

WCDX FM- I Power 92.1
Richmond, VA
October 1st, 2015-December 31st, 2015
Quarterly List of Programming Responsive
To Issues of Community Concern
4th Quarter 2015

In our ongoing effort to serve the public interest, Station **WCDX (FM)** broadcasts programming responsive to issues of concern to the Richmond and surrounding counties' listening public. Following is a brief description of those issues, and of the station's most significant programming treatment of them:

Issues of importance this quarter included the following:

Education: Educational efforts in the Community.

Health Issues: Health tips and awareness to help citizens of the Richmond Area.

Civic Activity: Live Appearances by the air staff to serve our community.

Community Conversations: A weekly community program hosted by Clovia

Community Calendar: Events that effect the community.

Life Campaign: Corporate initiative to help improve the community.

Most significant programming treatment of issues 4th Quarter 2015:

Issue	Program	Description	Date	Time/Duration
Community Affairs/Calendar				
Y-ME	Hip Hop Elevation Summit 2015	Forum showed teens how to settle conflict without violence and guns by using 80's hip hop as a strategy	10/16-10/24/15	Time: 6am-12am 35 mentions, 30 sec
City of Richmond	Cold Weather Overflow Shelter	When temperatures get 40 degrees or below the city's warm shelter is open at the Public Safety Building	12/28-12/31/15	Time: 6am-12am 20 mentions 30 sec
Radio One Inc	Radio One Toy Assistance Request Letter	Listeners were encouraged to send Radio One their request letters if in need of toy assistance	11/01-11/30/15	Time: 6am-8pm 30 mentions 30 sec.
Capital city Kwanzaa Festival	Celebrating African American Culture and Folk Life	The festival featured performers, speakers, workshops and actress. Keynote Dr. Phil Valentine	12/20-12/26/15	Time: 6am-8pm 25 mentions, 30 sec

Education				
Radio One Richmond	Friday Night Lights TJ vs John Marshall	Cam Cooper hosts tailgate parties for high school football games	10/16/15	Time: live appearance 7pm-9pm
Radio One Richmond	Friday Night Lights Huguenot High School	Cam does Cam vs Food At the football games	11/6/15	Time: live appearance 7pm-9pm
Radio One Richmond	VSU vs VUU	Tailgate and halftime B-Sounds VSU Alum	11/07/15	Time: Live appearance 2pm-6pm
Community Conversations				
American Cancer Society	Hosted by Clovia	Fighting breast cancer in persons under the age of 40. What to look for?	10/04/15	Time: 8am-8:30am, 30 minutes
Secretary of Education	Hosted by Clovia	Sec Holton discussed limiting SOL Testing and more classroom instruction	11/22/15	Time: 8am-8:30am 30 minutes
From Jail to Living Well	Hosted by Clovia	Von and Rob ex-offenders shared helpful tips for those just returning from incarceration	12/20/15	Time: 8am-8:30am 30 minutes
Ways to Work	Hosted by Clovia	Low interest auto loans avail to low income families. Must have been employed for six month. Credit standing is not a barrier.	12/27/15	Time: 8am-8:30am 30 minutes
Health				
American Cancer Society	Making Strides Against Breast Cancer Walk	More than 12,,000 walkers participated in the race to to find a cure for breast Cancer. Clovia hosted	10/18/15	Time: 6am-8pm 30 mentions 30 sec. live appearance
American Diabetes Association	Step Out Walk	Funds raised from the walk for services, programs, and research for a cure	10/14-10/17/15	Time: 6am-10pm 15 mentions, 30 sec live appearance 8am-11:30am
Southside Community Center	Get Fit For Pink	Health screenings and dental screenings for women of all ages	10/24/15	Time: 6am-8pm, 30 mentions, 30 sec.
Richmond City Health District	HIV and STD Free Testing	Free testing with for Walk-ins leading up to World Aids Day on December 1, 2015	12/1/15	Time: 6am-12am 20 mentions 30 sec

Life Campaign				
Radio One Richmond	Radio One Poll Patrol	Radio One stopped by many areas to ensure voters were treated fairly at the polls on Nov 3	11/03/15	Time: live appearance from 11am-5pm
Radio One Richmond	Radio One Toy Drive Press Conference	Radio One staff kicked off our toy drive with Mayor Jones and city employees	11/03/15	Time: live appearance from 10am-10:30am
Radio One Richmond	Cam vs Food	Yo Gotti meet and greet at Mama J's banquet hall. Catfish was the big deal of the night	11/09/15	Time: live appearance 7pm-9pm
Civic Activity				
Radio One Richmond	VUU Homecoming	Halftime. Hosted by Cam Cooper	10/17/15	Time: Live appearance from 2pm-2:20pm
Radio One Richmond	Homecoming Prep Rally VSU	Homecoming parade. Hosted by B-Sounds	10/17/15	Time: live appearance 8am-11am
Radio One Richmond	Paris Nicole's Coat Drive	Paris hosted her own coat drive to provide coats for needy kids	11/4-5/15	Time: live broadcast 10am-3pm two days for coat collection
Radio One Richmond	Paris Nicole's Coat Distribution Day	Paris distributed coats for kids to parents	11/6/15	Live broadcast coat Distribution day 10am-3pm
Radio One Richmond	Veteran's Day	Clovia dined with veterans at Golden Coral on Midlothian Turnpike. All visitors ate for free	11/11/15	Time: live appearance 5pm-8:30pm
Radio One Richmond	Petersburg Christmas Parade	Cam Cooper participated in the parade and gave out Ipower prizes to listeners	12/05/15	Time: live appearance 3pm-4:30pm
Radio One Richmond	Pack the Pods	Cam and Paris collected new unwrapped toys for needy children for Christmas	12/8-10/15	Time: live appearance 10am-7pm. All three days from Walmart
Radio One Richmond	Radio One/City of Richmond Toy Distribution Day	Close to 1000 listeners by invitation only shopped for toys that Cam and Paris collected during the toy drive on Dec 8,9,10	12/11/15	Time: Live appearance from 12pm-4pm
Radio One Richmond	Rolls For Love Toy Drive	Toys were distributed for children of incarceration parents at ReDefine Barber Shop. Clovia hosted	12/19/15	Time: live appearance 2pm-5pm