

Issues Programs List

Quarterly Issues Programs List for Station – WLCA

January 1 – March 31, 2021

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Section I. Issues.

The station has identified the following issues as significant issues facing our community in this quarter:

- A. **Voter Registration:** Information on registering to vote in advance of county elections in April
- B. **People in Black History:** Highlighting significant historical and culture figures in black history.
- C. **Shot Selling:** Information on the process and risks of short selling in light of the Game Stop stock craze.
- D. **Covid Vaccine:** Information on when and where the vaccine is available, who is eligible to receive the vaccine and how to register for the vaccine.
- E. **Lewis and Clark and COVID-19:** Daily updates on Lewis and Clark's response to COVID-19

Section II. Responsive Programs

The station has broadcast programming dealing with each of these issues. Programming details are listed below.

- A. **Voter Registration**
Length: 60 second PSA (85 Total)
Dates/Times: Various (ROS)

WLCA aired public service announcements with information on how to register to vote. Many municipalities in the listening area have several contested elections in April.

- B. **Black History Month**
Length: (28) 90 second features
Date/Time: 5 times each day (various) in February.

Radio broadcast students worked with the Minority Affairs Department at Lewis and Clark to write and produce twenty-eight, 90 second features on significant people and moments in black history. African-American faculty and faculty and staff, as well as leaders in the black community voiced the features.

C. Short Selling

Length: 30 minutes

Dates/Times: 2/22 & 2/26 10:20am; 3/8 & 3/12 2:20pm

Financial writer Adam Hayes appeared as a guest on Finding Lewis and Clark to discuss the process of short selling. There has been much reported in the media about the surge in Game Stop stock and how it has hurt professional short sellers. Mr. Hayes provided a detailed explanation of short selling. In the case of Game Stop, groups of community investors drove up the cost of the stock. The Game Stop example shows how risky short selling can be.

D. Covid Vaccine

Length: Updated recorded and live reads

Dates/Times: Daily March 22-31 @ 7:45am & 3:45 pm

Daily updated information was presented in recorded and live reads (when possible) to inform listeners to help them determine if they were eligible to receive the vaccine and where they can sign up to register to receive the vaccine. Details were given on where listeners can go to get more information on the vaccine.

E. Lewis and Clark and COVID-19

Length: 30 second updates; aired every other hour.

Dates/Times: Daily 1/1 - 3/31

PSA announcements aired every other hour informing listeners and Lewis and Clark students how Lewis and Clark was managing COVID-19. Continued campus shutdown, impact on classes and labs, financial aid, reopening and fall enrollment were some of the topics covered. Updates were recorded and aired as they occurred.