



### **Quarterly Issues and Programs List Programs Information**

The following is a list of programs which WKLR-FM, Richmond, Virginia, aired from April 1 to June 30, 2023. These programs addressed issues that were determined to be of significant concern to the Richmond, Virginia community during the fourth quarter of 2023.

**Focus Richmond** (six hours per quarter) – a twenty-five-minute talk show hosted by Local Midday Show Host from K95, Lori Kelly, and airing Sunday mornings at 0630. The program focuses on local public affairs and community issues.

**Viewpoints** (six hours per quarter) – a thirty-minute issues program produced by Mediatracks airing Sunday mornings at 0600.

**Local News Stories** - WKLR-FM has locally-produced newscasts weekday mornings between 5:00 and 9:00. These newscasts are approximately 60 seconds each and cover pertinent topics for the day ranging from local schools and weather to national politics and health concerns.

**Public Service Announcements** – announcements provided by not-for-profit groups, local charities, and the Ad Council aired at various times on all days of the week.

These programs focused on the following issues of importance to the local community:

- A) Animal Welfare
- B) Child Development
- C) Technology
- D) Community Investment
- E) Healthcare
- F) Education Funding
- G) Nonprofit Organization
- H) Public Health
- I) Parenting



## **Quarterly Issues and Programs List General Issues**

The following is a sampling of our coverage of significant issues to which WKLR-FM, Richmond, Virginia, responded from April 1 to June 30, 2023, along with the most pertinent treatments of those issues.

### **A. Animal Welfare**

#### **Focus Richmond**

#### **Bureau of Land Management created the Wild Horse and Burro Program**

Krystal Johnson

The BLM Wild Horse and Burro Program is hosting a wild horse and burro adoption event at the Meadow Event Park in Doswell, VA June 16-17, 2023. We are inquiring about an advertisement story for our event. Please view our highlight reel from last year's Doswell adoption event.

<https://youtu.be/tXFH1lxomMY>

The Bureau of Land Management created the Wild Horse and Burro Program to implement the Wild-Free Roaming Horses and Burros Act, passed by Congress in 1971. Broadly, the law declares wild horses and burros to be "living symbols of the historic and pioneer spirit of the West" and stipulates that the BLM and the U.S. Forest Service have the responsibility to manage and protect herds in their respective jurisdictions within areas where wild horses and burros were found roaming in 1971.

To maintain wild horses and burros in good condition and protect the health of our public lands, the BLM must manage the population growth of wild horse and burro herds. Without natural population controls, such as predation, herds can increase at a rate of up to 20 percent annually, doubling in size in just 4 to 5 years, if not appropriately managed. Population control must be implemented to protect scarce and fragile resources in the arid West and ensure healthy animals.

To carry out this mission, the BLM controls herd growth through the application of fertility measures, such as birth control, and through the periodic removals of excess animals and the placement of those animals into private care.

## **Viewpoints**

**Program 23-16**

**Air Week:** 4/16/2023

**Executive Producer:** Amirah Zaveri

**Production Manager:** Jason Dickey

### **SEGMENT 1: SPRING: A TIME OF FLIGHT FOR BIRDS**

**Time:** 1:47

**Duration:** 8:44

**Synopsis:** As the weather warms up, you may be hearing and seeing more birds in your backyard. Spring is peak migration for this species, but in recent decades, there's been a 30 percent decline in North American bird varieties. We speak with one expert about the challenges facing these animals and how listeners can make a difference.

**Host:** Gary Price

**Producer:** Amirah Zaveri

**Guests:** Rebecca Heisman, science writer, author of *Flight Paths: How a Passionate and Quirky Group of Pioneering Scientists Solved the Mystery of Bird Migration*.

**Compliance issues:** Animal Migration, Animal Science, Climate Change, Endangered Species, Wildlife Conservation

**Links for more info:**

[The Cornell Lab: Great Backyard Bird Count](#)

[National Audubon Society](#)

[Birds.Cornell.edu](#)

[Amazon: Flight Paths: How a Passionate and Quirky Group of Pioneering Scientists Solved the Mystery of Bird Migration](#)

## **Viewpoints**

**Program 23-24**

**Air Week:** 6/11/2023

**Executive Producer:** Amirah Zaveri

**Production Manager:** Jason Dickey

### **SEGMENT 1: THE 10,000 YEAR RELATIONSHIP: OUR LONG-HELD FASCINATION & LOVE FOR CATS**

**Time:** 1:47

**Duration:** 7:55

**Synopsis:** Cats get a lot of hate across the world for being un-trainable, moody, and, at times, hard to figure out. This week – we cover all things cats and why these furry felines (who've long been human companions) are unique.

**Host:** Gary Price

**Producer:** Amirah Zaveri

**Guests:** Jonathon Losos, evolutionary biologist, associate professor, biology, Washington University in St. Louis, author, *The Cat's Meow: How Cats Evolved From the Savanna to Your Sofa*.

**Compliance issues:** Animal Domestication, Civilizations, Culture, Evolution, History, Science, Wildlife

**Links for more info:**

[Jonathan Losos | Department of Biology](#)

[The Cat's Meow by Jonathan B. Losos: | PenguinRandomHouse.com: Books](#)

[twitter: @JLosos](#)

[The Source: A cat's-eye view of one of the most beloved pets](#)

[National Academy of Sciences: Jonathon Losos](#)

## **B. Child Development**

### **Focus Richmond**

## **Virginia Early Childhood Foundation Seeking 62 New Early Childhood Educators in Central Virginia to Participate in Training Program**

Meg Irvin

The Virginia Early Childhood Foundation (VECF), has launched an Early Educator Fast Track Initiative throughout Central Virginia to address the ongoing child care staffing shortage impacting parents, employers and communities.

The initiative is aiming to connect 18 early childhood education programs in Richmond, Henrico, Petersburg, and Chesterfield with 62 newly trained early childhood educators. Fast Track trainees will be paid a competitive wage (\$17 per hour) and receive four weeks of paid online and on-site training and guaranteed job placement with bonuses at six months and one year of employment.

The Early Educator Fast Track Initiative in this region follows a successful training program in Hampton Roads that took place in March of this year, when 22 individuals went through the program and received job placement as assistant teachers across 11 different centers.

A recent workforce survey in Virginia found that almost half of early care and education directors find staffing very difficult, with over 50% turning families away because they are unable to serve as many children as usual. The Early Educator Fast Track Initiative is a multi-faceted solution that addresses new assistant teacher recruitment, compensation, training, retention and ongoing professional development. By welcoming new talent into the early education workforce, the Early Educator Fast Track Initiative seeks to not only strengthen individual early care and education programs, but also to champion the significant contributions and importance of the early education workforce more broadly. "Our Early Educator Fast Track Initiative is an important lever to offer a strong start to more children in Virginia," said Kathy Glazer, president of the Virginia Early Childhood Foundation. "We are excited to offer paid training and guaranteed jobs as assistant teachers to Fast Track participants, which helps fill a critical teacher shortage in Central Virginia. We encourage those looking for a fulfilling new career to apply."

To be eligible for the Early Educator Fast Track program, applicants will have a high school diploma or equivalent, have English proficiency, pass required background checks, and be eligible for employment in the United States. Participants will commit to one year of employment at one of the 18 participating centers in Central Virginia. Applicants must be new to early childhood education and not currently employed at another childhood education center.

Those interested in taking part in the program should visit [www.vecf.org/fasttrack/](http://www.vecf.org/fasttrack/) to complete a quick interest form.

About the Virginia Early Childhood Foundation: VECF is the non-partisan steward of Virginia's promise for early childhood success, working in tandem with diverse stakeholders to ensure equitable opportunities for all families with young children to thrive. To learn more about VECF, visit [www.vecf.org](http://www.vecf.org).

### **Focus Richmond**

## **Children's Home Society of Virginia Annual Fundraiser**

Bruin Richardson

Children's Home Society of Virginia (CHSVA.ORG) is pleased to announce it will be holding its annual fundraiser on Thursday, May 11 2023 from 5 to 9 pm at Main-Line Brewery in Richmond VA.

The event, which supports CHSVA's mission of securing permanent homes and lifelong relationships for Virginia's at-risk children and youth, is an important part of CHSVA's annual fundraising campaign. Guests will hear from a wonderful keynote speaker, Rob Scheer. Over forty years ago, Rob entered foster care and walked up to his foster home carrying a tattered and torn trash bag. He aged out of foster care at the age of 18, became homeless, and again carried his possessions in a trash bag. Years later, Rob and his husband, Reece, decided to grow their family by adopting from the foster care system. Four of their children arrived on their doorstep with their belongings in trash bags. Rob and his family decided it was time to change this practice and the idea for Comfort Cases was born. Rob is also the author of *A Forever Family: Fostering Change One Child at a Time*, Rob's memoir tells the inspiring story of his journey from foster care to foster parent and his drive to rebuild a broken system.

The event will feature live music from Heinsohn & Day, a duo that combines the sweet brother-like harmonies of classic vocal groups Simon & Garfunkel and the Everly Brothers with the lead guitar-driven grooves of the Allman Brothers Band and Dire Straits. Heinsohn & Day have been playing together over 40 years and this marks one of their very rare public performances in the Richmond area.

Also featured will be one of CHSVA's adoptive families, who will share their incredible story of adopting three siblings from foster care!

There will be food from three local food trucks: Boka Tako, Curry in a Hurry, and River City Woodfire Pizza. Tickets include food and drink tickets and are \$75 for individual tickets and \$125 per couple. Tickets can be purchased at [chsva.org/events](https://chsva.org/events).

Finally, the event will feature an incredible Silent Auction, with dozens of packages including gift cards from some of Richmond's finest restaurants, hotel stays at The Jefferson, Quirk and Lindon Row, among others; golf foursomes at Independence and Stonehenge, numerous works of art, and not one, but two chef cooked dinners for you and your friends. A very fun raffle will be back by popular demand for a wheelbarrow full of adult beverages.

This event is presented by ESTES. Gold sponsors include Troutman Pepper and Wills Financial Group.

## **Viewpoints**

### **Program 23-24**

**Air Week:** 6/11/2023

**Executive Producer:** Amirah Zaveri

**Production Manager:** Jason Dickey

### **SEGMENT 2: DE-BUNKING THE MISCONCEPTIONS & STIGMAS OF ADHD**

**Time:** 11:44

**Duration:** 9:50

**Synopsis:** Nearly 10% of American children have ADHD. We speak with a clinical child psychologist at Harvard Medical School, Dr. Ellen Braaten, about the different types & presentations of this disorder, how it affects children and common challenges for diagnoses, acceptance, and treatment.

**Host:** Marty Peterson

**Producer:** Amirah Zaveri

**Guests:** Dr. Ellen Braaten, clinical child psychologist, associate professor, psychology, Harvard Medical School, Director, Learning and Emotional Assessment Program, Massachusetts General Hospital, author, *Bright Kids Who Couldn't Care Less*.

**Compliance issues:** Child Development, Education, Learning Disorders, Mental Health, Parenting

**Links for more info:**

[CHADD](#)

[Find Psychiatrists, Psychiatric Nurses - Psychology Today](#)

[Ellen Braaten, PhD](#)

[Ellen Braaten, PhD - Harvard Health](#)

[Bright Kids Who Couldn't Care Less: How to Rekindle Your Child's Motivation](#)

## **C. Technologies**

### **Focus Richmond**

#### **DMV Debuts Refreshed Virginia Driver's License and ID Card Design**

New look celebrates Virginia, enhances security

Beginning today, the Virginia Department of Motor Vehicles (DMV) is releasing a refreshed design of Virginia driver's licenses and ID cards.

The new credentials incorporate the next generation of enhanced security features that are resistant to counterfeiting and illustrate the beauty of iconic Virginia imagery. While the current credential offers a view of the outside of the Virginia State Capitol, the new card takes Virginians inside for a look at the magnificent rotunda dome. Nature lovers will spot in the new design the Eastern Tiger Swallowtail butterfly, Virginia's official insect, and the American Dogwood, the state flower.

"The attractive design elements are actually layers of state-of-the-art security features," said DMV Commissioner Gerald Lackey. "Virginians can count on their DMV to provide secure credentials that stand the test of time."

Some features remain the same as the previous cards issued since 2009. Banner colors are distinct for rapid recognition. The driver's license banner is blue, and the ID card banner is green. Driver's licenses and ID cards for adults are still horizontal and cards issued to those under age 21 are vertical for easy identification.

Those applying for a new license or ID card, REAL ID, or a renewal or replacement will receive the new design. Cards featuring the prior design will remain valid until the expiration date.

For more information, visit [www.dmv.virginia.gov](http://www.dmv.virginia.gov).

### **Viewpoints**

## **D. Community Investment**

### **Focus Richmond**

#### **Allen & Allen Hometown Heroes**

Debbie Patten

Allen, Allen, Allen & Allen is seeking nominations for its 14th annual Hometown Heroes Award.

The award recognizes the positive impact of local residents who generate positive change in the community or in the lives of others.

“The Allen & Allen Hometown Heroes award is something our entire firm looks forward to each year, and we take pride in the fact that it’s become such a staple in communities across Virginia,” said Edward Allen, president of Allen & Allen. “For more than 110 years, the attorneys and staff of Allen, Allen, Allen and Allen have been inspired by the people in the commonwealth who make our state a great place to live and work.”

Community leaders, foster parents, disability advocates, small business owners, teachers, police officers and firefighters have all been previous winners of the award. Since the award was created, more than 500 community members have been honored.

Nominations are open online through Tuesday, May 31. [Click/tap here](#) for more information.

Stay tuned, we’ll be announcing this year’s Hometown Heroes in July!

### **Focus Richmond**

#### **53rd Annual Arts and Craft Show May 4 – 5, 2024**

Ashley Burke

The first Arts in the Park was held in 1972, the brainchild of early officers of the Carillon Civic Association (CCA): Frank and Kippy Gilbert, Richard and Carole Towell, Richard and Barbara Towell, and Bob and Pat Lovelace (pictured). The goal was to create an activity that would bring neighbors together and to showcase the lovely, newly integrated community. The first show was held inside the Carillon War Memorial, and as it grew larger and more successful over time, it was moved outside to the park grounds. Pat Lovelace served as co-director with Richard Towell for its first few years, and she then took the helm for over four decades—a remarkable labor of love.

Ultimately, the CCA-sponsored art show became a banner event for Richmond and Central Virginia, and it remains so to this day. Each year it is manned by dozens of volunteers from the Carillon neighborhood. Proceeds help support community programs and beautification, the city park system, public library, and school system, as well as grants to numerous non-profit charities and service organizations. A recent project was funding the Carillon playground.

Arts in the Park is sponsored by the Carillon Civic Association. A portion of the Arts in the Park proceeds benefit and support various charities, projects, and organizations in the Richmond area through grants and donations by the Carillon Civic Association, a non profit group. Proceeds also help to maintain the natural beauty of the Carillon neighborhood.

CCA has donated to 150 different Richmond organizations and charities, including:

FeedMore

John B. Cary Elementary School  
the Richmond Boy's Choir  
YWCA  
Fan-Free Clinic/Health Brigade  
Friends' Association for Children  
Hope in the Cities  
Lewis Ginter Botanical Gardens  
The Children's Museum, and  
the Boys & Girls Club of Metro Richmond.

### **Focus Richmond**

#### **Easter on Parade RVA**

Andrew Knight

Kroger and Black History Museum & Cultural Center of Virginia help bring back popular community event

After a three-year hiatus, one of Richmond's beloved and most festive springtime events, Easter on Parade, will return to Monument Avenue on Sunday, April 9 from 1 – 5 p.m. between Davis and North Allen Avenues. The event is free and will be held rain or shine.

This year marks the first time the event organizers partnered with official sponsors to help produce the event. As presenting sponsor of the event, Kroger Mid-Atlantic wanted to be part of the team that returns this free, family-friendly and nostalgic event to the community.

"The lore of Easter on Parade and the joy it brought to so many Richmonders made it easy for us to say yes to be a part of the team to return this special event for everyone to enjoy," said James Menees with Kroger Mid-Atlantic. "It's our hope that friends and family meet on Monument, enjoy the day together and pick up right where they left off with Easter on Parade."

First held in 1973, Easter on Parade is a community event that celebrates spring with friends, families and pets gathering to walk the closed-off Monument Avenue while enjoying live music, arts and crafts, vendors and plenty of bonnets, pastels and bunny-inspired outfits. The People and Pet Bonnet Contest will take place at 3:30 p.m. at N. Allen Street.

"The Black History Museum & Cultural Center of Virginia is a place for all people, and we are a part of the community," said Andrea Wright, director of development & communications at the Black History Museum & Cultural Center of Virginia. "Easter on Parade is a wonderful tradition, and we are so happy that this event allows us to connect with members of the community in a way we have never done before."

Additional funding and support for the 2023 Easter on Parade came from the City of Richmond and the Monument Avenue Preservation Society. The event is organized and managed by Echelon



Events. Historically, Easter on Parade typically attracted 25,000 Richmonders from all over the region.

“It’s not springtime in Richmond without Easter on Parade. We know the community will be excited to see this special event return just as they loved it,” said Michael Lantz with the Monument Avenue Preservation Society. “We’re grateful to Kroger, the Black History Museum and Cultural Center of Virginia, the City of Richmond and everyone who worked together to bring back this famous event.”

## **E. Healthcare**

### **Focus Richmond**

#### **Children’s Hospital of Richmond at VCU (CHoR) on Tuesday celebrated the ribbon-cutting for its Children’s Tower, Richmond’s**

Dr. Matt Schefft

Richmond’s new home for pediatric inpatient, emergency and trauma care. Nearly 300 families, elected officials, hospital team members, donors and community partners gathered to celebrate the completely kid-focused, \$420 million facility which will officially open on April 30.

The Children’s Tower was designed for and with the help of families and providers in the community, based on extensive research into best practices in pediatric health care. When combined with the adjacent outpatient Children’s Pavilion, the Children’s Tower completes a city block – nearly 1 million square feet – dedicated to caring for kids. The 16-story building houses the region’s only Level 1 pediatric trauma center and emergency department with 24/7 access to any pediatric specialist a child may need, along with family amenities and 72 all-private acute and intensive care rooms that are among the most spacious in the country.

Serving the community and commonwealth

“The VCU Children’s Tower represents a commitment to our children and communities that we’re putting their needs first,” said VCU and VCU Health System President Michael Rao, Ph.D. “After many years of our team’s focus on addressing the needs of children in a comprehensive way, I’m so grateful that we’re able to bring together comprehensive children’s health services and research into the early, formative aspects of human development, including the causes and cures of disease and development. CHoR will serve children and families in Richmond and across the Mid-Atlantic and beyond, and I’m grateful to every team member and donor who helped make this a reality.”

Providers at CHoR care for both the most common and complex injuries and illnesses, last year serving more than 70,000 families from across the commonwealth, nearly all 50 states and outside the U.S. The Children’s Tower is expanding inpatient bed capacity and emergency room access by 40 percent on opening day. Access to imaging and services from the Level 1 Children’s Surgery Center will also increase. The building includes space for growth to meet future needs.

There are plenty of parents and people who’ve never heard about Virginia529 - can you tell us what exactly is a 529 plan and how it can be used?

## **Viewpoints**

**Program 23-19**

**Air Week:** 5/7/2023

**Executive Producer:** Amirah Zaveri

**Production Manager:** Jason Dickey

### **SEGMENT 1: THE IMPORTANCE OF AMERICA'S SOCIAL WORKERS**

**Time:** 1:47

**Duration:** 7:30

**Synopsis:** There are more than 700,000 social workers across America. We speak with longtime social worker and professor, Dr. Anthony Estreet about the vital role these professionals play in countless different sectors and why there needs to be more support and incentives for people working in this difficult role.

**Host:** Gary Price

**Producer:** Amirah Zaveri

**Guests:** Dr. Anthony Estreet, CEO, National Association of Social Workers, professor, social work, Morgan State University.

**Compliance issues:** Career, Government Assistance, Healthcare, Mental Health, Psychology, Social Work

**Links for more info:**

[Social Workers : Occupational Outlook Handbook.](#)

[The Guardian: Making a difference: social workers share their career highlights](#)

[Morgan State University Professor Anthony Estreet Named CEO of the National Association of Social Workers NASW](#)

## **F. Education Funding**

### **Focus Richmond**

#### **Virginia529**

Devon Copeland

VA 529 is the state's education savings program that helps families plan and save for the cost of higher education. We offer Invest529, which is a flexible, affordable, tax-advantaged program to help students of any age reach their education goals.

How can 529 plans help families?

Flexible, affordable, tax-advantaged program to help students of any age reach their higher education goals.

Can be used on a broad range of qualified higher education expenses at schools nationwide and even some overseas schools.

Plus, they can be used at public or private universities, graduate schools, vocational schools and private or religious K-12 schools.

Student loan repayment and apprenticeship

Why is now a good time to open an account or contribute to one?

Tax benefits

Easy to give as a gift

Gift will last a lifetime

What are the tax benefits of a Virginia529 account?

In addition to funds in 529 plans growing free from state and federal taxes, Virginia residents may deduct contributions to 529 accounts – up to \$4,000 per account per year from their Virginia state individual income taxes.

At what kinds of schools can one use a Virginia529 account tax-free?

529 accounts can be used at public and private schools worldwide including community colleges and for technical, continuing education and advanced degree programs. 529 accounts also can be used to fund tuition costs for public, private and religious K-12 education, up to \$10,000 per child per year.

Do I have to live in Virginia or attend a school in Virginia to save with Virginia529?

No. You may save with Virginia529 regardless of where you live. And you also may use a Virginia529 account at eligible educational institutions around the country – or even the world.

Who can benefit from a Virginia529 account?

Anyone who could benefit from additional education – your child, a grandchild, or even yourself.

Can my family members contribute to my child's account?

Yes, Virginia529 offers three easy ways to make a contribution to another person's account.

Virginia529's online gifting portal makes it easy for grandparents, godparents, and other family members to contribute online to a loved one's education.

Virginia529 also has Invest529 gift cards available for purchase in participating CVS and H-E-B grocery locations in Virginia, Florida, Texas and California.

Why should someone open a Virginia529 account this month?

The cost of higher education is on the rise and we know there is no time like the present to start saving for your loved one's future. So, to celebrate this year's 529 Day (May 29), we're running a "Save \$50, Get \$50" offer. To qualify for yourself or a loved one, open a new Invest529 account between by May 31, establish a recurring bank debit in any amount and contribute \$50 or more and we'll contribute a bonus \$50 to your new account!

What is special about May 29? May 29 (5/29) is 529 Day. 529 plans around the U.S. use this date to raise awareness about the importance of saving for higher education and the many advantages of 529 plans.

## **Viewpoints**

**Program 23-17**

**Air Week: 4/23/2023**

**Executive Producer: Amirah Zaveri**

**Production Manager:** Jason Dickey

**SEGMENT 1: PART 2: HELPING AMERICA'S EDUCATORS**

**Time:** 1:47

**Duration:** 8:03

**Synopsis:** More than a third of educators in America are considering leaving their positions, according to recent research from consulting firm, McKinsey. We speak with two education experts about the mounting challenges both new and veteran teachers are facing and how average Americans can better advocate for the teachers in their communities.

**Host:** Gary Price

**Producer:** Amirah Zaveri

**Guests:** Megan Franke, professor, education, University of California-Los Angeles; Alexandra Robbins, education expert, author of *The Teachers: A Year Inside America's Most Vulnerable, Important Profession*

**Compliance issues:** Career, Education Funding, Education Policy, Education Reform, Public Education

**Links for more info:**

[DREME: Development and Research in Early Math Education](#)

[Penguin Random House: The Teachers: A Year Inside America's Most Vulnerable, Important Profession.](#)

[twitter: @AlexndraRobbins](#)

## **G. Non-Profit Organization**

### **Focus Richmond**

#### **Special Olympics Virginia's Summer Games**

Nearly 1,200 athletes from across Virginia are expected to come to Richmond this summer for the annual Summer Games competition, which is Special Olympics Virginia's biggest event of the year. Special Olympics Virginia's mission is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for persons with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

But Special Olympics is about more than just sports. Through sports, we show others the capabilities of people with intellectual disabilities so they can be more included in society. When people interact with our athletes, they learn to start with what's possible, instead of what isn't.

While we're building more inclusive communities, we're also building healthier ones. It is well documented that people with intellectual disabilities are less active than those without; this is not because of their disability, but the lack of access to opportunities that fit their needs. Special Olympics fills that gap.

Each year, hundreds of volunteers and athletes contribute to Special Olympics Virginia in so many ways. Picking a few volunteers and athletes each year to recognize as outstanding representatives of the program is a difficult task. Each of these individuals stand out in their areas of contribution to the program and to the health, community, sports and education pillars on which we base our focus and strategic goals.

## **H. Public Health**

## **Focus Richmond**

### **3rd Annual Better2gether Golf Classic**

Stephanie Becker - Better2gether RVA

Executive Director/Co-Founder

Better2gether RVA began when close friends had ill children at the same time.

One child was diagnosed with cancer; the other with a rare lung disease. Both children started treatment plans at the same hospital system; yet there was a striking difference in the non-medical support services available to their families.

At that time, no family support services existed in Richmond for children with complex medical illnesses. Better2gether RVA was born from both mothers' desire to ensure that all families — regardless of the diagnosis — receive the support they need.

Don't miss the 3rd Annual Better2gether Golf Classic presented by Call Federal Credit Union on May 18 at Magnolia Green Golf Club!

Registering your team includes a foursome of golf with a cart, boxed lunches and four drink tickets per player. But that's not all! On-course experiences, games, and raffles are just a few of the extra perks that come with the event.

Join in the fun and help support children and families who are fighting serious illnesses. It's sure to be a "par-tee" you won't forget!

## **Viewpoints**

**Program 23-23**

**Air Week:** 6/4/2023

**Executive Producer:** Amirah Zaveri

**Production Manager:** Jason Dickey

### **VIEWPOINTS EXPLAINED: A NEW WARNING BY THE U.S. SURGEON GENERAL**

**Time:** 21:57

**Duration:** 2:30

**Synopsis:** The U.S. Surgeon General recently issued an advisory on the dangers of heavy social media use early in life. We discuss why experts are urging parents, politicians, and companies to act now.

**Host:** Ebony McMorris

**Producer:** Amirah Zaveri

**Compliance issues:** Social Media, Child Development, Mental Health, Public Health

## **I. Parenting**

### **Focus Richmond**

#### **United Way Accepting Applications for WomenRise Program**

Sandra McCabe

The program plans to award 20 scholarships, up from six its first year

On Monday, May 1, United Way of Greater Richmond & Petersburg will begin the application period for its third annual WomenRise scholarship program, which empowers single mothers to work toward a post-secondary degree or credential without the burden of childcare expenses.

The scholarships help cover the cost of childcare while mothers pursue a range of degrees and certifications including elementary education, nursing and accounting.

Last year, 23 local single mothers received a total of \$185,000 in WomenRise childcare scholarships, an approximate increase of 280% from year one, thanks to fundraising efforts.

Virginia is ranked 10th in the nation for the most expensive childcare with Child Care Aware of Virginia reporting an average cost of \$14,577 per year. This equates to 47% of the state median income of a single parent.

“WomenRise exists to help overcome some of the obstacles, such as the cost of childcare, that prevent single mothers from reaching their educational and career goals,” said Sammie McCabe, Director of Major Gifts at United Way of Greater Richmond & Petersburg. “We look forward to meeting the 2023 class and seeing all they accomplish for themselves and their families.”

WomenRise scholarships are available on an annual basis to local single mothers with an application process every spring. The scholarships cover the cost of direct care services per child during the time the mother is enrolled in classes or a training program. Scholarships are paid directly to the childcare provider.

The program has helped mothers like Jasmine Phanelson, a 2022 WomenRise recipient and recent graduate. “I was able to accomplish my LPN (Licensed Practical Nurse) goal this past year because of my WomenRise scholarship,” said Jasmine “This award has allowed me to focus on my goals and cut back on the hours I was working.” Jasmine is continuing her studies to become a Registered Nurse that works with underserved communities.

This volunteer-led program is managed by members of United Way’s local Women United giving community. Women United members lead this program by fundraising, awarding scholarships, planning events and providing encouragement and support to WomenRise scholarship recipients.

To apply, applicants must:

- Be a single female head of household with custody of at least one child
- Be enrolled or have plans to enroll in an education or career training program that is at least 40 hours and that results in a degree or credential
- Have an annual income of \$60,000 or less
- Reside in the United Way of Greater Richmond & Petersburg region (Charles City, Chesterfield, Colonial Heights, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Petersburg, Powhatan, Richmond)
- Use a licensed or voluntary registered childcare provider

The application period runs through May 31. United Way will announce scholarship decisions this summer.

To learn more about the WomenRise program and to apply visit  
[www.yourunitedway.org/program/womenrise/](http://www.yourunitedway.org/program/womenrise/).

## **Viewpoints**

### **Program 23-16**

**Air Week:** 4/16/2023

**Executive Producer:** Amirah Zaveri

**Production Manager:** Jason Dickey

### **SEGMENT 2: A DIFFERENT VIEWPOINT: SPEAKING WITH ACTRESS, DREW BARRYMORE**

**Time:** 12:33

**Duration:** 9:01

**Synopsis:** The Barrymore family has a long and storied history in Hollywood. For actress, Drew Barrymore, she grew up surrounded by the ups and downs of being in a very public family and acting in TV and films as a child. Today, she looks back on her life and shares what she's learned along the way.

**Host:** Marty Peterson

**Producer:** Amirah Zaveri

**Guests:** Drew Barrymore, actress, producer, host, entrepreneur

**Compliance issues:** Career, Entertainment Industry, Film, Parenting, Personal Development, Psychology, Television

**Links for more info:**

[InStyle: Drew Barrymore Is Breaking Menopause Taboos](#)

[twitter: @DrewBarrymore](#)

## **Viewpoints**

### **Program 23-21**

**Air Week:** 5/21/2023

**Executive Producer:** Amirah Zaveri

**Production Manager:** Jason Dickey

### **SEGMENT 2: THE ALLURE OF THE FOUR-DAY WORKWEEK**

**Time:** 12:14

**Duration:** 8:37

**Synopsis:** There's been a lot of media coverage this year around the 4-day workweek, but does it really make sense long-term? We discuss the pros, cons and if this shift is feasible for America's complex and varied workforce.

**Host:** Marty Peterson

**Producer:** Amirah Zaveri

**Guests:** Lindsay Cameron, assistant professor, management, Wharton School of Business, University of Pennsylvania; Charlotte Lockhart, managing director, co-founder, Four Day Week Global.

**Compliance issues:** Career, Economy, Human Resources, Labor Trends, Mental Health, Parenting

**Links for more info:**

[Lindsay Cameron – Management Department](#)

[4 Day Week Global](#)



### **Quarterly Issues and Programs List Public Service Announcements**

WKLR-FM broadcasts traffic and weather reports for the Greater Richmond area each weekday morning and afternoon.

The following is a list of local non-profit and not-for-profit groups for which WKLR-FM, Richmond, Virginia, aired public service announcements from April 1 to June 30, 2023. WKLR-FM also airs public service announcements for national non-profit and not-for-profit groups.

**VDH Behavioral Survey Female :30**  
**VDH Behavioral Survey Male :30**  
**Fentanyl – It Only Takes A Little :30**  
**Diabetes Prevention – Take The Test :30**  
**VA Tourism – Families :30**  
**VA Tourism – Food :30**  
**VA Tourism – Outdoor :30**  
**VA Association Of Free Clinics :30**  
**VDH Opioid – Tamera :30**



**VDH Opiod – Mike :30**  
**VDH Opiod – Brenda :30**  
**WIC Enrollment :30**  
**ABLENOW – Awareness :30**  
**ABLENOW – Unique :30**  
**Veteran Services – Hire A Vet :30**

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