

Quarterly Issues Programs List for WBKR

October 1st-December 31st, 2018

Section I. Issues.

The station has identified the following issues as significant issues facing our community in this quarter:

- A. **Breast Cancer Awareness:** Increase awareness about and support programs in WBKR listening area that serve survivors of the disease and individuals currently battling breast cancer. The cancer prevalence rate in the Ohio Valley continues to be astronomical and we need to be proactive in educating listeners about prevention and treatment.
- B. **The Threat for Flu Outbreak in Kentucky-** Highlight the recent prevalence of flu in western Kentucky and southern Indiana and discuss the effectiveness and dispel urban myths about the flu vaccine.
- C. **The High Rate of Abandoned and Unadopted Pets in the Tristate:** The WBKR listening area continues to have crisis amounts of pets surrendered to rescues and animal shelters.
- D. **The Number of Financially Struggling Families Unable to Navigate the Holidays:** As the holiday season looms, many families in the WBKR listening area struggle financially. While the majority of families enjoy visits from Santa and big holiday feasts, other families, many of whom live below the poverty level, do not have the means to celebrate.
- E. **The Prevalence of Child Abuse in the Area and the Importance of Reporting True Child Abuse Cases:** Because of our local community's staggering frequency of reported child abuse cases (over 2500 in 2017 alone), we seek to promote and foster parent education in the WBKR listening area. That includes educating the public about the importance of reporting alleged instances of abuse and how to tell when behavior is actually abuse.

Section II. Responsive Programs.

The station has broadcast programming dealing with each of the above-referenced issues. Programming dealing with each issue is set out below.

A. Breast Cancer Awareness:

Interview with Ana Way with the American Cancer Society- Wednesday, October 3rd, Wednesday, October 17th and Friday, October 26th. 8:20am daily. Each segment 3 minutes in length. Discussion about the prevalence of breast cancer in the WBKR listening area (southern Indiana and western Kentucky) and the programs funded by the American Cancer Society that serve patients in treatment and recovery. Also discussed was the importance of such funding and how WBKR listeners could contribute to the cause through a couple of themed October events- Making Strides (ACS' annual breast cancer awareness walk) and the annual ACS Fishing Tournament.

B. The Threat for Flu Outbreak in Kentucky-

November 3rd, 7:00A Runtime 10 minutes SEGMENT 1: EXPLODING MYTHS ABOUT THE FLU AND FLU VACCINES

12:40 Synopsis: About 40 percent of eligible people have been vaccinated against the flu in recent years, but many more might do so were it not for persistent myths about the disease and its vaccine. For example, a new survey shows that more than half of parents believe the flu shot can cause the flu. Experts explain why those myths aren't true and set the record straight.

Host: Reed Pence.

Guests: Dr. William Schaffner, Prof. of Preventive Medicine & Infectious Diseases, Vanderbilt Univ. School of Medicine; Dr. Jean Moorjani, pediatric hospitalist, Arnold Palmer Children's Hospital, Orlando, FL; Dr. Michael Deem, Prof. of Bioengineering, Physics & Astronomy, Rice Univ. Compliance issues covered: health care; public health; infectious disease; youth at risk; senior citizens

C. The High Rate of Abandoned and Unadopted Pets

SPARKY Pet of the Week, Oct 4th, Oct 11th, Oct 18th, Oct 25th, Nov 1st, Nov 8th, Nov 15th, Nov 29th, Dec 6th, Dec 13th, Dec 20th and Dec 27th. 8:40am. Duration 3 to 4 minutes. WBKR's Chad Benefield and Angel Welsh host a weekly morning show segment called the SPARKY Pet of the Week. SPARKY stands for Saving Paws Animal Rescue of Kentucky. Each segment highlights a pet that is currently up for adoption and seeking a forever home. In each segment, we give the dog's history, info about how he/she ended up in the SPARKY rescue . . . and provide details about the Death Row Dogs program through Daviess County Detention. We also discuss the importance of spaying and neutering and we provide information about on-site adoption events at a variety of local retailers like Pet Smart and Pet Food Center.

D: The Number of Financially Struggling Families Unable to Navigate the Holidays

Christmas Wish - Weekdays Monday, December 3rd through Friday, December 21st. 10am to 2pm. 2-3 minute segments, twice per hour, four hours per day for three consecutive weeks. WBKR owns and operates a holiday charity called Christmas Wish. 2018 marked the 42nd consecutive year for the program which seeks to accomplish two primary objectives: #1- To educate the public about the number of financially struggling families in our community #2- Rally listeners to “adopt” those families to ensure that they have a very Merry Christmas. During the Christmas Wish season, WBKR sets up a satellite charity office and studio. There, we broadcast interviews with Family Resource and Youth Service Center Coordinators, local business leaders and professionals who organize fundraisers, charitable individuals who are moved by Christmas Wish letters we broadcast on air and families served by the program.

E: The Prevalence of Child Abuse in the Area and the Importance of Reporting True Child Abuse Cases

Nov. 24th 7:00A Runtime 10 Minutes SEGMENT 1: REPORTING “BAD PARENTS” 12:57

Synopsis: Just about anyone can report a parent to a child abuse hotline. It’s meant to protect children, but all too often, parents are reported when no abuse or neglect exists in order to retaliate for a divorce or some other grievance. And though the world is actually safer for children than it used to be, some parents are reported for merely letting children play outside or walk to school without an adult in attendance, what was once thought of as normal. Some activists say this robs children of independence. An expert and a woman who went through an unjustified child abuse investigation discuss.

Host: Reed Pence.

Guests: Corey Widen, mother reported to child abuse hotline, Wilmette, IL; Rachel Ruttenberg, Exec. Dir., Family Defense Center, Chicago

Compliance issues covered: youth at risk; child abuse and neglect; child welfare system; police and justice system; child safety and public safety; family issue