



Quarterly Issues and Programs List Programs Information

The following is a list of programs which WKLR-FM, Richmond, Virginia, aired from 01 January 2015 through 31 March 2015. These programs addressed issues that were determined to be of significant concern to the Richmond, Virginia community during the first quarter of 2015.

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 Community Relations Coordinator Rich Jacobs 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 January 2015 through 31 March 2015, along with the most pertinent treatments of those issues.

A. The Economy

Focus Richmond Old Dominion Barn Dance Air 1-18-15 at 6:30a

Local guest Donna Meade is the guest to discuss the upcoming Old Dominion Barn Dance 2015 and how proceeds will benefit several area nonprofits. Hosted by Rich Jacobs on SummitMedia-Richmond Radio Stations. 25 Minutes.

Viewpoints How Are Those Resolutions Going? Air 2-1-15 at 6:00a

Many of us make resolutions on New Year's Day to lose weight, exercise more or maybe save more money. How are those going a month later? Most Americans don't keep resolutions after a few weeks. Why is that? We'll discuss strategies for planning and fulfilling that big change in your life.

Host: Gary Price. Guests: Tom Somodi, CEO & President of the Change Science Institute; Chris Carosa, Pres. of Carosa, Stanton Asset Management, author of Hey, What's My Number? Program #15-05. 10 minutes

Viewpoints What makes a great CEO? Air 3-8-15 at 6:00a

A number of high-profile companies have appointed new CEOs lately. What is it that makes one candidate better than another to lead a corporation and make it innovative and profitable? We talk to two management specialists about the characteristics of a good leader, what the CEO is responsible for, and what sets great CEOs apart from other business leaders.

Host: Gary Price. Guests: Bill Pasmore, Organizational Practice Leader at the Center for Creative Leadership, and Professor of Social Organizational Psychology at Columbia University, NYC; Adam Bryant, "The Corner Office" columnist for the New York Times, and author of the book, "Quick and Nimble: Lessons from leading CEOs on how to create a culture of innovation." Program #15-10. 10 minutes.

B. Politics

Viewpoints Teaching Political Debate in Schools Air 2-8-15 at 6:00a

Civics classes in many grade schools and high schools aren't the same as they were back 20 years ago, when teachers lectured on "how a bill becomes a law" to a roomful of bored students. These days, kids are more likely to discuss and debate some of the most pressing issues of the day. We talk to two researchers about how some schools are teaching students how to debate correctly, how discussion of hot topics can foster understanding of diverse points of view, and the long-term benefits for students who engage in thoughtful, civil, debate.

Host: Gary Price. Guests: Diana E. Hess, Senior VP of the Spencer Foundation, Prof. of Social Studies Education, University of Wisconsin-Madison; Paula McAvoy, Assoc. Program Officer of the Spencer Foundation and philosopher of education. Both guests are co-authors of the book, The Political Classroom: Evidence and ethics in democratic education. Program #15-06. 12 minutes

Viewpoints Presidential Sidekicks Air 2-15-15 at 6:00a

The next presidential campaigns are gearing up and GOP and Democratic hopefuls are already testing the waters more than 18 months before the elections. The people you see in front of the cameras and in the headlines are only part of the story, though. Behind the scenes are men and women

who support the candidates in very important ways. We'll hear about a few of these hardworking "sidekicks" who served some of our modern presidents, and even about one who made George Washington smile!

Host: Marty Peterson. Guests: Jerald Podair, prof. of history and American studies at Lawrence University, Appleton, WI; Julia Rothman, co-author of "The Who, the What and the Where: 65 artists illustrate the secret sidekicks of history." Program #15-07. 12 minutes

C. Public Safety and Health

Focus Richmond Ber Bowl Air 1-4-15 at 6:30a

Representatives from local non-profit, Cookies for Kids' Cancer, and local business ACAC Fitness and Wellness Centers discuss the upcoming 8th Annual Ber Bowl. Ber's Bowl is an annual 12 hour event with free group exercise, dance, water, and mind-body classes, a silent auction, chili cook off, pancake breakfast, t-shirt sales all weekend leading up to the Super Bowl. ACAC will donate \$5 per guest and \$1 per member to support Cookies for Kids' Cancer (charity requested by Ber & Family). Hosted by Rich Jacobs on SummitMedia-Richmond Radio Stations. 25 Minutes.

Focus Richmond Resolution Blood Drive 2015 Air 1-11-15 at 6:30a

Local guest is Michelle Westbay, Marketing and Communications for Virginia Blood Services. Covered the elevated need for blood in the Richmond area after the holiday season and how the community could help by participating in the upcoming Resolution Blood Drive. Hosted by Rich Jacobs on SummitMedia-Richmond Radio Stations. 25 Minutes.

Focus Richmond Deep Run Marathon 2015 Air 2-28-15 at 6:30a

Physical Education teacher and organizer Kathleen Kern is our guest. The Deep Run Marathon Dance is a 27 hour fundraising event at Deep Run High School and benefits twelve area nonprofits including McShin Foundation, Boys to Men Mentoring Network of VA, the National Alliance on Mental Illness of Central Virginia and CARITAS. Hosted by Rich Jacobs on SummitMedia-Richmond Radio Stations. 25 Minutes.

Focus Richmond St Patty Pazoolza 2015 Air 3-7-15 at 6:30a

Yvonne Nelson of the Innsbrook Foundation is our guest. We talk about the upcoming St Patty's Palooza benefitting the St Baldrick's foundation. The group supports children and their families suffering the effects of childhood cancer. The rain date of the event was March 15th. Hosted by Rich Jacobs on SummitMedia-Richmond Radio Stations. 25 Minutes.

Viewpoints Mindful Work: Meditation at work Air 3-29-15 at 6:00a

We're always hearing about how everyone is stressed these days, that we have too much to do and too many people asking for a moment – or more! – Of our time. What can we do to keep our bosses happy, our clients needs fulfilled and ourselves from pulling out our hair? We talk to two men who have found that meditating can help workers become more productive, less stressed and happier overall.

Host: Marty Peterson. Guests: David Gelles, business reporter, NY Times, author of "Mindful Work: How meditation is changing business from the inside out." Allan Lokos, founding and guiding teacher of the Community Meditation Center in NYC, author of "Through the Flames: Overcoming disaster through compassion, patience and determination." Program #15-13. 10 minutes.

D. Education

Viewpoints The Future of the Mind Air 2-11-15 at 6:00a

It's amazing that in the 21st century, science knows so much about all of the organs of the body save one: the brain. We talk to a scientist and author about the unbelievable abilities of the brain, how memories help us predict the future, where dreams are located, how brain injury can sometimes make someone a genius, and how research into brain function is opening up new areas of understanding the mind and its possibilities.

Host: Marty Peterson. Guest: Dr. Michio Kaku, physicist, professor of theoretical physics City College and City University of New York, co-founder of string theory, and author of The Future of the Mind: The scientific quest to understand, enhance, and empower the mind. Program #15-05. 11 minutes

Focus Richmond Fetch A Cure Air 2-15-15 at 6:30a

Our local guest is Robin Moncol, Director of Development at Fetch-A-Cure. FETCH a Cure is a non-profit organization in Richmond providing education and support for pet aging issues, cancer prevention, detection, and treatment, plus training and socializing of local rescue animals. Hosted by Rich Jacobs on SummitMedia-Richmond Radio Stations. 25 Minutes.

Viewpoints Brown Girl Dreaming: The importance of diverse voices in literature Air 2-15-15 at 6:00a

So much literature is written by white authors – of the past and present – that it's not always relevant to young people of color, immigrants or those from non-western backgrounds. Our guest, an award-winning author, says it's time to hear from different voices in literature – beginning when children just start to open books.

Host: Marty Peterson. Guests: Jacqueline Woodson, award-winning author of "Brown Girl Dreaming," a memoir written entirely in verse. Program #15-06. 10 minutes

Viewpoints Embellishment or Memory Lapse? Lying on the news Air 3-15-15 at 6:00a

A few weeks ago, veteran news anchor, Brian Williams, was suspended from his job on the Nightly News because he had embellished a story about his involvement in an event in the Iraq War. Did he purposely lie? Or could it have been a matter of "misremembering"? We talk to a psychologist and a news veteran about the issue, how it can happen and what the future may hold for Williams.

Host: Marty Peterson. Guests: Dr. Frank Farley, psychologist, professor at Temple University in Philadelphia and a former president of the American Psychological Association; Al Primo, creator of the "Eyewitness News" format for television; producer of Teen Kids News and a the recipient of an Emmy, a Peabody Award and an Edward R. Murrow Lifetime Achievement Award, among many others. Program #15-11. 10 minutes.

Focus Richmond Virginia Commonwealth Adoption Advocate Air 3-22-15 at 6:30a

Debbie Johnston, the Commonwealth's Adoption Advocate, educates about the need for adoption in Virginia. The number of children in Virginia's foster system continues to grow with more children in their teens needing placement. Ms. Johnston discusses the process of adoption and fostering as well. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes.

Focus Richmond Virginia Kindergarten Registration Day Air 3-29-15 at 6:30a

Representatives from the Greater Richmond Chamber of Commerce and United Way discuss the importance of registering children for the kindergarten registration day on April 15, 2015. Topics such as, what documents are needed, what immunizations will be required. Pam Bell, a Principle also discussed was how important the information was to school districts for planning for the new school year. Hosted by Bill Bevins on SummitMedia-Richmond Radio Stations. 25 Minutes.

E. The Environment

Viewpoints Super Storms and America's Aging Weather Infrastructure Air 1-11-15 at 6:00a

Super Storm Sandy was a devastating event that caused death, destruction and billions of dollars in property damage in its wake. One fact that was brought out during the onslaught of that huge hurricane was the need to update our nation's weather forecasting and emergency management systems. We talk to a journalist and author who conducted research on the storm, the systems that tracked it and found out how our weather forecasting, tracking and evacuation protocols and equipment need to be modernized to deal with the extreme weather that climate change will bring us in the future.

Host: Gary Price. Guest: Kathryn Miles, journalist and author of "Super Storm: Nine days inside Hurricane Sandy." Program #15-02. 12 minutes.

Focus Richmond 2015 Virginia Governor's One Shot Turkey Hunt Air 1-25-15 at 6:30a

Representatives from the Wildlife Foundation of Virginia and Virginia Department of Game and Inland Fisheries discuss the upcoming event and their partnership to acquire land, improve wildlife habitat, and develop events to connect people to the outdoors. The Wildlife Foundation of Virginia is a non-profit, 501(c)3 whose mission is to assist in the conservation, protection and enhancement of the wildlife and habitat resources throughout the Commonwealth.



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 January 2015 through 31 March 2015. WKLR-FM also airs public service announcements for national non-profit and not-for-profit groups.

Crime Solvers/Crime Stoppers, 60-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 latch system, literacy, avoiding foreclosure, prevent forest fires), 30-second spots

Prepared by:

Joe Doran
Creative Director
SummitMedia Corporation Richmond
(804) 327-9636
joe.doran@summitmediacorp.com