

WBCT
Grand Rapids, MI
Quarterly Issues/Programs List
First Quarter, 2021
04/16/2019

WBCT
Quarterly Issues/Programs List

WBCT 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	DURATIO N
COVID 19 OUTBREAK UPDATE AND THE VACCINE	IHEARTRADIO COMMUNITIES	UPDATE ON THE CURRENT CORONAVIRUS OUTBREAK HAPPENING ACROSS THE COUNTRY & HOW TO STAY SAFE FOLLOWING HOLIDAY GATHERINGS. COVID-19 VACCINE RECIPIENT ON WHAT YOU NEED TO KNOW ABOUT THE VACCINE. PREPARATIONS UNDERWAY FOR VACCINE ARRIVAL AT NURSING HOMES AND LONG-TERM CARE FACILITIES ACROSS THE COUNTRY.	DR. JEROME ADAMS, DR. JASON WILSON, DR. RICHARD FEIFER	01/03/2021 06:59 AM	029:23
COVID VACCINES/MISINFORMATION, HEALTH TIPS	IHEARTRADIO COMMUNITIES	WEBER DISCUSSED THE LATEST ROLLOUT FOR THE COVID-19 VACCINES AND VACCINE MISINFORMATION. BRUNO TALKED ABOUT TIPS FOR A HEALTHIER 2021. BERLENGERI IS A HOLISTIC NUTRITIONIST AND HEALTH COACH AND COVERED OUTSIDE-THE-BOX IDEAS FOR	MARK WEBER, LISA BRUNO, LAUREN BERLENGERI	01/10/2021 07:01 AM	029:17

		A HEALTHIER NEW YEAR ROUTINE			
COVID19 IMPACT MINORITIES, MLK DAY	IHEARTRADIO COMMUNITIES	<p>COLLINS GAVE US AN UPDATE ON COVID-19 AND TALKED ABOUT WHY THE IMPACT OF COVID HAS BEEN SO GREAT ON MINORITY POPULATIONS. SHE ALSO DISCUSSED VACCINE SAFETY AND WHEN WE MIGHT EXPECT TO GET BACK TO NORMAL.</p> <p>WILLIAMS DISCUSSED MARTIN LUTHER KING DAY AND HOW THE NAACP IS RAISING NATIONAL AWARENESS ABOUT THE HISTORY OF KING. HE ALSO DISCUSSED SOME OF THE CHALLENGES COVID HAS CAUSED FOR AFRICAN AMERICANS AND TALKED ABOUT NEXT WEEK'S INAUGURATION OF PRESIDENT-ELECT BIDEN AND KAMALA HARRIS.</p>	FELICIA COLLINS, TROVON C. WILLIAMS	01/17/2021 07:00 AM	029:16
VACCINE-HOW IT WORKS, DISTRIBUTION, DEMAND. BIDEN/HARRIS INAUGURATION	IHEARTRADIO COMMUNITIES	<p>EXPLAINED HOW THE VACCINE ACTUALLY WORKS AND THE EFFECTS OF DOSES ON IMMUNITY LEVELS. TALKED ABOUT THE BIDEN ADMINISTRATION'S PANDEMIC PRIORITIES. SHE DISCUSSED HOW THEY PLAN TO TACKLE SUPPLY, DISTRIBUTION AND VACCINE DEMAND CHALLENGES. ALSO, DETERRING THE SPREAD OF COVID AND ITS ECONOMIC IMPACT ON OUR COUNTRY.</p>	DR. JASON WILSON, DR. CELINE GOUNDER, KENNETH C. DAVIS	01/24/2021 07:02 AM	029:20

		DISCUSSED THE HISTORICAL COMPONENTS OF THE BIDEN/HARRIS INAUGURATION AND WHAT TO EXPECT DURING BIDEN'S FIRST 100 DAYS.			
GAMESTOP STOCK SPECTACLE, BIDEN/HARRIS COVID19 EXPECTATIONS, LATEST COVID19 RESEARCH	IHEARTRADIO COMMUNITIES	THE GAMESTOP STOCK SPECTACLE PITTING REDDIT AGAINST HEDGE FUND GIANTS HAS EVERYONE TALKING AND MANY JUST TRYING TO FIGURE OUT WHAT IS GOING ON AND HOW A STOCK GOES FROM \$60 TO \$300+ IN ONE DAY. WADDELL TALKED ABOUT THIS WEEK'S WALL STREET PHENOMENON AND GAVE US INSIGHT ON HOW THIS HAPPENED. TALKED ABOUT WHAT SHOULD WE EXPECT FROM THE BIDEN-HARRIS ADMINISTRATION IN TERMS OF ADDRESSING COVID-19. WHAT DO RECENT ACTIONS MEAN FOR COVID-19 RESPONSE. SHE TALKED ABOUT WHAT AMERICANS SHOULD BE DOING RIGHT NOW WHILE WE ANTICIPATE WIDESPREAD VACCINE DISTRIBUTION AND THE THREAT OF FUTURE PANDEMICS. GRIMM TALKED ABOUT THE LATEST RESEARCH ON COVID-19 AND HOUSE PETS. HE DISCUSSED THE POTENTIAL POSSIBILITY THAT	DAVID WADDELL, CAROLYN REYNOLDS, DAVID GRIMM	01/31/2021 07:02 AM	029:18

		CATS AND DOGS WILL NEED TO BE VACCINATED AGAINST COVID IN ORDER TO PREVENT HUMAN TRANSMISSION AND THE FURTHER SPREADING OF THE VIRUS.			
COVID19 VACCINE SAFTEY, BLACK HISTORY MONTH	IHEARTRADIO COMMUNITIES	MARKS DISCUSSED WHY THERE IS SO MUCH CONCERN AROUND THE SAFETY OF THE COVID-19 VACCINES AND HOW THE VACCINE WERE TESTED AND THE EFFECTIVENESS FOR EVERYONE. HE TALKED ABOUT WHO IS POTENTIALLY AT RISK FOR SIDE EFFECTS.FEBRUARY IS BLACK HISTORY MONTH. MS. CORTEZ TALKED ABOUT THE SIGNIFICANCE OF LITERACY AND AFRICAN AMERICAN HISTORY. SHE DISCUSSED EASY WAYS TO ASSOCIATE THE ALPHABET WITH BLACK VALUES AND CULTURE.	DR.PETER MARKS, RIO CORTEZ	02/07/2021 07:03 AM	029:14
HEALTHCARE SYSTEM BUILD TRUST W/ BLACK COMMUNITY. TEEN MENTAL HEALTH DURING PANDAMEIC	IHEARTRADIO COMMUNITIES	DISCUSSED RECENT FINDINGS ABOUT HOW THE HEALTHCARE SYSTEM CAN BUILD TRUST WITH BLACK COMMUNITIES. SHE TALKED ABOUT THE MAIN REASONS WHY BLACK ADULTS ARE WORRIED ABOUT COVID-19 AND FLU VACCINES AND THE URGENCY IN GETTING ACCURATE INFORMATION INTO COMMUNITIES.HOPEL AB CREATES BEHAVIOR-CHANGE TECH TO HELP	PATRICIA WHITLEY WILLIAMS, MARGARET LAWS	02/14/2021 07:01 AM	029:15

		TEENS AND YOUNG ADULTS LIVE HAPPIER, HEALTHIER LIVES. FOCUSED ON YOUTH/YOUNG ADULT MENTAL HEALTH AND WELL-BEING, HOPELAB SPEARHEADS INITIATIVES FOR LONELY COLLEGE STUDENTS, LGBTQ+ YOUTH, HELPING YOUTH QUIT VAPING, A CHATBOT FOR YOUNG PEOPLE FOLLOWING CANCER TREATMENT, AND AN APP FOR FIRST-TIME MOMS. LAWS DISCUSSED THE IMPORTANCE OF TEEN MENTAL HEALTH ESPECIALLY DURING THE PANDEMIC.			
IMPACT OF BIG BROTHER BIG SISTERS, SHARING SOLUTIONS VIRUTAL TOUR/OPIOID EPIDEMIC	IHEARTRADIO COMMUNITIES	STEVENS TALKED ABOUT THE IMPACT OF THE BBBS ORGANIZATION NATIONWIDE AND HIS GOALS AS THE 1ST BLACK PRESIDENT AND CEO OF THE ORGANIZATION SINCE 1904. AS THE NATION'S LARGEST DONOR-VOLUNTEER SUPPORTED MENTORING NETWORK, STEVENS DISCUSSED THE IMPACT OF COVID-19 AND WHAT CAN BE DONE TO HELP GIVE KIDS A BETTER FUTURE. CAWLEY DISCUSSED THE SHARING SOLUTIONS: A VIRTUAL NATIONWIDE TOUR TO DRIVE	ARTIS STEVENS, CAROLYN CAWLEY	02/21/2021 07:00 AM	029:16

		<p>SOLUTIONS TO THE OPIOID EPIDEMIC AS MORE THAN 40 STATES REPORT INCREASES IN OPIOID-RELATED MORTALITY AMID COVID-19. AS PART OF THE CAMPAIGN, THE FOUNDATION AND ITS PARTNERS WILL CONVENE 50 VIRTUAL EVENTS IN 50 STATES TO SHOWCASE INNOVATIVE WORKFORCE SOLUTIONS AND SUPPORT EMPLOYERS AS THEY TACKLE GROWING SUBSTANCE MISUSE IN THEIR COMMUNITIES AND IN THE POST-COVID WORKPLACE.</p>			
<p>RAISING KIDS, CANCER SUPPORT</p>	<p>IHEARTRADIO COMMUNITIES</p>	<p>HAS A NEW PARENTING BOOK: THE SCAFFOLD EFFECT: RAISING RESILIENT, SELF-RELIANT, AND SECURE KIDS IN THE AGE OF ANXIETY AND ALL AUTHOR PROCEEDS BENEFIT THE CHILD MIND INSTITUTE. HE DISCUSSED A STRATEGY FOR PARENTS CALLED SCAFFOLD PARENTING. THE METAPHOR IS THAT THE CHILD IS THE "BUILDING," AND THE PARENTS ARE THE SCAFFOLD AROUND IT, THE FRAMEWORK THAT GUIDES AND PROTECTS AS THE CHILD RISES AND GROWS. RUN BY CANCER PATIENTS, SURVIVORS, AND CAREGIVERS, GRYT</p>	<p>DR.HAROLD KOPLEWICZ , DAVE FUHRER</p>	<p>02/28/2021 07:02 AM</p>	<p>029:18</p>

		<p>IS A DIGITAL HEALTH COMPANY THAT OFFERS SUPPORT THROUGH CONNECTION AND EDUCATION AND SERVES TO IMPROVE QUALITY OF LIFE AND INCREASE SURVIVAL FOR PEOPLE CONFRONTING CANCER. THEIR LATEST PROJECT IS THE COVID ADVOCACY EXCHANGE (CAE). LAUNCHED IN PARTNERSHIP WITH BRISTOL MYERS SQUIBB, THE CAE CONVENES ADVOCACY GROUPS, PATIENTS, AND INDUSTRY TO SYNCHRONIZE EFFORTS, FACILITATE RESOURCE SHARING AND PROVIDE AN OPPORTUNITY FOR INCREASED CONNECTION AND COLLABORATION. FUEHRER TALKED ABOUT COVID-19'S IMPACT ON PATIENT ADVOCACY AND THE IMPORTANCE OF DIGITAL HEALTH PLATFORMS LIKE THE COVID ADVOCACY EXCHANGE DURING THIS TIME.</p>			
<p>COVID19, UNDERSTOOD.ORG</p>	<p>IHEARTRADIO COMMUNITIES</p>	<p>DR. MAKARY PUT A POSITIVE SPIN ON COVID-19. HE BELIEVES WE COULD REACH HERD IMMUNITY AS EARLY AS APRIL. HE ALSO THINKS THE NUMBER OF PEOPLE WITH NATURAL IMMUNITY IS SEVERELY UNDERESTIMATED DUE TO A HIGH</p>	<p>MARTY MAKARY, YVONNE YANCY, AMANDA MORIN</p>	<p>03/07/2021 07:00 AM</p>	<p>029:20</p>

		<p>NUMBER OF ASYMPTOMATIC INFECTIONS AND CURRENT ANTIBODY TESTS THAT AREN'T COMPLETELY ACCURATE BECAUSE THEY ONLY LOOK FOR THE ACTUAL ANTIBODIES. IN THE UNITED STATES, 1 IN 5 PEOPLE HAVE LEARNING AND THINKING DIFFERENCES, LIKE DYSLEXIA AND ADHD, AND 1 IN 4 ADULTS HAVE SOME TYPE OF DISABILITY. UNDERSTOOD.ORG PROVIDES INFORMATION, HELPFUL RESOURCES, AND CHAIRS SUPPORTIVE COMMUNITIES SO PEOPLE WHO THINK DIFFERENTLY CAN THRIVE AT HOME, SCHOOL AND WORK. BOTH YANCY AND MORIN TALKED ABOUT THEIR ORGANIZATION AND THEIR INNOVATIVE PERSPECTIVES. THEIR MISSION IS TO DECREASE FRICTION, INCREASE ACCESS, PRIORITIZE CLARITY AND IMPROVE ALWAYS.</p>			
<p>FEAR OF NORMAL, UNITED THROUGH READING</p>	<p>IHEARTRADIO COMMUNITIES</p>	<p>MCBRIDE TALK ABOUT FONO, OR A FEAR OF NORMAL. MONTH AFTER MONTH, WE HAVE BEEN YEARNING TO BE DONE WITH ENFORCED DISTANCING, SOCIAL ISOLATION AND LIFE IN A MORE VIRTUAL</p>	<p>LUCY MCBRIDE, DR. ALLY ZOL</p>	<p>03/14/2021 07:02 AM</p>	<p>029:12</p>

		<p>REALITY. NOW THAT THE MOMENT WILL BE ARRIVING - AS MILLIONS OF AMERICANS HAVE BEEN VACCINATED AND MILLIONS MORE WILL SOON ROLL UP THEIR SLEEVES FOR IT — THE PROSPECT IS ODDLY DISCONCERTING. MCBRIDE DISCUSSED FONO AND REENTRY INTO A NORMAL LIFE FOLLOWING OVER A YEAR OF QUARANTINE. • DR. SALLY ZOL, CEO OF UNITED THROUGH READING. ZOL TALKED ABOUT HOW UNITED THROUGH READING HAS BEEN CONNECTING MILITARY FAMILIES THROUGH VIDEO-RECORDED STORY TIME FOR MORE THAN 30 YEARS, MAKING SURE PARENTS DON'T MISS READING BEDTIME STORIES JUST BECAUSE THEIR MILITARY SERVICE TAKES THEM AWAY FROM HOME. IN 2019, THEY RELEASED A READING APP, PUTTING STORY STATIONS IN THE HAND OF EVERY MILITARY FAMILY WITH A MOBILE DEVICE. THEY ALSO OFFER FREE BOOKS TO FAMILIES THAT USE OUR PROGRAM, HELPING MILITARY FAMILIES MAINTAIN STRONG LITERACY SUPPORTS FOR THEIR CHILDREN. ZOL DISCUSSED THE</p>			
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		IMPORTANCE OF UTR AND HOW FAMILIES CAN GET INVOLVED.			
COVID19/MEDICAID-MEDICARE, BRAIN HEALTH AWARENESS WEEK	IHEARTRADIO COMMUNITIES	MCIVER DISCUSSED COVID-19 AS IT PERTAINS TO MEDICAID AND MEDICARE AND VACCINE SAFETY FOR DIVERSE POPULATIONS. SHE TALKED ABOUT THE VACCINE TIMELINE AND HOW THE FDA IS MONITORING THE LONG-TERM SAFETY OF THESE VACCINES AND WHAT WE KNOW ABOUT LONG-TERM SIDE EFFECTS OF COVID-19 VACCINES. • MAYIM BIALIK IS AN AMERICAN ACTRESS, NEUROSCIENTIST, AND AUTHOR. SHE PLAYED THE TITLE CHARACTER OF THE NBC SITCOM BLOSSOM. WITH BRAIN HEALTH AWARENESS WEEK (MARCH 15-21) THIS WEEK, BIALIK TALKED ABOUT THE IMPORTANCE OF BRAIN HEALTH (WE ALL THINK TO TAKE CARE OF OUR SKIN OR OUR HEART OR EVEN OUR HAIR BUT OFTEN DON'T EVEN THINK ABOUT OUR BRAINS) AND HER HOLISTIC APPROACH TO STAYING SHARP WITH A BUSY LIFESTYLE AND THROUGHOUT A PANDEMIC AND BEYOND.	DR. LASHAWN MCLVER, MAYIM BIALIK	03/21/2021 07:01 AM	029:20
VACCINES DIFFERENCES, WOMENS HISTORY MONTH	IHEARTRADIO COMMUNITIES	GRAHAM HAS LED A TEAM THAT HAS BEEN STUDYING CORONAVIRUSES (AMONG OTHER	BARNEY GRAHAM, JOI GORDON	03/28/2021 07:01 AM	029:14

		<p>VIRUSES) FOR YEARS BEFORE SARS-COV-2 WAS FIRST IDENTIFIED AS A NOVEL CORONAVIRUS. THE MRNA-1273 VACCINE (AND PIVOTAL TECHNOLOGY USED IN OTHER COVID-19 VACCINES) WAS NOT MADE OVERNIGHT. GRAHAM ADDRESSED WHY THE SPEED WITH WHICH THESE VACCINES WERE DEVELOPED CAN MAKE PEOPLE FEEL HESITANT TO GET VACCINATED AND TALKED ABOUT THE WELL-THOUGHT-OUT PROCESS OF VACCINE DEVELOPMENT. GRAHAM ALSO TALKED ABOUT THE DIFFERENCES IN THE THREE VACCINES AND THE NEW COVID-19 VARIANTS THAT ARE EMERGING THROUGHOUT THE WORLD. HE ALSO TALKED ABOUT TREATMENTS ON THE HORIZON. • JOI GORDON IS THE CEO OF DRESS FOR SUCCESS WORLDWIDE. SHE DISCUSSED WOMEN'S HISTORY MONTH AND HOW DRESS FOR SUCCESS HAS BECOME A GLOBALLY RECOGNIZED LEADER THAT HAS EMPOWERED MORE THAN ONE MILLION WOMEN TO BECOME ECONOMICALLY ADVANCED IN NEARLY 150 CITIES IN MORE THAN 20</p>			
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		COUNTRIES. IN ADDITION TO EXPANDING THE ORGANIZATION'S REACH, JOI TALKED ABOUT DRESS FOR SUCCESS PROGRAMMING, OFFERING A FULL CONTINUUM OF SERVICES THAT HELP WOMEN SECURE EMPLOYMENT, ADVANCE IN THEIR CAREERS, AND ACHIEVE FINANCIAL FREEDOM.			
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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
(Insert network and/or syndicator-provided programs lists here.)				

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
VACCINE	CDC	30	14
DOUBLE MASKING	CVA	30	28
COMMUNITY TRANSITION	MAB	30	1
CORONAVIRUS	MAB	30	96
FLU	MAB	30	52
GAMBLING	MAB	30	42
VACCINATE	MAB	30	47
OUTREACH & CROSS ENROLLMENT	MAB	30	3
RADON	MAB	30	46
STAY WELL	MAB	30	32
REACH V1	AD COUNCIL	30	9
VACCINATION/AMUSEMENT PARK	AD COUNCIL	30	7
VACCINATIONS/BIRTHDAYS	AD COUNCIL	30	7
MANAGE YOUR NUMBERS	AD COUNCIL	30	25
VACINATIONS/BALL GAME	AD COUNCIL	30	7
CAR TRAVEL	IHEARTRADIO	30	9
HOME HEATING	IHEARTRADIO	30	9
WINTER SALT SMARTS	IHEARTRADIO	30	10
COVID/HOLIDAY	SURGEON GENERAL	30	3
TAXS TIPS AUDIT WRAP	UNB	57	10