

## Issues Programs List

### Quarterly Issues Programs List for Station – WLCA

March 1 – June 30, 2021

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By Station Manager, Mike Lemons

#### Section I. Issues.

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

- A. **Lewis and Clark and Covid-19:** Daily updates on Lewis and Clark's response to Covid-19.
- B. **Computer Chip Shortage:** Impact on consumers and the economy due to the shortage of computer chips.
- C. **Skin Cancer Awareness:** May is Skin Cancer Awareness Month.
- D. **Labor Force Shortage:** Many area businesses are changing their hours due to lack of workers. Listeners were given insight on the many positions available in the Lewis and Clark district.
- E. **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.

#### Section II. Responsive Programs

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

- A. **Lewis and Clark and Covid-19**  
**Length:** 30 second updates; aired every other hour.  
**Dates/Times:** Daily 4/1 – 6/30

PSA announcements aired every other hour informing listeners and Lewis and Clark students how Lewis and Clark is managing COVID-19. Campus shutdown, impact on classes and labs, financial aid, reopening and fall enrollment were some of the topics covered.

**B. Computer Chip Shortage**

**Length:** 15 minutes

**Dates/Times:** 5/3 @ 10:20am; 5.7 @ 2:20pm

Produced feature providing information on the impact caused by a computer chip shortage. Business that sell computers, electronics and automobiles seem to be hardest hit. Area businesses shared stories of how it has affected their business. Sales Specialist Gordon Carver of Alton Toyota discussed the trickle of new vehicle they receive from the manufacturer, which often creates a higher demand and higher price. Tips for consumers on how and when to buy items were published in consumer reports and presented in this feature.

**C. Skin Cancer Awareness Month**

**Length:** 5 minutes (Encore Airing)

**Dates/Times:** 5/10 – 5/14; 9:05am & 4:05pm

Dr. Anadkat, Dermatologist at Washington University School of Medicine was interviewed for a news feature to discuss the damage the sun can cause to the skin. Accelerated aging of the skin and skin cancer are the two biggest concerns. Dr. Anadkat talked about types of sunscreen and frequency of application. The stages of skin cancer and treatment were also presented.

**D. Labor Force Shortage**

**Length:** 10 minutes

**Dates/Times:** 6/14 & 6/18 @ 8:00am

A ten-minute feature detailing the worker shortage affecting many area businesses in the service industry. Details of job openings were presented in an attempt to support local business while making listeners aware of job opportunities.

**E. Covid Vaccine**

**Length:** Updated recorded and live reads

**Dates/Times:** Daily April 1- May 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.