



Quarterly Issues and Programs List Programs Information

The following is a list of programs which WKLR-FM, Richmond, Virginia, aired from 01 July through 30 September 2019. These programs addressed issues that were determined to be of significant concern to the Richmond, Virginia community during the third quarter of 2019

Local News Stories - WKLR-FM has locally-produced newscasts weekday mornings between 5:00 and 9:00. These newscasts are approximately 3 minutes and cover pertinent topics for the day ranging from local schools and weather to national politics and health concerns.

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.

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) Children
- B) Poverty
- C) Veterans and First Responders
- D) Health
- E) Culture
- F) Elder Issues



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 01 July through 30 September 2019, along with the most pertinent treatments of those issues.

A. Children

Focus Richmond Synopsis of topic reported 8/11

VCU Alumni event organizer, Timmy Nguyen, joins us to talk about the second annual Ultimate Backpack supply drive, presented by CoStar Group. The drive provides students with free, new backpacks filled with school supplies to support schools, neighborhood resource centers, and non profits. The goal is to provide more than 15 thousand children in the Richmond area with backpacks filled with grade-appropriate school supplies. Total news segment time 13 minutes.

Focus Richmond Synopsis of topic reported 8/18

Scott Bennett from SwimRVA joins us to talk about how they are making aquatics accessible. SwimRVA is the non-profit community hub for aquatics in the Richmond region. SwimRVA began as the Greater Richmond Aquatics Partnership (GRAP), a collaboration of five educational and youth sport leaders who shared the goal of providing a world-class aquatics facility in Chesterfield. Today – thanks to ever-developing and evolving partnerships with civic leaders, schools, community groups, and amazing organizations like the YMCA, the Salvation Army Boys & Girls Clubs, and VCU – they’re building social bridges through aquatics that cross physical, racial, and economic barriers. Much more than just a pool, they serve as a catalyst for water

safety, health and fitness, sports tourism, competitive aquatics, and possibility, for all Richmonders. Total news segment time 13 minutes.

Focus Richmond Synopsis of topic reported 9/22

Operation Kidsafe founder Mark Bott joins us to talk about the program. Operation Kidsafe is a free child safety event happening all-across the US. Parents take home the only record of their visit (a bio document) that is ready to hand to law enforcement in an emergency. Safety tips to start a family safety action plan are also included. Total news segment time 13 minutes.

Viewpoints Synopsis of topic reported 7/21

Author Jared Yates Sexton shares memories from his own turbulent accounts as a journalist and connects it to the larger discussion around the phenomenon of toxic masculinity in the U.S. What exactly is toxic masculinity and how is it affecting men and youth? Total news segment time 12 minutes

Viewpoints Synopsis of topic reported 8/11

Parenting in the online era can be quite confusing. At what age should you let your kid have a Facebook or Snapchat account? How closely should you monitor what they view on the internet? We speak with Julianna Miner, author of Raising a Screen Smart Kid: Embrace the Good and Avoid the Bad in the Digital Age, to get the inside scoop on teaching kids how to responsibly navigate the digital world. Total news segment time 10 minutes

Viewpoints Synopsis of topic reported 9/1

While schools have put in place comprehensive anti-bullying campaigns, we seldom focus on ensuring the child bully gets the help they need to succeed. We still punish troubled kids with detentions, suspensions and from there it escalates onward. Many seem to never get the proper help and get stuck in a perpetual cycle of trouble throughout life. How do we change our mindset and practices in order to stop these children from falling through the cracks? Total news segment time 9 minutes

Viewpoints Synopsis of topic reported 9/29

While some of us have fond memories of an idyllic childhood filled with joyous birthday parties and summer road trips, some children face a completely different home life. This instability can overtake a child or teen and lead them down a dangerous path. The nonprofit, Friends of the Children, understands the importance of getting to a child early on and setting a permanent mentor-child relationship that they can rely on while everything else in their life may be up in the air. We learn about the organization and how they're helping thousands of children move past these struggles to thrive. Total news segment time 10 minutes

B. Poverty

Focus Richmond Synopsis of topic reported 7/28

Red Door Ministry joins us to discuss how they care for the whole person in mind, body and spirit to the best of their ability. Through well balanced meals, clothes, social work coordination and healing services by their clergy, they've been helping serve the hungry, homeless, food and housing insecure community of Richmond since the early 1980s. Started by the women of the congregation as a Soup Kitchen, in recent years they have expanded to a ministry of Healing, Hospitality and Wholeness. Total news segment time 13 minutes.

Focus Richmond Synopsis of topic reported 8/25

Since 2009, Feel The Love (formerly known as Heat U.P.) has been a key program for Lennox Residential to give back to its communities. Culminating in Feel The Love Day every October, Lennox partners with HVAC installers and local community members in the United States and portions of Canada to deliver units at no cost to people who consistently put others before themselves and need a helping hand. They are collecting nominations now for a deserving family in the Richmond metro area. Total news segment time 13 minutes.

Focus Richmond Synopsis of topic reported 9/15

The VCU Alumni Richmond Chapter is organizing and competing in the Alumni Charity Challenge. Alumni groups from around the country compete to see which school can donate the most canned goods to Feed More, the Central Virginia Food Bank. The event aims to collect over 50

thousand pounds of food in just 3 hours later this week. Total news segment time 13 minutes.

Viewpoints Synopsis of topic reported 8/18

It's estimated that worldwide there are currently between 20 and 40 million people who are exploited through forced labor, marriage and prostitution, according to the International Labor Organization. We take a look at the South Asian country of Nepal where as many as 20,000 girls each year fall victim to human trafficking. We discuss solutions and what more needs to be done to end this global human rights crisis. Total news segment time 11 minutes

C. Veterans and First Responders

Focus Richmond Synopsis of topic reported 7/7

Allen & Allen joins us to talk about their Hometown Heroes initiative. For the past 10 years, they've celebrated acts of local heroism in our community. This year, they'll also be holding a Heroes' Reunion to celebrate the 10 year anniversary. They are joining us to talk about this year's winners. Total news segment time 13 minutes.

Focus Richmond Synopsis of topic reported 7/21

Tech For Troops is the Fastest Growing Veterans Organization Bridging the Digital Divide for Veterans and their Families in the USA. We are a Non-Partisan 501c-3 Non-Profit Corporation that provides veterans with skills, computers and IT workforce training. We will accomplish this by providing veterans and the children of veterans in need with free, refurbished computers and opportunities to partner through T4T with company businesses that provide training or networking experiences. Total news segment time 13 minutes.

Focus Richmond Synopsis of topic reported 9/1

Travis Manion Foundation (TMF) will host the Richmond 9/11 Heroes Run 5K race and 1 mile Fun Run at 2:00pm, on September 8th at UPS Freight. The annual race will unite the community to remember the nearly 3,000 lives lost on 9/11, as well as to honor our veterans, military, and first responders who serve our country and our communities. Total news segment time 13 minutes.

Viewpoints Synopsis of topic reported 8/4

In an ideal situation, a taser – an electrical weapon – allows law enforcement to subdue a subject without having to pull out their gun. But why do tasers sometimes fail? We discuss possible factors at play when a taser is deployed and new technology in development at Axon Enterprise, the main supplier of tasers and body cameras to law enforcement. Total news segment time 9 minutes

Viewpoints Synopsis of topic reported 9/15

Ryan Leigh Dostie, author of Formation: A Woman's Memoir of Stepping Out of Line, enlisted in the Army after graduating from high school and was deployed to Iraq shortly after finishing her training. In 2002, while abroad, she was raped while sleeping in her Army barracks. What followed was a series of victim-blaming tactics and unfair bias directed towards her by her commanders. Dostie spoke with Viewpoints about her experience and how she found the strength to move on. Total news segment time 8 minutes

D. Health

Focus Richmond Synopsis of topic reported 9/8

Chris Williams, executive director of CancerLinc, joins us to talk about their Circle of Hope Community Breakfast Event, which will feature nationally known author, Mrs. Lynn Eib. Her two books on faith and overcoming cancer are truly inspirational. Total news segment time 13 minutes.

Focus Richmond Synopsis of topic reported 9/29

Join Lilly Pulitzer Short Pump for a fashion show in the mall center court in support of American Cancer Society. ACS's mission is to save lives, celebrate lives, and lead the fight for a world without cancer. All fashion show models are survivors, fighters and their family members. Total news segment time 13 minutes.

Viewpoints Synopsis of topic reported 7/14

The rise and fall of the now defunct blood-testing company Theranos has captivated the attention of millions and exposed the dark side of the startup culture in Silicon Valley. Elizabeth Holmes, founder and CEO of Theranos, is awaiting trial next summer, facing 11 felony charges for allegedly defrauding the public. We speak with Stanford professor Dr. Phyllis Gardner who doubted Holmes from the very beginning. Total news segment time 9 minutes

Viewpoints Synopsis of topic reported 8/18

You want to eat healthy, but sometimes that's not always possible. There's nothing around that's quick, affordable and above all, hits the spot. We cover how new models are creating a greater number of nutritious options and the challenges that come with sustaining the profitability of these new systems. Total news segment time 8 minutes

Viewpoints Synopsis of topic reported 9/1

About 10 percent of nurses today are men. As aging Americans place a greater strain on healthcare, the nursing industry faces a rising demand and is already responding by finding ways to recruit early on. We dispel some of the myths around the field and new medical technology in the works. Total news segment time 9 minutes

Viewpoints Synopsis of topic reported 9/22

Most of us point to McDonald's as the founding of fast food as we know it. But the American staple actually began nearly a hundred years ago with two chains, White Castle and A&W. We speak with Adam Chandler, journalist and author of Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom about the events that fed into the rapid rise of the fast-food industry and how different chains are fighting to stay present and on-trend in today's competitive restaurant landscape. Total news segment time 8 minutes

E. Culture

Focus Richmond Synopsis of topic reported 8/4

Melba Gibbs joins us to talk about Art for the Journey. At Virginia Correctional Center for Women, art classes have restored a sense of humanity and hope. In an otherwise harsh environment, the atmosphere

of the art studio is characterized by person-centered engagement, positive support and awareness of the deeper emotional and psychological benefits of creativity. Through professional art instruction, our hope is to give these women a way to experience well-being through creative expression and to better prepare them for life beyond incarceration.. Total news segment time 13 minutes.

Viewpoints Synopsis of topic reported 7/7

Many of us throw an emoji or two in a text or social media message to help get our point across. But do you ever wonder how emojis came about and why we pick certain ones over others? We speak with three experts about their rise in popularity and reflection of different cultures and generations. Total news segment time 8 minutes

F. Elder Issues

Focus Richmond Synopsis of topic reported 7/14

AARP Virginia joins us to discuss a new scam alert: peer to peer payment app scams. With new technologies come new ways scammers are trying to steal our money. Peer-to-Peer (P2P) money sending apps – Zelle, Venmo, PayPal and the like – are popular ways for friends to send money back and forth. Unfortunately, scammers are using the same technology to receive payment from individuals they deceive into believing they owe money. These platforms have fewer consumer protections than other forms of payment. Use caution when sending money to people you do not know and watch out if a stranger insists on paying you via P2P apps Total news segment time 13 minutes



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 01 July through 30 September 2019. WKLR-FM also airs public service announcements for national non-profit and not-for-profit groups.

Local Charity PSA –Va Blood Services and Va Lottery Gambling Awareness :30 and :15 PSA

Crime Solvers/Crime Stoppers – 60-second spots

Virginia Association of Broadcasters PSA –National Guard :30 PSA, Virginia Tourism Cooperation :30 PSAs

Various Ad Council-Provided PSAs – (subjects included: St Jude, Wildlife protection, lung cancer screening, reducing food waste, discovering nature and more) 30-second spots.

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