



## Quarterly Issues and Programs List Programs Information

The following is a list of programs which WKLR-FM, Richmond, Virginia, aired from 01 January through 31 March 2021. These programs addressed issues that were determined to be of significant concern to the Richmond, Virginia community during the first quarter of 2021

**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) Environment
- B) Health
- C) Child Development
- D) Business



## 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 January through 31 March 2021, along with the most pertinent treatments of those issues.

### A. Environment

#### **Focus Richmond** Synopsis of topic reported 2/7

Central Virginia Waste Management Authority Executive Director, Kim Hynes, joins Focus Richmond to talk about how you can #recycleright. CVWMA accepts certain items in its regional residential recycling and drop-off recycling programs. Placing items that are not accepted into recycling containers can damage equipment, harm workers, and adds additional sorting and disposal costs. For more information on how to get started with recycling, please visit [www.cvwma.com](http://www.cvwma.com). Total segment time 15 minutes.

#### **Viewpoints** Synopsis of topic reported 1/31

#### **WHAT IS ATTRIBUTION SCIENCE?**

**Time:** 14:25

**Duration:** 8:34

**Synopsis:** The field of attribution science studies extreme weather events in order to uncover what role man-made climate change plays in the severity or likelihood of each disaster. We speak to renowned climatologist Dr. Friederike Otto to better understand the reasonings behind attribution science and the implications this research has on science, global politics, and climate litigation.

**Host:** Marty Peterson

**Guests:** Dr. Friederike Otto, German climatologist, associate professor, Global Climate Science Program, University of Oxford, associate director, Environmental Change Institute, University of Oxford, author, Angry Weather: Heat Waves, Floods, Storms, and the New Science of Climate Change.

**Issues Covered:** climate change, global warming, natural disaster, extreme weather, climate science

**Viewpoints** Synopsis of topic reported 2/28

### **THE ARTIC THEN VS. NOW**

**Time:** 12:29

**Duration:** 9:47

**Synopsis:** Over the last two decades, Arctic melt has increased by about 60 percent. It's estimated that if all of the glaciers and ice caps were to disappear into the ocean, sea level would rise by 230 feet, wiping out all of the coastal cities and towns around the globe. Journalist and author, Andrea Pitzer shares the history of Arctic exploration and how the landscape has changed over time – but not for the better.

**Host:** Marty Peterson

**Guests:** Andrea Pitzer, journalist, author, Icebound: Shipwrecked at the Edge of the World.

**Issues Covered:** climate change, global exploration, history, environment, wildlife

**Viewpoints** Synopsis of topic reported 3/7

### **WORKING WITHIN THE OIL SECTOR**

**Time:** 12:35

**Duration:** 9:05

**Synopsis:** The oil and gas industry employs millions of workers. In 2018, 6.7 million Americans worked within the traditional energy sector. Yet, when we often hear about the industry, it's entangled in political and environmental news. Rarely does it look at the workers themselves and the challenging and physical barriers of the job. In 2013, Michael Patrick Smith moved from Brooklyn, New York to Williston, North Dakota to work as an oil swamper. He joins us this week on Viewpoints.

**Host:** Marty Peterson

**Guests:** Michael Patrick Smith, writer, author, *A Good Hand: A Memoir of Work, Brotherhood and Transformation in an American Boomtown*.

**Issues Covered:** energy production, oil & gas industry, politics, career, workplace, technology

## **B. Health**

**Focus Richmond** Synopsis of topic reported 2/28

Dr. Cara Hartle and Katherine Bullock from Virginia Physicians for Women join Focus Richmond to talk about the James House Shelter personal care item drive. The drive is to support victims of domestic violence. Donate lotions, body wash, facial masks, or even a card with an empowering message to show these women you care. Drop off personal care items at any VPFW location by February 28th for a chance to win a personal care gift basket. Learn more at [vpfw.com](http://vpfw.com). Total segment time 15 minutes.

**Focus Richmond** Synopsis of topic reported 1/3

ASK Childhood Cancer Foundation Executive Director, Amy Godin joins Focus Richmond to talk about their upcoming virtual advocacy day on Monday, January 11<sup>th</sup>. Advocates (pediatric oncologists, parents of pediatric cancer patients, etc.) from around the state will be reaching out to their legislators in advance of Virginia's 2021 General Assembly session where Senator Emmett Hanger will be introducing a bill requesting \$2.5m in the 2021 budget to be allocated for pediatric cancer research. Right now 0% of the \$20million in cancer funding is designated for children. Total segment time 15 minutes.

**Focus Richmond** Synopsis of topic reported 1/10

CancerLINC Executive Director, Chris Williams joins Focus Richmond to talk about their organization's service to the community. CancerLINC is a unique Richmond-area organization that connects cancer patients with volunteer attorneys, financial advisors, and community resources. Serving local cancer patients for over 24 years. Total segment time 15 minutes.

**Viewpoints** Synopsis of topic reported 1/3

## **THE PSYCHOPATH INSIDE**

**Time:** 1:47

**Duration:** 10:25

**Synopsis:** Who do you think of when you read or hear the word, psychopath? Rarely does anyone think of the mild-mannered neuroscientist next door. We speak to two experts about what the term actually means in the medical world, how it's tested for in various people and why many people who have psychopathic tendencies are able to function in a non-violent, productive manner.

**Host:** Gary Price

**Guests:** Scott Lilienfeld, Professor of Psychology, Emory University, Atlanta, Georgia; James Fallon, neuroscientist at University of California-Irvine, author of *The Psychopath Inside: A Neuroscientist's Personal Journey Into the Dark Side of the Brain*.

**Compliance issues:** psychology, mental disorder, neurology, health, education, science

**Viewpoints** Synopsis of topic reported 1/24

## **A PANDEMIC EDUCATION: IT CONTINUES ON INTO 2021**

**Time:** 1:47

**Duration:** 10:01

**Synopsis:** It's been ten months since many schools across the nation shifted to online learning. Students, parents, and everyone working within education have braved the many challenges of learning within a pandemic. With vaccine distribution underway, many within the field are seeing the light at the end of the tunnel and the eventual return to classrooms hopefully later this year. We speak with two education experts about the changes happening in the field as technology plays a bigger role.

**Host:** Gary Price

**Guests:** Taylor Good, 3rd Grade Teacher, Manheim Township School District; Trenton Goble, former teacher and principal, vice president, K-12 product strategy at Instructure, author, *Reclaiming the Classroom: How America's Teachers Lost Control of Education and How They Can Get It Back*.

**Compliance issues:** career, technology, child development, COVID-19 Pandemic, mental health

## **C. Child Development**

### **Focus Richmond** Synopsis of topic reported 2/14

Sportable's Executive Director joins Focus Richmond to talk about CP Soccer. The CP Soccer program was designed exclusively for youth ages 5-high school with ambulatory cerebral palsy, stroke or traumatic brain injuries. The program focuses on introducing skills, drills, and most importantly, fun, for all levels. The Spring season kicks off Sunday, February 28<sup>th</sup> and players have the chance to meet current U.S. Paralympic National Team members who are scheduled to attend. Total segment time 15 minutes.

### **Focus Richmond** Synopsis of topic reported 3/14

Mercedes McGinthy from St. Jude Children's Research Hospital joins Focus Richmond to talk about the St. Jude Cycle Challenge, hosted by the Young Professional of Richmond. Register individually, or create a team of up to 10 friends or family and take on the challenge of cycling 81.5 miles — representing the 815 miles from Richmond to St. Jude in Memphis, but through your local streets, gym or home. You can start cycling and fundraising today! While you ride, share your journey and fundraise for the kids at St. Jude. Use #StJudeYPRVA #ForStJude so others can see you taking on the challenge. Total segment time 15 minutes.

### **Focus Richmond** Synopsis of topic reported 3/21

Jeannine Panzera, Executive Director from Henrico CASA joins Focus Richmond to talk about the dangers for children in unsafe home conditions during the pandemic. CASA's program staff and more than 100 volunteers have seen first-hand the pandemic's impact on the more than 400 children and families we serve, and despite the pandemic, they have worked tirelessly to ensure children are safe from abuse and neglect. The proceeds from this year's *Home for Good* event will help CASA meet the costs of recruiting, screening, and training new volunteer Court Appointed Special Advocates (CASAs) so that they can continue to serve all the children referred to CASA for our advocacy services. Total segment time 15 minutes.

### **Viewpoints** Synopsis of topic reported 1/24

## **THE COMPETITIVE NATURE OF TODAY'S YOUTH SPORTS**

**Time:** 13:45

**Duration:** 9:15

**Synopsis:** The world of youth sports can be incredibly stressful. Long practices, hefty investments, and increasingly selective teams can add up to parents pushing their kids to the brink. We speak with Rich Cohen, a hockey dad, about the modern pressures of the competitive sport and why some parents end up caring more about the sport than their own kid does.

**Host:** Marty Peterson

**Guests:** Rich Cohen, hockey dad, author, Pee Wees: Confessions of a Hockey Parent.

**Issues Covered:** youth sports, parenting, child development, education, psychology

**Viewpoints** Synopsis of topic reported 2/7

## **SEGMENT 1: FORCED BEHAVIORAL TREATMENT PROGRAMS**

**Time:** 1:47

**Duration:** 9:07

**Synopsis:** Each year, thousands of young adults are sent to long-term, in-patient behavioral centers that are seen as the last resort for troubled teens. Their parents often sign off on this treatment because they believe that this 'tough love' route is the only answer to turning things around. Journalist and author, Kenneth R. Rosen joins Viewpoints this week to share his own adolescent experience at three of these centers and the long-term damage this type of treatment can wreak on young minds.

**Host:** Gary Price

**Guests:** Kenneth R. Rosen, senior editor, correspondent, Newsweek, author, Trouble: The Failed Promise of America's Behavioral Treatment Programs.

**Compliance issues:** mental health, behavioral treatment, parenting, psychotherapy, psychology

## **D. Business**

**Focus Richmond** Synopsis of topic reported 1/17

Andrea Star from the Forward Foundation joins Focus Richmond in anticipation of their Virtual Celebratory Gala on February 27<sup>th</sup>. Forward Foundation is dedicated to assisting working single moms by providing them with financial assistance for quality childcare, as well as educational workshops. Their mothers are supported through subsidized childcare assistance and educational services to help provide stability and independence for the family. With support, education and empowerment, Forward Foundation makes a difference in our community every day. Total segment time 15 minutes.

**Focus Richmond** Synopsis of topic reported 3/28

Leslie Blackwell from the Better Business Bureau joins Focus Richmond to talk about a gift card scam plaguing Central Virginia. An in-depth investigative study by the Better Business Bureau (BBB) finds an increase in reports of scams involving gift cards, with hundreds of millions of dollars in losses over the last few years. A Lynchburg woman was scammed out of \$500 when she purchased an American Express Gift Card to transport her new puppies she had bought online. The puppies never arrived. Another Virginia man was being extorted online and told to purchase gift cards and call in with the numbers on the back. Within 6 months, he purchased \$130,000 in gift cards. Total segment time 15 minutes.

**Focus Richmond** Synopsis of topic reported 3/7

Chris Williams from CancerLINC joins Focus Richmond once again, this time to promote the Beyond Bags! Virtual Auction Event. The pandemic has presented increased requests for help with employment issues; mortgage/rent issues; government benefits applications; and social issues including food insecurity, leading CancerLINC to broaden its array of community partnerships. The Beyond Bags! Virtual Auction event will feature entertainment, patient stories, featured auction items like a James River Sunset Cruise and raise money to support CancerLINC. Total segment time 15 minutes.

**Viewpoints** Synopsis of topic reported 3/28

**SIRI, SELF-DRIVING CARS AND DISINFORMATION ON SOCIAL MEDIA: THE UPS AND DOWNS OF ARTIFICIAL INTELLIGENCE**

**Time: 1:47**



**Duration:** 9:30

**Synopsis:** AI software is everywhere these days. It's built into cars, tech, robotics and used in numerous fields from stock portfolio management to pharmaceuticals. But, what does the future of artificial intelligence hold as this technology expands? How will current problems be exacerbated? AI expert and New York Times journalist, Cade Metz joins Viewpoints this week.

**Host:** Gary Price

**Guests:** Cade Metz, technology correspondent, The New York Times, author, Genius Makers: The Mavericks Who Brought AI to Google, Facebook, and the World.

**Compliance issues:** technology, computer science, innovation, business, history, social media



## **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 January through 31 March 2021. WKLR-FM also airs public service announcements for national non-profit and not-for-profit groups.

**Local Charity PSA** – VA Lottery, YMCA, Virginia Department of Health :30 and :15 PSAs

**Virginia Association of Broadcasters PSA** –National Guard :30 PSAs, VDH :30 PSAs

**Various Ad Council-Provided PSAs** – (subjects included: **Various Ad Council-Provided PSAs** – (subjects included: Muscular Dystrophy Association, Poison Helpline, Autism Speaks, YMCA, Obesity Action Coalition etc) 30-second spots.

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