

Quarterly Issues and Programs Summary for WRAD-AM, Radford

This summary covers the **FOURTH QUARTER 2018**

Issue	Title/Responsive Programming	Date/Time/Duration
<i>Education, entomology, educational outreach and engagement</i>	<p><u>Hokie Bugfest</u></p> <p>Aired thirty-second announcements promoting Hokie BugFest, which celebrates the fun and excitement of the science of entomology, and the Virginia Tech tradition of learning and discovery, through outreach and engagement. This event highlights an ongoing youth education program hosted by the Virginia Tech Department of Entomology, Virginia Cooperative Extension's 4-H program, and the department's student-run professional organization, the W. B. Alwood Entomological Society. Since its inception in 1966, Alwood Society members have engaged over 30,000 children by hosting department tours, visiting schools, and supporting special events like the Hokie BugFest. The bugfest is just one day in this ongoing, year-round effort.</p>	10/01 – 10/20/18 12am-11:59pm (various hours) 20:00
<i>Elder issues, Retirement, Aging, Self-help</i>	<p><u>The Joy of Retirement: How people can look forward to retiring and make it the best time of their lives</u></p> <p>Retirement can be bittersweet. On one hand, it's something you build toward your whole life, but it can also be intimidating to lose your purpose in the workplace. Host Gary Price talks to Helen Wilkes (author of <i>The Aging of Aquarius: Igniting passion and purpose as an elder</i>) about how she found a new passion in her retirement, and how she's helping others make their retirements more fulfilling.</p>	10/07/18 5:30am 8:53
<i>Cancer research, cancer prevention, health and wellbeing</i>	<p><u>Stand Up To Cancer: Marvel's The Avengers</u></p> <p>Stand Up To Cancer (SU2C), American Airlines and Marvel Studio's Avengers: Infinity War have joined forces in the fight against cancer with an inspiring initiative and public service announcement (PSA) campaign. "This incredible campaign represents Stand Up To Cancer's mission to encourage collaboration across unique partners in an effort to flip the script on cancer and save lives now," said Stand Up To Cancer co-founder Rusty Robertson. "We're proud to bring real heroes—our SU2C scientists—together with the fictional Marvel</p>	10/09 – 12/16/18 12am-11:59pm (various hours) 30:00

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	<p>ones, to help save lives and enable our innovative work to soar to greater heights," said Stand Up To Cancer cofounder Sue Schwartz. The PSA features beloved Marvel Studio's Avengers: Infinity Wars cast members: Actors Mark Ruffalo, Chris Hemsworth, Paul Bettany, Scarlett Johansson, Chris Evans and Chadwick Boseman who do the voice-over for the Radio PSAs. For more information visit StandUpToCancer.org to learn more about the campaign, and follow them on @SU2C across Facebook, Instagram, and Twitter for the latest updates.</p>	
<i>Men's health, cancer prevention, cancer prevention awareness, activism, health and wellbeing</i>	<p><u>Movember Foundation</u></p> <p>Our fathers, brothers, husbands, partners, sons and friends face a health crisis that isn't being talked about. 1 in 8 men in the US will be diagnosed with prostate cancer in their lifetime. 4 out of 5 suicides are men. Testicular cancer is the most common cancer in young men aged 15-34 years. Men are dying too young. We can no longer afford to stay silent. The Movember Foundation is the only global charity focused solely on men's health. Since 2003, Movember Foundation has empowered millions of men and women to join the global men's health movement. They are working to transform the way research into men's health is conducted as well as the way health services reach and support men.</p>	10/09 – 12/31/18 12am-11:59pm (various hours) 40:00
<i>Education, History, Science, Public issues, Speech</i>	<p><u>Stutters, Stammers, and Vocal Fillers</u></p> <p>If you've had to speak in public, you know the nerves that come with public speaking. So you probably also know the pain of umming, uhing, or misspeaking. Host Gary Price explores where these vocal blunders come from and what they might mean with guest Michael Erard, author of <i>Um: Slips, Stumbles and Verbal Blunders and What They Mean</i></p>	10/14/18 5:30am 9:16

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<i>Cancer research, cancer prevention, health and wellbeing</i>	<p><u>Stand Up To Cancer: Make A Dollar Count</u></p> <p>Stand Up To Cancer (SU2C) is once again joining forces with CVS Health to accelerate innovative cancer research that will get new therapies to patients quickly and save lives now - through this public service campaign. These messages talk about the modern "Value of a Dollar." This campaign supports CVS Health's fifth annual in-store campaign benefitting SU2C at CVS Pharmacy locations nationwide. Donations made during the campaign (October 28th through November 17th) will support SU2C's collaborative cancer research programs and "Dream Teams" of researchers, who are working together to move promising work from the lab to the patient's bedside quickly to help more patients become long-term cancer survivors. For more information visit StandUpToCancer.org to learn more about the campaign, and follow them on @SU2C across Facebook, Instagram, and Twitter for the latest updates.</p>	10/28-11/17/18 12am-11:59pm (various hours) 30:00
<i>Sociology, History, Communications</i>	<p><u>What We Can Learn From Lists</u></p> <p>Lists are a part of our everyday. Often, they are a forgotten part of our everyday. Host Marty Peterson discussed this with Guest Shaun Usher, who read through countless lists to compile a stunning collection of lists throughout time that shed light on the times, our collective history, and the list makers themselves.</p>	10/21/18 5:30am 10:03
<i>Community involvement, education and scholarships</i>	<p><u>Old Town Nights Concert Series Presents Crawford & Power</u></p> <p>Promotion of the "Old Town Nights Concert Series", which helped to raise money to support the Mountain Valley Charitable Foundation's non-profit mission to enhance the quality of life in eastern Montgomery County, Virginia through scholarships to graduating high school seniors, educational grants for school age children, and more.</p>	10/23-11/01/18 12am – 11:59pm (various hours) 15:00

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<i>Psychology, Traditions, Holidays, History</i>	<p><u>Halloween Frights & Traditions</u></p> <p>It's the time of year when we dress up in costumes, head to haunted houses, and shell out candy to trick-or-treaters. But why do we do those things? Host Marty Peterson and guests Ben Armstrong, co-owner of Netherwood Haunted House and president of America Haunts and Dr. Janina Scarlet, clinical psychologist and author take a look at the traditions of Halloween and what makes being scared so fun.</p>	10/28/18 5:30am 9:49
<i>Organ donation, Health, Organ transplants</i>	<p><u>Made Possible: Doing More, Thanks to Donation</u></p> <p>Signing up as an organ, eye, and tissue donor costs no money and takes only minutes, yet it can transform and save lives. Unfortunately, many people are unaware of their potential to help others, so they never sign up. There are nearly 115,000 people on the national transplant waiting list right now and some will not survive because there aren't enough organs available. The good news is one donor can save up to 8 lives and improve up to 50 more, so each registration can have an enormous impact. This public service campaign hopes to help more people discover their lifesaving potential. The "Made Possible" campaign shares real stories to show what the gifts of life and health make possible. It highlights the transformative power of donation to encourage listeners to sign up.</p>	11/08/18 – 12/31/18 Various Hours 30:00
<i>Culture, History, Music, Family issues, Parenting</i>	<p><u>One Woman's Life in Beatlemania, From Youthful Innocence to Personal Tragedy and Beyond</u></p> <p>Ann Hood (author, "<i>She Loves You (Yeah, Yeah, Yeah)</i>") was a Beatles fan all her life. Then, tragedy struck and she found herself unable to listen to the band at all. She tells Host Marty Peterson the true story of how she re-gained her love for the iconic group, and how she channeled her story into a work of fiction pleasing multiple generations of readers.</p>	11/11/18 5:30am 9:59

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<i>Education, Parenting, Family issues</i>	<p><u>How Pre-Kindergarten Can Prepare Our Children</u></p> <p>From the moment a child is born, parents are working to get them off on the best possible foot in everything from sports to academics. Host Marty Peterson and guest Dr. Suzanne Bouffard, author of <i>The Most Important Year: Pre-Kindergarten and the Future of Our Children</i> look into how families can best evaluate good pre-kindergarten programs for children, and how those programs can set kids up for success.</p>	11/18/18 5:30am 8:45
<i>Education, Training</i>	<p><u>XQ: The Super School Project</u></p> <p>Almost half (47%) of American jobs will be impacted by automation and 80% of CEOs say that skill gaps in creativity and problem-solving are making hiring difficult. In fact, 99% of jobs created during the economic recovery went to workers with postsecondary education or training. If we are to prepare the workforce of the future for the future of work, we need to transform our high schools.</p> <p>XQ, is working to make sure high school education is a part of the national conversation and we humbly ask for your partnership and support. XQ's mission is to fuel America's collective creativity to transform high school, so every student succeeds - no matter their race, gender, or zip code. We want to see that change underway in every high school, in every community, in the next ten years—in all 14,000 school districts.</p> <p>We aired fifteen and thirty-second Public Service Announcements to bring awareness to this organization and project.</p>	11/26/18 – 12/31/18 Various Hours 20:00
<i>Sleep, Mental Health, Health, Science</i>	<p><u>Sleeping Soundly: How getting quality sleep can enhance our health</u></p> <p>We all sleep, it's human evolution. But the amount of sleep we get and the quality of that sleep can vary greatly. Host Marty Peterson talks to Matthew Walker, a professor at California-Berkeley and author of <i>Why We Sleep: Unlocking the power of sleep and dreams</i>, who says sleep is the single biggest thing we can do to help our physical and mental health both in the short-term and long-term.</p>	12/2/18 5:30am 9:08

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