



Quarterly Issues and Programs List

Programs Information

The following is a list of programs which WKLR-FM, Richmond, Virginia, aired from 01 April 2015 through 30 June 2015. These programs addressed issues that were determined to be of significant concern to the Richmond, Virginia community during the second quarter of 2015.

Local News Stories WKLR-FM has a locally produced newscast at the top and bottom of the hour each weekday morning between 6:00 and 9:00.

Focus Richmond (five hours per quarter) – a twenty-five-minute talk show hosted by Local Morning Show Host from Easy 100.9, Bill Bevins, 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.

Public Service Announcements – announcements provided by not-for-profit groups 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) The Economy
- B) Politics
- C) Public Safety and Health
- D) Education
- E) The Environment



Quarterly Issues and Programs List General Issues

The following is a list of significant issues to which WKLR-FM, Richmond, Virginia, responded from 01 April 2015 through 30 June 2015, along with the most pertinent treatments of those issues.

A. The Economy

Focus Richmond Old Dominion Barn Dance Air 4-5-15 at 6:30a

Local guest April Niamtu discusses an upcoming fundraiser, The Lady Bug Wine Auction, to benefit local charity Association for Retarded Citizens. April also educated listeners on what exactly ARC is and how they help the local economy as active citizens in Richmond. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 4-15-15

Crews are breaking ground on a new Wegman's Grocery Store in Chesterfield County today! The grocery store will anchor the new Stonehenge Village Shopping Center on Midlothian Turnpike. It's expected to open next spring, at around the same time as the new one in the Short Pump area. Each one is expected to hire about 600 people. Total news segment time 5 minutes.

Viewpoints Spring Travel: Saving time and money Air 4-19-15 at 6:00a

The spring and summer travel seasons are here and Americans are planning their vacation trips both online and through travel agents. We'll talk to two travel experts about where the action is this season, how to get

more for your travel dollars, and hear some tips and tricks for making your travel less aggravating and more fun.

Host: Gary Price. Guests: Chris McGinnis, business and leisure travel guru, blogger and contributor to Best Western's travel website, You Must Be Trippin.com; Mark Murphy, travel expert, CEO of Travepulse.com. Program #15-16. Time 10:49.

WKLR-FM Local News Synopsis of topic reported on morning of 4-29-15

The second "Wal-Mart on campus concept store" in the nation opens on the campus of VCU in downtown Richmond today. Unlike other Wal-Marts, which are mega sized, this one is only 41-hundred square feet and is expected to creating 20 new jobs. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 5-4-15

Nearly every road around the Richmond area is about to get a facelift thanks to Federal and Local taxes. VDOT is using more than a hundred million dollars to repave some interstates and local roadways around central Virginia. VDOT says crews could start applying asphalt within the next two weeks. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 5-12-15

Lower gas prices and a stronger job market could mean record numbers of drivers on the roads this Memorial Day holiday weekend. AAA says 32 - million Americans are estimated to drive 50 miles or more over the holiday weekend leading to increased revenue for roadside businesses. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 5-18-15

Blue Bell Ice Cream is suspending local operations and laying off employees across the country. The Richmond Blue Bell plant is one of the locations that will be shutting down. Blue bell is cutting 37-percent of its workforce after a listeria outbreak. Total news segment time 5 minutes.

Viewpoints Paternity and Family Leave Air 6-28-15 at 6:00a

Bringing a new baby into the home is a wonderful – and chaotic – experience, and it's often made more chaotic when mom and dad have to rush back to work shortly after the child is born. Financial reasons and the stigma of staying home if you're a man, keep parents away from their

children at a time in their lives when they're needed the most. We talk to an author – and a dad who fought for his rights – about why it's important for employees to receive paid family leave to take care of new babies, sick relatives and elderly parents. He also explains why paid leave is good for business and the economy.

Host: Marty Peterson. Guest: Josh Levs, journalist, father of 3, author of the book, All In: How our work-first culture fails dads, families, and businesses – and how we can fix it together. Program #15-26. Time 11:31.

B. Politics

WKLR-FM Local News Synopsis of topic reported on morning of 4-14-15

The Virginia State General Assembly will re-convene for the day, to consider the Governor's vetoes and proposed changes. Among the vetoes, several pro-gun and re-districting bills, as well as the Tebow Bill that would have allowed home school students to play sports for their nearby public high school. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 5-1-15

Governor Terry McAuliffe says Virginia stands with Baltimore as public protests continue there. The governor also said the Virginia National Guard sent equipment to soldiers operating in the city. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 5-12-15

Former Virginia Governor Bob McDonnell could have to wait 3 months before he finds out if his corruption convictions are overturned. He and his legal team had their appeal heard by three judges on Tuesday. If the appeals court does not overturn his conviction, he'll serve a two year sentence. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 5-13-15

Presidential hopeful Hillary Clinton is coming to Virginia. The Democratic Party of Virginia says Mrs. Clinton will headline their Jefferson Jackson dinner on June 26th. The Washington Post says this will be her first official campaign stop. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 6-9-15

Today is Voting Primary Day across Virginia. Political parties will decide on nominees for both houses of the General Assembly to represent districts throughout the Metro Richmond Area...among the races of interest is who will replace former State Delegate, Joe Morrissey. Total news segment time 5 minutes.

Viewpoints Social Security: How it can be funded Air 6-14-15 at 6:00a

There has been a debate going on for decades over Social Security and it's future. Sometimes we hear that it's going to go bankrupt; other times politicians want to scrap part of it and have workers find commercial financial instruments for their retirement; still others want to cut money paid out to retirees, their survivors and the disabled. We talk to an author and researcher about his ideas on why Social Security is important, isn't going broke, and how it can be expanded and funded with modest increases in the future.

Host: Gary Price. Guests: Eric J. Kingson, Prof. of Social Work, Syracuse University, N.Y., author with Nancy J. Altman of the book, Social Security Works! Why Social Security isn't going broke and how expanding it will help us all. Program #15-24. 11 minutes

Viewpoints The Great Fire: An unsung hero Air 6-21-15 at 6:00a

After World War I there was a great conflict in Turkey and many Christians and others were killed. The city of Smyrna was set ablaze and even more people had to run to the beaches just to escape the flames. Refugees poured into the city from towns and rural areas and soon there were tens of thousands stranded on the shore with nowhere to go. We'll hear how governments and diplomats in the West all but ignored their plight, and how the efforts of one brave relief worker and a Navy commander finally brought the victims to safety.

Host: Marty Peterson. Guests: Lou Ureneck, Professor of Journalism at Boston University, author of The Great Fire: One American's mission to rescue victims of the 20th century's first genocide. Program #15-25. 12 minutes

C. Public Safety and Health

Focus Richmond Resolution Blood Drive 2015 Air 4-12-15 at 6:30a

Interviewed members of the Massey Cancer Research Center about the 2nd RE-Strong Run benefiting the Massey Cancer April 25th, at Hewick Plantation in Urbanna Va. in Memory of Ruth Ellen Strong. Covered the history of the race and their need for support. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 4-14-15

More than 80 percent of Richmond school buildings are more than 20 years old. Half of the city's schools are in desperate need of renovation. A facilities task force announced yesterday that it will be working on a to a 645-million dollar investment to fix up the schools. Total news segment time 5 minutes.

Focus Richmond Susan G Komen walk for the Cure 4-26-15 at 6:30a

Interviewed Executive Director Linda Tiller and Director of Community Health Programs Kristen Harris about the upcoming Susan G Komen walk for the Cure and their ongoing fight against Breast Cancer. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes

WKLR-FM Local News Synopsis of topic reported on morning of 4-29-15

VCU researchers say babies born within a five mile radius of downtown Richmond will have a shorter life expectancy versus those in other areas. Several factors influenced the study including access to nutritional food, safe and affordable housing, education and physical activity. Total news segment time 5 minutes.

Focus Richmond Journey of Hope 4 Autism 5-3-15 at 6:30a

Interviewed representatives from "Journey of Hope 4 Autism," a horse rescue ranch and riding center for children with Autism here in Central Virginia. Discussed their spring fund raising event and asked for volunteers to help with the mission of helping parents and autistic children enjoy a day on horseback. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes

Viewpoints Healthier Ethnic Cooking and Sweets Air 5-17-15 at 6:00a

America is a melting pot of many nationalities, races and religions, each with its own traditions and cuisines. Some of the food that is so loved by

families across the country isn't the healthiest, however, and can cause obesity, blood sugar problems and heart issues. We talk to two experienced cooks and an award-winning baker about how they are trying to make ethnic dishes and baked goods a bit healthier while maintaining the flavors and textures of the traditional dishes.

Host: Marty Peterson. Guests: Caroline Randall Williams, co-author of "Soul Food Love: Healthy recipes inspired by one hundred years of cooking in a Black family"; Leah Koenig, author of "Modern Jewish Cooking: Recipes and customs for today's kitchen"; Joanne Chang, owner of Flour Bakery + Café, Boston and Cambridge, MA, author of "Baking with Less Sugar: Recipes for desserts using natural sweeteners and little-to-no white sugar." Program #15-20. 11 minutes

Focus Richmond Beds for Kids Air 5-31-15 at 6:30a

Joined by Jenny Jones, local CEO of Beds For Kids, Dave Kennedy, Beds For Kids local Executive Director, and Jonathan Pride, Branch Manager for Mobile Mini to discuss, Beds For Kids, and how their local charity provide beds to children who need one due to extreme circumstances. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes

Viewpoints Empty Nest: When the kids leave for good Air 6-7-15 at 6:00a

When the last child leaves home for college, marriage or that first job, parents are often sad and at loose ends about how the rest of their lives will progress. We talk to a therapist and author who's experienced her own children leaving home, about the emotions of "the empty nest" and what parents can do to re-frame their lives when the children go out on their own.

Host: Marty Peterson. Guest: Wendy Aronsson, psychotherapist and author of "Refeathering the Empty Nest." Program #15-23. 10 minutes

Viewpoints Boating & Water Safety Air 6-14-15 at 6:00a

Hundreds of people die each year in boating accidents – and many of those can be prevented if the right equipment is on board and boating safety procedures are followed. We talk to two Coast Guard specialists about what you need to know and have on hand in your boat to make this summer's boating safe and fun.

Host: Marty Peterson. Guests: Lt. Andrew Perodeau, U.S. Coast Guard 9th District Office of Law Enforcement, Great Lakes Hdqts., Cleveland, OH; Mike Baron, Recreational and Water Safety Program Mgr. U.S. Coast Guard 9th District in Cleveland, OH. Program #15-24. 11 minutes

Focus Richmond Children's Miracle Network Air 6-14-15 at 6:30a

Local guests Katy Stagg & Amy Dickstein from Children's Miracle Network of Central Virginia discussed the annual and upcoming Lemon-Aid event around Richmond and how you can participate. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes.

D. Education

Viewpoints Race & Diversity: Can it be taught in school? Air 4-5-15 at 6:00a

Can race be taught as a school subject, like chemistry and foreign language? And if so, what kinds of curricula are best for making students understand how other races fit into and benefit society? We talk to two researchers about the answers to these questions and take a slightly different look at race, ethnicity, religion and how they affect our perceptions of the world.

Host: Gary Price. Guests: Lawrence Blum, Prof. of Philosophy, Dist. Prof. of Liberal Arts & Education, Univ. of Massachusetts, Boston, author of "High Schools, Race and America's Future: What can students teach us about morality, diversity, and community." Todd Pittinsky, Prof. in the Dept. of Technology and Society, SUNY-Stony Brook, lecturer at Harvard Univ., author of "Us + Them: Tapping the positive power of difference." Program #15-14. 11 minutes

Viewpoints Incorporate your dreams into your life Air 4-12-15 at 6:00a

Not everyone is able to follow their dream into a career that they truly love. People have debt, family obligations and are possibly just not talented enough to make a living working at what they've always dreamed of doing. Our guest says that he's talked to people who have found ways of incorporating their dreams into their lives in very creative – and lucrative -- ways, and he'll pass along some advice on just how to do it.

Host: Marty Peterson. Guest: Nathan Gebhard, co-creator of the PBS documentary series "Roadtrip Nation," and coauthor of the book, "Roadmap: The get-it-together guide for figuring out what to do with your life." Program #15-15. 11 minutes

Viewpoints Astrotwins: An astronaut talks about science and math education Air 4-26-15 at 6:00a

As a kid, did you ever dream of being an astronaut and flying a rocket ship into space, but figured you weren't good enough in science and math to do it? Our guest, a former U.S. astronaut admits he wasn't the best young student in school in those subjects, but later on he grew fascinated by them and turned his newfound interest into becoming a Navy pilot and then a member of NASA's Space Shuttle team. He talks about his new young readers' book, and how he hopes it will encourage boys and girls to go into science, math and engineering.

Host: Gary Price. Guest: Mark Kelly, retired astronaut, author of the novel, "Astrotwins: Project Blastoff," a young reader book. Program #15-17. 9 minutes

WKLR-FM Local News Synopsis of topic reported on morning of 4-29-15

8th grader Gracie Good Pasture from the Steward School in Henrico County started breeding chickens to find the best free range bird that was healthy and hardy. She's now the only one from the 5th to 8th grade in the nation to win an award from the National Science Teachers Association for her passion for science. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 4-30-15

Richmond City School Superintendent Doctor Dana Bedden says the district is "on the road to glory." In his first "State of the Schools" address, Doctor Bedden highlighted academic improvements, but acknowledged the need to build new schools and renovate old ones. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 5-1-15

Today is the last day of extended school days in Chesterfield County. The district added 15 minutes to the end of the school day trying to make up for lost time from all the Snow Days during the long Richmond Winter. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 5-4-15

Student teams from Maggie Walker Governor's School and Henrico County's Douglas Freeman High School placed second and third in the nationwide "We the People" competition. The annual tournament tests students' knowledge of the US constitution. Total news segment time 5 minutes.

Focus Richmond May is Foster Care Month 5-17-15 at 6:30a

Joined by Debbie Johnston, the Virginia Ambassador for Adoption to discuss the benefits of foster care and adoption in our area. May is Foster Care Month. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes

Focus Richmond Virginia 529 College Fund Air 5-24-15 at 6:30a

Interviewed Kelly Hope, Director of Communications at local non-profit Virginia 529 College Tuition Fund. Discussed the benefits of using the Virginia 529 College Tuition Fund and how easy it is. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes

Viewpoints Choosing a College: How it can affect your life in school and after education Air 5-31-15 at 6:00a

High school graduates who plan to go on with their education are making plans to head off to college this fall. Not all of them were accepted to the college that was their first choice, and many are disappointed about it. Some young people didn't get into college at all because they weren't offered the help they needed to find a college that suited them financially and culturally. We talk to an author and to a high school counselor about the myths surrounding acceptance to an "elite" college, why a small or state school can be a better fit, and how high school counselors can better serve diverse and often financially strapped students.

Host: Gary Price. Guests: Frank Bruni, columnist for The New York Times, author of the book, Where You Go Is Not Who'll You'll Be: An antidote to the college admissions mania; Joshua Steckel, counselor at a high school in Brooklyn, NY, co-author of the book, Hold Fast to Dreams. Program #15-22. 12 minutes

Focus Richmond Special Olympics of Virginia Air 5-31-15 at 6:30a

Interviewed Executive Director Special Olympics of Virginia Rick Jefferies.

Discussed the upcoming Virginia Special Olympics and how people around Richmond can get involved/donate their time. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes

E. The Environment

WKLR-FM Local News Synopsis of topic reported on morning of 5-4-15

Today is "Bike to Work" day and Virginia State and City leaders are encouraging you to keep the car parked and ride a bike instead as a way to promote healthier living and lifestyles and less smog. Total news segment time 5 minutes.

WKLR-FM Local News Synopsis of topic reported on morning of 5-26-15

If you're looking for a way to save money on gas and help reduce smog during the hot summer ahead...turn on the air conditioning. Studies how running the a-c can increase fuel consumption but is more efficient than driving with the windows open at highway speeds. In fact, running the a-c could save you about a dollar fifty on each fill up while reducing CO2 levels around Richmond. Total news segment time 5 minutes.

Viewpoints Big, Bad Botany Air 5-31-15 at 6:00a

Every spring, millions of gardeners head outside to spruce up their flower beds, trees, shrubs and vegetable patches, without thinking much about the history – and sometimes toxicity – of some of their plantings. We talk to a man who has researched the unusual side of gardening and find out about some very interesting plants, and how they were cultivated and used in the past as hallucinogens, medicines and tourist attractions.

Host: Marty Peterson. Guest: Michael Largo, author of the book, The Big, Bad Book of Botany: The world's most fascinating flora. Program #15-22. 10 minutes.

Viewpoints The Psychology of Climate Change Air 6-7-15 at 6:00a

We've heard a lot about climate change and global warming over the past 20 years or so, but ironically people care about it less now than they did a decade ago! We talk to a researcher and author about how the framing of climate change can skew the message and create attitudes that affect

how we think of global warming and how we become motivated – or not – to do something about it.

Host: Gary Price. Guest: Per Espen Stoknes, psychologist, economist, author of *What We Think About When We Try Not to Think About Global Warming: Toward a new psychology of climate action*. Program #15-23. 12 minutes.

Focus Richmond Preparedness in Extreme Weather Air 6-7-15 at 6:30a

Interviewed guest Anthony McLean, Head of Emergency Management for The City of Richmond to discuss getting Richmond Families prepared for the upcoming Hurricane season and individual preparedness in Extreme Weather. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes.

Viewpoints A New Look at Invasive Species Air 6-21-15 at 6:00a

Many ecologists, farmers and members of the public are worried that non-native plants and animals are invading the U.S. and preventing native species from thriving. Much money and time is spent trying to rid the land of these aliens – often to no avail. But are these species present because they're the only ones that can thrive in an area? Are they multiplying because of something bad we're injecting into their environment? Are these aliens actually helping nature create a diverse and robust environment? And are those so-called native species of plants and animals really native? Our guests have some surprising answers to those questions.

Host: Gary Price. Guests: Fred Pearce, science journalist, researcher, and author of *The New Wild: Why invasive species will be nature's salvation*. Tao Orion, permaculture educator author of *Beyond the War on InvasiveSpecies: A permaculture approach to ecosystem restoration*. Program #15-25. 10 minutes.



Quarterly Issues and Programs List Public Service Announcements

WKLR-FM broadcasts traffic 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 01 April 2015 through 30 June 2015. WKLR-FM also airs public service announcements for national non-profit and not-for-profit groups.

Crime Solvers/Crime Stoppers, 60-second spots

Virginia Tourism PSA - *Virginia is For Lovers!*, 30-second spots

Virginia PSA to fight Hunger – *Feed Virginia*, 30-seconds spots

Virginia Army National Guard Recruitment, 30 Second spots

Fire Prevention (in association with the local fire departments – locally produced)

Various Ad Council-Provided PSAs (subjects included: support for veterans, teen dating, emergency preparedness, CPR, child safety, literacy, avoiding foreclosure, prevent forest fires), 30-second spots

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