

WKRD  
Louisville, KY  
Quarterly Issues/Programs List  
Third Quarter, 2021  
10/04/2021  
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
CRIME / HEALTH	Kentucky Focus	THE STORY OF A COUPLE'S BIZARRE KIDNAPPING IN THEIR SLEEP (13:50) / KENTUCKY'S GOVERNOR ANNOUNCES THE STATE'S FIRST VACCINE SWEEPSTAKES WINNERS (12:35)	DENISE HUSKINS / AARON QUINN / GOV. ANDY BESHEAR	07/04/2021 07:01 AM	029:31
HEALTH / CURRENT EVENTS	MORAL SIDE OF THE NEWS	MASK WEARING LEFT UP TO LOCAL OFFICIALS AS THE DELTA VARIANT OF COVID-19 LEADS TO AN INCREASE OF CASES (12:35) / CONSTRUCTION WORKERS IN COLUMBUS, INDIANA DISCOVER ANCIENT BONES DURING AN EXCAVATION PROJECT (14:40)	MORAL SIDE PANEL OF CLERGYMEN	07/04/2021 07:30 AM	028:47
POP CULTURE / HEALTH	Kentucky Focus	THE STORY OF A MAN BORN IN THE U.K.'S LOVE AFFAIR WITH AMERICA ( 7:15) / GOV. ANDY BESHEAR PROVIDES A COVID-19 UPDATE FOR KENTUCKY ALONG WITH SOME JOB NEWS (19:05)	ROGER BENNETT / GOV. ANDY BESHEAR	07/11/2021 07:01 AM	029:31
HEALTH	MORAL SIDE OF THE NEWS	AN INCREASE OF COVID-19 CASES AS THE OLYMPICS GET READY TO START AND WITH THE DELTA VARIANT BECOMING MORE COMMON (15:10) / KENTUCKY'S FIRST BABY BOX HAS BEEN INSTALLED ALLOWING PARENTS TO SAFELY SURRENDER AN INFANT	MORAL SIDE PANEL OF CLERGYMEN	07/11/2021 07:30 AM	028:47

		(12:40)			
HISTORY / HEALTH / POLITICS	Kentucky Focus	BEHIND THE SCENES OF AN OLD KENTUCKY POWER PLANT (4:50) / A STRATEGY TO MAKE SURE YOUR HEALTH CARE BILLS ARE CORRECT AND YOU DON'T OVERPAY (8:05) / BIG CITY GOVERNORING AND THE CHALLENGES MAYORS FACE (11:10)	JOHN WILLIAMS / MARSHALL ALLEN / DENNIS KUCINICH	07/18/2021 07:01 AM	029:31
HEALTH	MORAL SIDE OF THE NEWS	AN INCREASE OF COVID-19 CASES AS THE OLYMPICS GET READY TO START AND WITH THE DELTA VARIANT BECOMING MORE COMMON (15:10) / KENTUCKY'S FIRST BABY BOX HAS BEEN INSTALLED ALLOWING PARENTS TO SAFELY SURRENDER AN INFANT (12:40)	MORAL SIDE PANEL OF CLERGYMEN	07/18/2021 07:30 AM	028:47
HEALTH / CURRENT EVENTS	Kentucky Focus	KENTUCKY'S GOVERNOR PROVIDES AN ECONOMIC DEVELOPMENT UPDATE AS NEW PROJECTS ARE ANNOUNCED AND ALSO THE LATEST ON COVID-19 FOR THE STATE (27:15)	GOV. ANDY BESHEAR	07/25/2021 07:01 AM	029:30
HEALTH	MORAL SIDE OF THE NEWS	COVID-19 CONTINUES TO BE FRONT AND CENTER IN THE NEWS AS THE DELTA VARIANT BECOMES THE NEW DOMINANT STRAIN (16:05) / A LACK OF CIVILITY AND KIND SPEECH, COULD THE PANDEMIC BE THE ROOT CAUSE (11:35)	MORAL SIDE PANEL OF CLERGYMEN	07/25/2021 07:30 AM	028:47
HEALTH / POLITICS	MORAL SIDE OF THE NEWS	MASK GUIDELINES HAVE BEEN UPDATED TO INCLUDE VACCINATED INDIVIDUALS IN INDOOR SETTINGS (14:20) / TESTIMONY ON THE JANUARY 6TH EVENTS AT THE U.S. CAPITOL (13:10)	MORAL SIDE PANEL OF CLERGYMEN	08/01/2021 07:30 AM	028:47
HISTORY / TOURISM / POLITICS	Kentucky Focus	THE FASCINATING BACKSTORY OF THE APPALACHIAN TRAIL'S DEVELOPMENT (14:50) / A	PHILIP D'ANIERI / CAROL LEONNIG	08/08/2021 07:01 AM	029:29

		CLOSE ACCOUNT OF THE FIRST THREE YEARS OF DONALD TRUMP'S PRESIDENCY (11:45)			
CURRENT EVENTS / HEALTH	MORAL SIDE OF THE NEWS	SHOULD RENT MORATORIUMS BE INSTATED AS THE COVID-19 PANDEMIC CONTINUES (12:05) / LARGE COMPANIES ARE REQUIRING COVID-19 VACCINES AS CASES CONTINUE TO CLIMB (14:50)	MORAL SIDE PANEL OF CLERGYMEN	08/08/2021 07:30 AM	028:47
HEALTH / CURRENT EVENTS	Kentucky Focus	KENTUCKY'S GOVERNOR AND HEALTH OFFICIALS PROVIDE A SERIOUS COVID-19 BRIEFING AS CASES RISE DRAMATICALLY WITH THE DELTA VARIANT NOW THE DOMINANT STRAIN (28:00)	GOV. ANDY BESHEAR / DR. STEVEN STACK	08/15/2021 07:01 AM	029:32
EDUCATION / HEALTH / POLITICS	MORAL SIDE OF THE NEWS	SCHOOL IS BACK IN SESSION, MASKS ARE REQUIRED FOR ALL IN KENTUCKY DUE TO A MANDATE FROM GOV. BESHEAR THOUGH THE DEBATE CONTINUES (11:20) / YOUTUBE SUSPENDS SEN. RAND PAUL'S ACCOUNT AFTER POSTING A VIDEO QUESTIONING CLOTH MASK EFFECTIVENESS (16:30)	MORAL SIDE PANEL OF CLERGYMEN	08/15/2021 07:30 AM	028:47
HEALTH	Kentucky Focus	COVID CASES CONTINUE TO RISE IN KENTUCKY, THE GOVERNOR PROVIDES AN UPDATE ON VACCINATIONS AND MORE (28:05)	GOV. ANDY BESHEAR	08/22/2021 07:01 AM	029:35
CURRENT EVENTS	MORAL SIDE OF THE NEWS	THE U.S. WITHDRAWAL AND TALIBAN TAKE OVER IN AFGHANISTAN (17:30) / KENTUCKY CENSUS RESULTS SHOW POPULATION GROWTH IN URBAN AREAS, DECLINE IN RURAL AREAS (10:25)	MORAL SIDE PANEL OF CLERGYMEN	08/22/2021 07:30 AM	028:47
HEALTH	Kentucky Focus	A SERIOUS INCREASE IN COVID CASES ACROSS	GOV. ANDY BESHEAR	08/29/2021 07:01 AM	029:30

		KENTUCKY, GOV. BESHEAR PROVIDES AN UPDATE ON HOW IT IS IMPACTING HEALTH CARE CAPACITY ACROSS THE STATE (28:15)			
CRIME / HOMELESSNESS	MORAL SIDE OF THE NEWS	LOUISVILLE'S VIOLENT CRIME WAVE CONTINUES, A NEW ORDINANCE WOULD CLOSE BARS TWO HOURS EARLIER IN HOPES OF HELPING (11:55) / MAYOR FISCHER PROPOSES A TEMPORARY HOMELESS CAMP IN OLD LOUISVILLE (15:40)	MORAL SIDE PANEL OF CLERGYMEN	08/29/2021 07:30 AM	028:47
HEALTH / CLIMATE / PUBLIC SAFETY	Kentucky Focus	FIRST PERSON ACCOUNTS OF ALZHEIMER'S DISEASE RECOVERIES (8:30) / AS OUR CLIMATE CONTINUES TO CHANGE, A LOOK AT PLACES WE ARE LOSING AS A RESULT ACROSS THE PLANET (10:40) / STAYING SAFE ON THE ROADS AS TRAVEL INCREASES THIS LABOR DAY WEEKEND (6:20)	DR. DALE BREDESEN / MARINA PSAROS / THOMAS MUSIC	09/05/2021 07:01 AM	029:31
CHARITABLE GIVING	MORAL SIDE OF THE NEWS	REAL STORIES OF HOW DONATIONS TO THE CRUSADE FOR CHILDREN BENEFIT SPECIAL NEEDS KIDS ACROSS KENTUCKY AND INDIANA (28:40)	MORAL SIDE PANEL OF CLERGYMEN	09/05/2021 07:30 AM	028:47
POLITICS / HEALTH / HISTORY	MORAL SIDE OF THE NEWS	A SPECIAL SESSION HAS BEEN CALLED IN KENTUCKY TO HANDLE COVID-19 ISSUES AFTER A LAW IS HELD UP LIMITING THE GOVERNOR'S POWERS (15:30) / 20 YEARS SINCE THE 9/11 ATTACKS, A LOOK BACK AND WHAT WE HAVE LEARNED SINCE (11:20)	MORAL SIDE PANEL OF CLERGYMEN	09/12/2021 07:30 AM	028:47
HEALTH / HOMELESSNESS	MORAL SIDE OF THE NEWS	KENTUCKY HAS SIX COUNTIES AMONG THE TOP 10 NATIONWIDE WITH THE MOST CASES PER CAPITA NATIONWIDE (17:15) / HOMELESS CAMPS ARE CLEARED IN LOUISVILLE, OFFICIALS	MORAL SIDE PANEL OF CLERGYMEN	09/19/2021 07:30 AM	028:47

		SAY IT IS DUE TO SAFETY CONCERNS (11:40)			
HEALTH / CURRENT EVENTS	Kentucky Focus	KENTUCKY'S GOVERNOR DETAILS ECONOMIC DEVELOPMENT PROJECTS BRINGING JOBS TO THE STATE AND ALSO PROVIDES A COVID-19 UPDATE AS NEW CASE NUMBERS APPEAR TO PLATEAU (28:15)	GOV. ANDY BESHEAR	09/26/2021 07:01 AM	029:45
CURRENT EVENTS / HEALTH	MORAL SIDE OF THE NEWS	LOUISVILLE'S POLICE RANK AND FILE REJECT A PROPOSED CONTRACT, NEGOTIATIONS CONTINUE (15:30) / AUGUST WAS THE WORST MONTH FOR COVID-19 CASES IN KENTUCKY THROUGHOUT THE PANDEMIC (12:30)	MORAL SIDE PANEL OF CLERGYMEN	09/26/2021 07:30 AM	028:47

### 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	GUEST	DATE/TIME	DURATION
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<b>Dr. Vivek Murthy served as the 19th and now 21st Surgeon General of the United States</b> under Presidents Obama and Biden. The surgeon general discussed the rapid increase in COVID-19 and called it an “all-in moment” for the nation as the coronavirus pandemic becomes a more regional phenomenon. Murthy discussed the Delta variant and the CDC’s recommended mask mandate. He talked about the necessity for Americans to get vaccinated asap and the potential for a booster shot. <b>Robert Lewis, National Communications Director for the Disabled Veterans of America.</b> The Disabled American Veterans is an organization created in 1920 by World War I veterans for disabled military veterans of the United States Armed Forces that helps them and their families through various means. Lewis discussed how the DAV helps veterans get the benefits they've earned and talked about their mission in the face of COVID-19.	Dr. V. Murthy, R. Lewis	08/01/2021 07:01 AM	029:46

Patriotism, Mental Health, Re	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p><b>Elvis Duran Host of the Nationally Syndicated Elvis Duran Show</b> – Elvis relived his experience of being on-air as the September 11th attacks unfolded. He talked about how the last 20 years have impacted both history and New York.</p> <p><b>Torie Clarke - Former Assistant Secretary of Defense for Public Affairs under Donald Rumsfeld</b> – A firsthand account of the September 11th attack on the Pentagon.</p> <p><b>Q104.3’s Shelli Sonstein - New York Morning Show Host &amp; Host of the 9/11 Stories Podcast</b> – Sonstein combined stories of Port Authority Police Officer Will Jimeno and NYPD Detective Scott Strauss, one of the heroes who risked his life to save him.</p> <p><b>Donna Gibson President of the Friends of Flight 93 National Memorial</b> – Remembering United Airlines Flight 93 and discussing the Shanksville, PA memorial.</p>	E. Duran, T. Clarke, S. Sonst	09/12/2021 07:02 AM	028:49
Personal Health, Mental Healt	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p><b>Lisa Skinner, behavioral expert in the field of Alzheimer’s and author of, “Truth, Lies and Alzheimer’s: Its Secret Faces”</b> talked about September 21st marking World Alzheimer’s Day... A day to listen, learn and educate others about this devastating disease and how it impacts those battling it, loved ones or caretakers, and those to be diagnosed in the future. Skinner gave insight on some tools family members, spouses, children, and caregivers can use to effectively manage the symptoms of brain disease.</p> <p><b>Grace Greene, a Gen Z research associate at Hopelab.</b> Greene discussed how Hopelab creates behavior-change technology to help teens and young adults live happier, healthier lives. Hopelab is focused on youth/young adult mental health and well-being. With back-to-school underway, Greene talked about why Hopelab is taking on teen vaping and the “Quit the Hit” Instagram Program.</p>	L. Skinner, G. Greene	09/19/2021 07:00 AM	029:46

**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
9/11 DAY OF SERVICE	9/11 NATIONAL DAY OF SERVICE	000:29	4
ABANDONED MINE SAFETY	MINE SAFETY ADMINISTRATION	000:59	57
ADOPT FOSTER CHILDREN	ADOPT US KIDS DOT ORG	000:59	40
AFFORDABLE HOUSING	US DEPT OF HUD	000:59	36
AIR FORCE RESERVE RECRUITING	AIR FORCE RESERVE	000:29	80
AIR FORCE RESERVE RECRUITING	AIR FORCE RESERVE	000:29	84
AIR FORCE RESERVE RECRUITING	AIR FORCE RESERVE	001:00	69
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:27	181
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:28	90
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:28	85
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:29	76
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:29	72
ALCOHOLISM	ALCOHOLICS ANONYMOUS	000:56	80
AUTISM AWARENESS	AUTISM SPEAKS DOT ORG	000:29	78
AUTISM AWARENESS	AUTISM SPEAKS DOT ORG	000:59	40
BLINDNESS	FOUNDATION FIGHTING BLINDNESS	000:29	86
BLINDNESS	FOUNDATION FIGHTING BLINDNESS	000:29	82
BLINDNESS	FOUNDATION FIGHTING BLINDNESS	000:58	34
BLINDNESS	FOUNDATION FIGHTING BLINDNESS	000:59	35
BOATING SAFETY	US COAST GUARD	000:59	67
CANCER	STAND UP TO CANCER	000:30	57
CANCER	STAND UP TO CANCER	001:00	28
CARBON MONOXIDE SAFETY	CENTERS FOR DISEASE CONTROL	000:15	120
CHARITABLE DONATIONS	GOODWILL INDUSTRIES	000:59	42
CHILD ADOPTION	ADOPT US KIDS DOT ORG	000:14	56
CHILD ADOPTION	ADOPT US KIDS DOT ORG	000:29	84
CHILD ADOPTION	ADOPT US KIDS DOT ORG	000:29	77
CHILD ADOPTION	ADOPT US KIDS DOT ORG	000:59	27
CHILD HEALTH	UNITED WAY	000:29	79
CHILD HUNGER	BLESSINGS IN A BACK PACK	000:14	63
CHILD HUNGER	BLESSINGS IN A BACKPACK	000:14	126
CHILD HUNGER	FEEDING AMERICA	000:58	57
CHILD HUNGER	FEEDING AMERICA	000:59	48
CHILD HUNGER	FEEDING AMERICA	000:59	39
CHILD HUNGER	NO KID HUNGRY DOT ORG	000:31	85
CHILD MENTORING	BIG BROTHERS / BIG SISTERS	000:30	82
CHILD MENTORING	BIG BROTHERS / BIG SISTERS	000:30	72
CHILD SAFETY SEATS	HIGHWAY SAFETY ADMINISTRATION	000:59	49
COMMUNITY VOLUNTEERING	CORP FOR NTL COMMUNITY SRVCS	000:15	116

COMMUNITY VOLUNTEERING	UNITED WAY	000:59	44
COMMUNITY VOLUNTEERING	UNITED WAY	000:59	147
DENTAL HEALTH	PARTNERSHP FOR HEALTHY MOUTHS	000:59	36
DISASTER PREPAREDNESS	FEDERAL EMERGENCY MGMT AGENCY	000:14	60
DISASTER PREPAREDNESS	FEDERAL EMERGENCY MGMT AGENCY	000:29	75
DISASTER PREPAREDNESS	FEDERAL EMERGENCY MGMT AGENCY	000:30	77
DISASTER PREPAREDNESS	FEDERAL EMERGENCY MGMT AGENCY	000:59	36
DRUNK DRIVING	NHTSA-NATIONAL HIGHWAY TRAFFI	000:14	63
DRUNK DRIVING	NHTSA-NATIONAL HIGHWAY TRAFFI	000:29	82
DRUNK DRIVING	NHTSA-NATIONAL HIGHWAY TRAFFI	000:59	28
EDUCATION	DONORS CHOOSE DOT ORG	000:29	81
FINANCIAL LITERACY	AMERICAN INSTITUTE OF CPA'S	000:59	2
FINANCIAL LITERACY	AMERICAN INSTITUTE OF CPA'S	000:59	43
FIRE PREVENTION	US FOREST SERVICE	000:29	87
FOOD SAFETY	US DEPT OF AGRICULTURE	000:29	72
GUN SAFETY	NTL CRIME PREVENTION COUNCIL	000:59	42
HIGH BLOOD PRESSURE CONTROL	AMERICAN STROKE ASSOCIATION	000:59	45
HIGH SCHOOL ATHLETICS	KY HIGH SCHOOL ATHLETIC ASSOC	000:59	61
HIGH SCHOOL ATHLETICS	KY HIGH SCHOOL ATHLETIC ASSOC	000:59	34
HIGH SCHOOL ATHLETICS	KY HIGH SCHOOL ATHLETIC ASSOC	000:59	70
HIGH SCHOOL ATHLETICS	KY HIGH SCHOOL ATHLETIC ASSOC	001:00	59
HIGH SCHOOL ATHLETICS	KY HIGH SCHOOL ATHLETIC ASSOC	001:00	71
IRS EMAIL FRAUD	INTERNAL REVENUE SERVICE	000:59	44
KENTUCKY STATE PARKS	KY STATE PARKS FOUNDATION	000:30	68
KENTUCKY STATE PARKS	KY STATE PARKS FOUNDATION	001:00	61
LEAD PAINT SAFETY	ENVIRONMENTAL PROTECTION AGY	001:00	65
LEAD PAINT SAFETY	EPA -ENVIRONMENTAL PROTECTION	000:15	57
LEAD PAINT SAFETY	EPA -ENVIRONMENTAL PROTECTION	000:29	81
LEARNING DISABILITIES	UNDERSTOOD DOT ORG	000:59	31
MENTAL HEALTH & SUBSTANCE USE	RECOVER OUT LOUD	000:30	8
MILITARY AND VETERANS	FISHER HOUSE FOUNDATION	000:06	61
MILITARY AND VETERANS	FISHER HOUSE FOUNDATION	000:15	119
MILITARY AND VETERANS	FISHER HOUSE FOUNDATION	000:29	84
MILITARY AND VETERANS	USO	000:30	73
MINORITY EDUCATION OPPORTUNTY	UNITED NEGRO COLLEGE FUND	000:29	78
NATIONAL GUARD AND RESERVE	NATIONAL GUARD	000:30	77
NATIONAL SUMMER LEARNING ASSO	NATIONAL SUMMER LEARNING	000:30	20
NO KID HUNGRY	NO KID HUNGRY	000:30	7
NO KID HUNGRY	NO KID HUNGRY	000:30	4
NO KID HUNGRY	NO KID HUNGRY	000:30	3



NO KID HUNGRY	NO KID HUNGRY	000:30	8
PET ADOPTION	SHELTER PET PROJECT	000:59	35
PET SAFETY	PETA	000:30	77
POVERTY	FEEDING AMERICA	000:30	15
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	10
PROMOTING HIGH SCHOOL SPORTS	KY HIGH SCHOOL ATHLETIC ASSOC	000:59	63
RECYCLE AND REUSE	KEEP AMERICA BEAUTIFUL	000:29	79
SUPPORT FOR TROOPS	USO	000:14	114
SUPPORT FOR TROOPS	USO	000:15	63
TEEN DRUG AWARENESS	KY OFFICE ON DRUG POLICY	000:29	80
UNCF	UNCF	000:30	11
UNDERAGE DRINKING	FEDERAL TRADE COMMISSION	000:14	124
VISIT THE FOREST	US FOREST SERVICE	000:58	46
VISIT THE FOREST	US FOREST SERVICE	000:59	49
VISIT THE FOREST	US FOREST SERVICE	000:59	44