

WQRB
Eau Claire, WI
Quarterly Issues/Programs List
First Quarter, 2024
04/08/2024

WQRB
Quarterly Issues/Programs List

WQRB 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:

- **Cancer Awareness, Law Enforce:** Discuss the fight against prostate cancer and providing resources to law enforcement agencies.
- **Disaster Relief and Uplifting:** Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.
- **Equality, Civil Rights:** Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started
- **Filing Taxes, Donating Blood:** Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.
- **Fraud/Scam Awareness, Nutriti:** Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.
- **MS Awareness:** Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur
- **Online fraud, Holiday Philant:** Discuss health tips for the new year and how to spot and help victims of human trafficking.
- **Public Health:** Discuss being proactive regarding cancer, importance of screenings, and understanding risk factors.
- **Public Health and Cyber Bully:** Discuss Veterans/service members and suicide prevention.
- **Public Health, Domestic Violen:** Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.
- **Tech and Social Media, Humani:** Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.
- **Veterans Affairs, Black Histo:** Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.
- **battle with alcohol use disorder, along with the work RecoveryEducation.com:** Discuss scams to watch out for over the holidays and the services provided by The Salvation Army.

**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
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Online fraud, Holiday Philant	9007792 iHeartRadio Communities: Public Affairs Special	Discuss health tips for the new year and how to spot and help victims of human trafficking.	K. Stokes, K. Hodder	01/07/2024 06:00 AM	029:50
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started	M. King III, A. King	01/14/2024 06:00 AM	029:50
battle with alcohol use disorder, along with the work RecoveryEducation.com	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss scams to watch out for over the holidays and the services provided by The Salvation Army.	Laurie Dhue	01/21/2024 06:00 AM	029:49
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/28/2024 06:00 AM	029:49
Public Health and Cyber Bully	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veterans/service members and suicide prevention.	J. Lane	02/04/2024 06:00 AM	029:49
Filing Taxes, Donating Blood	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.	R. Steber, J. McNamara	02/11/2024 06:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss being proactive regarding cancer, importance of screenings, and understanding risk factors.	D. SPEIGEL	02/18/2024 06:00 AM	029:49
Veterans Affairs, Black Histo	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.	J. Whaley, T. Williams	02/25/2024 06:00 AM	029:49
Public Health, Domestic Violence	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.	Dr. K. Marynak, P. Zaballa	03/03/2024 06:00 AM	029:49

MS Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur	R. Nunley	03/10/2024 06:00 AM	029:49
Tech and Social Media, Humani	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.	M. Anderson, B. Stern	03/17/2024 06:00 AM	029:49
Disaster Relief and Uplifting	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/24/2024 06:00 AM	029:49
Fraud/Scam Awareness, Nutriti	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, D. Fanelle	03/31/2024 06:00 AM	029:49

**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
	iHM/PSA	000:30	7
	iHM/PSA	000:30	12
	PSA - CDC - Hidden Disease Hep C 60	000:56	1
	PSA - VA - Multi Benefits Cost Comp 15	000:15	1
Adoption	Ad Council	000:15	13
Adoption	Ad Council	000:30	3
Adoption	Ad Council	000:30	4
Adoption	Ad Council	000:30	8
Adoption	Ad Council	000:30	3
Adoption	Ad Council	001:00	9
Adoption	Ad Council	001:00	9
Arbor Day Foundation	Arbor Day Foundation	000:30	4
Cancer	MAKE A WISH	000:15	21
Cancer	MAKE A WISH	000:30	1
Cancer	St. Jude Children's Research	000:15	21

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Cancer	St. Jude Children's Research	000:15	22
Cancer	St. Jude Children's Research	000:15	42
Cancer	St. Jude Children's Research	000:29	3
Cancer	St. Jude Children's Research	000:30	12
Cancer	St. Jude Children's Research	000:30	5
Cancer	St. Jude Children's Research	000:30	3
Cancer	St. Jude Children's Research	000:30	3
Cancer	St. Jude Children's Research	001:00	21
Cancer	St. Jude Children's Research	001:00	10
Cancer	St. Jude Children's Research	001:00	34
Cancer	St. Jude Children's Research	001:00	28
Cancer	St. Jude Children's Research	001:00	7
Cancer	St. Jude Children's Research	001:00	7
Cancer	St. Jude Children's Research	001:00	10
Cancer	STAND UP TO CANCER	000:15	22
Cancer	STAND UP TO CANCER	000:30	3
CANCER AWARENESS	THE V FOUNDATION	000:28	3
CANCER AWARENESS	THE V FOUNDATION	000:30	6
Catholic Churches	Catholic Charities	000:30	2
Catholic Churches	Catholic Charities	001:00	11
Community Assistance	YMCA	000:30	9
Community Engagement	CE PSA: Generic	000:07	125
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	15
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	5
COMMUNITY INVOLVEMENT	American Stroke Association	000:30	6
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	12
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	8
COMMUNITY INVOLVEMENT	UNCF	000:30	7
Dementia Society of America	Dementia Society of America	000:15	16
Dementia Society of America	Dementia Society of America	000:30	2
Dementia Society of America	Dementia Society of America	001:00	16
DISTRACTED DRIVING	Ad Council	000:15	23
DISTRACTED DRIVING	Ad Council	000:30	8
Family	US Dept. Health & Human Svc	000:30	3

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Family	US Dept. Health & Human Svc	001:00	11
FINANCIAL COACHING	OPERATION HOPE	000:29	6
Heart Health	AMERICAN HEART ASSOCIATION	000:30	5
HEP C.	CDC - Center Disease Control	000:28	22
HEP C.	CDC - Center Disease Control	000:29	4
HEP C.	CDC - Center Disease Control	000:56	86
HPV	PREVENT CANCER FOUNDATION	000:30	3
HPV	PREVENT CANCER FOUNDATION	001:00	11
HS Dropout Prevention	US Air Force	000:30	36
HS Dropout Prevention	US Air Force	000:30	35
HS Dropout Prevention	US Air Force	000:30	34
Hunger	Feeding America	000:15	33
Hunger	Feeding America	000:30	3
Hunger	Feeding America	001:00	10
Hunger	Feeding America	001:00	32
Hunger	NO KID HUNGRY	000:15	22
Hunger	NO KID HUNGRY	000:30	2
Hunger	NO KID HUNGRY	001:00	11
Leukemia	Leukemia	000:15	21
Leukemia	Leukemia	000:30	5
Leukemia	Leukemia	001:00	10
ORGAN DONATION	US Dept. Health & Human Svc	000:30	7
ORGAN DONATION	US Dept. Health & Human Svc	000:30	1
ORGAN DONATION	US Dept. Health & Human Svc	000:30	12
ORGAN DONATION	US Dept. Health & Human Svc	000:59	20
ORGAN DONATION	US Dept. Health & Human Svc	001:00	13
ORGAN DONATION	US Dept. Health & Human Svc	001:00	13
ORGAN DONATION	US Dept. Health & Human Svc	001:00	18
Pet Adoption	Best Friends Animal Society	000:29	2
Pet Adoption	Best Friends Animal Society	000:30	2
Pet Adoption	Best Friends Animal Society	000:30	13
Pet Adoption	Best Friends Animal Society	000:32	2
POISON CONTROL	US Dept. Health & Human Svc	000:15	41
POISON CONTROL	US Dept. Health & Human Svc	000:15	22

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
POISON CONTROL	US Dept. Health & Human Svc	000:30	6
POISON CONTROL	US Dept. Health & Human Svc	000:30	8
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	13
School	Communities In Schools	000:30	1
School	Communities In Schools	001:00	15
School	Nat'l Fed of State HS Assoc	000:30	13
School	Nat'l Fed of State HS Assoc	001:00	18
SELF ESTEEM	US Air Force	000:30	37
SELF ESTEEM	US Air Force	000:32	35
SELF ESTEEM	US Air Force	000:32	33
SELF ESTEEM	US Air Force	000:32	42
SELF ESTEEM	US Air Force	000:32	4
Smoking	CDC - Center Disease Control	000:30	3
Smoking	CDC - Center Disease Control	000:30	7
Smoking	CDC - Center Disease Control	000:30	3
Smoking	CDC - Center Disease Control	000:31	5
Smoking	CDC - Center Disease Control	001:00	11
Smoking	CDC - Center Disease Control	001:02	11
Veteran Affairs, Mental Healt	Wounded Warrior Project	000:15	37
Veteran Affairs, Mental Healt	Wounded Warrior Project	000:30	10
Veteran Support	Disabled Amer Vets	000:30	7
Veteran Support	Disabled Amer Vets	001:00	40
Veteran Support	Home For Our Troops	000:30	10
Veteran Support	Home For Our Troops	001:00	23
Veteran Support	US Air Force	000:30	33
Veteran Support	VETERANS ASSISTANCE	000:15	81
Veteran Support	VETERANS ASSISTANCE	000:29	1
Veteran Support	VETERANS ASSISTANCE	000:30	4
Veteran Support	VETERANS ASSISTANCE	000:59	17