMEN	10/29/2023 07:30 AM	028:46
Cooking \ Health \ Nutrition\ Safety \ Holidays \ Home Mortgage \ Finance \ Consumer Sales	Kentucky Focus	What should you be doing now to prepare for Thanksgiving? \ Home trends in Kentucky: why is now a good time to buy	Gwen Carlisle \ Elizabeth Mon	11/05/2023 07:00 AM	029:30
Political Affairs \ National \ Public Health and Safety	Moral Side of the News	Kentucky Governors Race 2023. FBI warns of terrorist threat due to Israel - Hamas conflict	MORAL SIDE PANEL OF CLERGYMEN	11/05/2023 07:30 AM	028:51
Mental Health \ Family Situat	Kentucky Focus	Homesickness during the holidays and advice to help \ Changing state of high school athletics in Ke	Dr. Charles Pemberton \ Phili	11/12/2023 07:00 AM	029:30
Political \ Severe Weather \ Technology	Moral Side of the News	Reaction to 2023 elections. 2023 was hottest year in Earth's history. Christmas music and decorations too soon?	MORAL SIDE PANEL OF CLERGYMEN	11/12/2023 07:31 AM	028:46

Healthcare \ Preventive care	Kentucky Focus	Discussing Kentucky's ranking as 2nd nationally in lung cancer screening \ Kentucky's financial hea	Shannon Baker \ Caleb Silver	11/19/2023 07:00 AM	029:30
National \ Political \ Public Health and Safety \ Parenting and Family	Moral Side of the News	How long should someone live on life support and who should decide? Metro Louisville passes ordinance on gentrification	MORAL SIDE PANEL OF CLERGYMEN	11/19/2023 07:30 AM	028:46
Spirits \ Tourism \ Bourbon Industry \ Traveling \ Family Health \ Child Care \ Dental Health	Kentucky Focus	New Distillery is open that allows you to craft your own bourbon \ Helpful tips on traveling with little ones this holiday season \ Are dental implants a better choice than old dentures?	Harry Richard IV \ Dr. Whitne	11/26/2023 07:00 AM	029:30
Charitable Giving \ Community	Moral Side of the News	A look at the people and volunteers that make the Crusade for Children so su	John Blim \ Crusade Volunteer	11/26/2023 07:30 AM	028:46
Christmas Retail \ Consumeris	Kentucky Focus	Hottest Toys and Best Deals for Christmas \ 150 Days Until the 150th Kentucky Derby \ The Governors	Chris Byrne \ Katie Fusseneegg	12/03/2023 07:00 AM	029:30
Foreign Affairs \ Armed Conflict \ Negotiation \ Political Affairs \ Government \ Public Health and Safety \ Crime \	Moral Side of the News	Israeli Hostage Debate. Metro government Gun Violence Dashboard. Remembering Rosalynn Carter	MORAL SIDE PANEL OF CLERGYMEN	12/03/2023 07:30 AM	028:46
Automotive \ Personal Finance \ Maintenance \ Healthcare \ Disease \ Personal Care \ High School Football	Kentucky Focus	How to make your vehicle last longer \ Staying healthy and safe during holiday gatherings \ Recap of the state high school	Bob Welch \ Dr. Lisa Richards	12/10/2023 07:00 AM	029:30

		football championship			
National \ Political \ Public Health and Safety \ Parenting and Family	Moral Side of the News	Should Spy Programs be renewed by end of the year? Remembering Sandra Day O'Connor. Some Ohio cities want to rescind marijuana law	MORAL SIDE PANEL OF CLERGYMEN	12/10/2023 07:30 AM	028:46
Animal Health \ Equine Health \ Veterinary \ Commerce \ Consumer Issues \ Consumer Finance \ Shopping \ Crime	Kentucky Focus	Animal health in Kentucky and the recent rash of equine issues \ Holiday scammers and how they affect those in Kentucky \ Finances around the holidays	Dr. Steven Velasco \ Nathan N	12/17/2023 07:00 AM	029:30
National \ Political \ Public Health and Safety \ Parenting and Family	Moral Side of the News	Start of Governor Andy Beshear 2nd term, President Biden says Israel is losing support, reflections on 2023 and hopes for 2024	MORAL SIDE PANEL OF CLERGYMEN	12/17/2023 07:31 AM	028:46
Health \ Mental Health \ Emotional Stability \ Counseling \ Grief \ Personal Issues	Kentucky Focus	Dealing with grief, divorce and loneliness during the holidays	Dr. Charles Pemberton	12/24/2023 07:00 AM	029:30
Disabled Affairs \ Handicapped	Moral Side of the News	A look at the many people and organizations the Crusade for Children helps throughout the year	Crusade Volunteers and Announ	12/24/2023 07:30 AM	028:46
Horse Racing \ Politics \ Education \ Public Policy \ Corruption \ Transgender Policy \ Gambling \ Labor Relations \ State Government	Kentucky Focus	A look back at the events of 2023 in Kentucky	Scott Fitzgerald \ Paul Miles	12/31/2023 07:00 AM	029:30
Disabled Affairs \ Handicapped	Moral Side of the News	A look at the many people and organizations the Crusade for	Crusade Volunteers and Announ	12/31/2023 07:30 AM	028:46

		Children helps throughout			
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**Section II**

**NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
<b>(Insert network and/or syndicator-provided programs lists here.)</b>				

**Section III**

**PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	:15 (FEDERAL TRADE COMMISSION)	000:14	1
	:15 MSABC Radio PSA	000:14	1
	:30 (AUTISM SPEAKS DOT ORG) (TOMMY HILFIGER)	000:30	1
	:30 (EMERGENCY PREP-DISASTER DOORSTEP)	000:29	1
ABANDONED MINE SAFETY	MINE SAFETY ADMINISTRATION	000:59	10
ADOPT DESERVING CHILDREN	AD COUNCIL	001:00	12
ADOPT FOSTER CHILDREN	ADOPT US KIDS DOT ORG	000:59	13
AFFORDABLE HOUSING	US DEPT OF HUD	000:59	14
AIR FORCE RESERVE RECRUITING	AIR FORCE RESERVE	000:29	54
AIR FORCE RESERVE RECRUITING	AIR FORCE RESERVE	000:29	57
AIR FORCE RESERVE RECRUITING	AIR FORCE RESERVE	001:00	20
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:27	104
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:28	52
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:28	43
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:29	45
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:29	36
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:56	15
AUTISM AWARENESS	AUTISM SPEAKS DOT ORG	000:29	48
AUTISM AWARENESS	AUTISM SPEAKS DOT ORG	000:59	16
BLINDNESS	FOUNDATION FIGHTING BLINDNESS	000:29	50
BLINDNESS	FOUNDATION FIGHTING BLINDNESS	000:29	53
BLINDNESS	FOUNDATION FIGHTING BLINDNESS	000:58	11
BLINDNESS	FOUNDATION FIGHTING BLINDNESS	000:59	11
BOATING SAFETY	US COAST GUARD	000:59	7
BREAST CANCER	AMERICAN CANCER SOCIETY	000:15	65

BREAST CANCER	BREAST CANCER AWARENESS	000:30	46
BREAST CANCER RESEARCH FOUNDA	BREAST CANCER RESEARCH FOUNDA	000:30	13
CANCER	STAND UP TO CANCER	000:15	51
CANCER	STAND UP TO CANCER	000:30	44
CANCER	STAND UP TO CANCER	001:00	10
CARBON MONOXIDE SAFETY	CENTERS FOR DISEASE CONTROL	000:15	143
CHARITABLE DONATIONS	GOODWILL INDUSTRIES	000:59	18
CHILD ADOPTION	ADOPT US KIDS DOT ORG	000:14	68
CHILD ADOPTION	ADOPT US KIDS DOT ORG	000:29	48
CHILD ADOPTION	ADOPT US KIDS DOT ORG	000:29	50
CHILD ADOPTION	ADOPT US KIDS DOT ORG	000:59	13
CHILD HEALTH	UNITED WAY	000:29	61
CHILD HUNGER	BLESSINGS IN A BACK PACK	000:14	73
CHILD HUNGER	BLESSINGS IN A BACKPACK	000:14	149
CHILD HUNGER	FEEDING AMERICA	000:58	15
CHILD HUNGER	FEEDING AMERICA	000:59	15
CHILD HUNGER	FEEDING AMERICA	000:59	9
CHILD HUNGER	NO KID HUNGRY DOT ORG	000:31	59
CHILD MENTORING	BIG BROTHERS / BIG SISTERS	000:30	49
CHILD MENTORING	BIG BROTHERS / BIG SISTERS	000:30	58
CHILD SAFETY SEATS	HIGHWAY SAFETY ADMINISTRATION	000:59	10
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	1
COMMUNITY INVOLVEMENT	SHINE A LIGHT	000:30	14
COMMUNITY VOLUNTEERING	CORP FOR NTL COMMUNITY SRVCS	000:15	137
COMMUNITY VOLUNTEERING	UNITED WAY	000:59	14
COMMUNITY VOLUNTEERING	UNITED WAY	000:59	40
DENTAL HEALTH	PARTNERSHP FOR HEALTHY MOUTHS	000:59	16
DISASTER PREPAREDNESS	FEDERAL EMERGENCY MGMT AGENCY	000:14	74
DISASTER PREPAREDNESS	FEDERAL EMERGENCY MGMT AGENCY	000:29	46
DISASTER PREPAREDNESS	FEDERAL EMERGENCY MGMT AGENCY	000:30	56
DISASTER PREPAREDNESS	FEDERAL EMERGENCY MGMT AGENCY	000:59	13
DRUNK DRIVING	NHTSA-NATIONAL HIGHWAY TRAFFI	000:14	69
DRUNK DRIVING	NHTSA-NATIONAL HIGHWAY TRAFFI	000:29	49
DRUNK DRIVING	NHTSA-NATIONAL HIGHWAY TRAFFI	000:59	7
EDUCATION	DONORS CHOOSE DOT ORG	000:29	45
FINANCIAL COACHING	OPERATION HOPE	000:29	3
FINANCIAL LITERACY	AMERICAN INSTITUTE OF CPA'S	000:59	11
FIRE PREVENTION	US FOREST SERVICE	000:29	71
FOOD SAFETY	US DEPT OF AGRICULTURE	000:29	50
GUN SAFETY	NTL CRIME PREVENTION COUNCIL	000:59	12

HIGH BLOOD PRESSURE CONTROL	AMERICAN STROKE ASSOCIATION	000:59	13
HIGH SCHOOL ATHLETICS	KY HIGH SCHOOL ATHLETIC ASSOC	000:59	9
HIGH SCHOOL ATHLETICS	KY HIGH SCHOOL ATHLETIC ASSOC	000:59	13
HIGH SCHOOL ATHLETICS	KY HIGH SCHOOL ATHLETIC ASSOC	000:59	13
HIGH SCHOOL ATHLETICS	KY HIGH SCHOOL ATHLETIC ASSOC	001:00	12
HIGH SCHOOL ATHLETICS	KY HIGH SCHOOL ATHLETIC ASSOC	001:00	10
HOMEBASE	HOMEBASE	000:30	15
IRS EMAIL FRAUD	INTERNAL REVENUE SERVICE	000:59	9
KENTUCKY STATE PARKS	KY STATE PARKS FOUNDATION	000:30	56
KENTUCKY STATE PARKS	KY STATE PARKS FOUNDATION	001:00	17
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:29	5
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:30	9
LEAD PAINT SAFETY	ENVIRONMENTAL PROTECTION AGY	001:00	8
LEAD PAINT SAFETY	EPA -ENVIRONMENTAL PROTECTION	000:15	67
LEAD PAINT SAFETY	EPA -ENVIRONMENTAL PROTECTION	000:29	59
LEARNING DISABILITIES	UNDERSTOOD DOT ORG	000:59	8
MENTORSHIP & VOLUNTEERING	BIG BROTHERS BIG SISTERS	000:30	6
MILITARY AND VETERANS	FISHER HOUSE FOUNDATION	000:06	10
MILITARY AND VETERANS	FISHER HOUSE FOUNDATION	000:15	138
MILITARY AND VETERANS	FISHER HOUSE FOUNDATION	000:29	50
MILITARY AND VETERANS	USO	000:30	58
MINORITY EDUCATION OPPORTUNTY	UNITED NEGRO COLLEGE FUND	000:29	51
NATIONAL GUARD AND RESERVE	NATIONAL GUARD	000:30	62
PET ADOPTION	SHELTER PET PROJECT	000:59	12
PET SAFETY	PETA	000:30	57
PROMOTING HIGH SCHOOL SPORTS	KY HIGH SCHOOL ATHLETIC ASSOC	000:59	12
RECYCLE AND REUSE	KEEP AMERICA BEAUTIFUL	000:29	60
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	11
SUPPORT FOR TROOPS	USO	000:14	140
SUPPORT FOR TROOPS	USO	000:15	71
TEEN DRUG AWARENESS	KY OFFICE ON DRUG POLICY	000:29	49
UNDERAGE DRINKING	FEDERAL TRADE COMMISSION	000:14	139
VISIT THE FOREST	US FOREST SERVICE	000:58	15
VISIT THE FOREST	US FOREST SERVICE	000:59	11
VISIT THE FOREST	US FOREST SERVICE	000:59	11