

WQUD

Erie, Illinois

Quarterly Issues/Programs list

1st Quarter 2018

April 10, 2018

ISSUES

WQUD-FM addresses issues of concern to our local community on a daily basis, live on the air, with programming and public service announcements and free promotions for non-profit events. Issues that we faced in the first quarter of 2018 were as follows:

Agriculture: Interviews with Ag industry leaders, daily moisture reports from 12-15 local communities via listeners when it rains or snows, and a farm and market report every weekday, three times during the AM drive daypart and twice during the PM drive daypart.

Arts and Entertainment: To focus on local music and artists our station has a specialty program called the Local Lick Show from 12-3 pm every Saturday with local music only and guests who play live in studio. There is also a pre-recorded "Entertainment Calendar" that runs at least once per day part on Thursday-Sunday of every week.

Community: WQUD reads a "Community Calendar" live on the air three times every weekday that includes non-profit organization events, public service announcements, and benefits. WQUD also donates to charities with various events every year and an ongoing aluminum can drive that sends proceeds to a different local charity roughly once a month.

Economy: WQUD covers the local economy with daily segments covering farm and market news in the Quad Cities area and beyond during the AM/PM drive dayparts, WQUD tackles economic issues live on the air with a myriad of local industry leaders.

Education: Quality education for our children is of the utmost importance

Environment: WQUD helps in protecting our environment with promotions and information for non-profit organizations

Family Issues: Healthy and happy families are vital parts of our community.

Flood: Record snowfall in the winter resulted in flooding and more flooding forecasted

Health Care: Insurance costs and government programs are addressed consistently as they remain one of the bigger challenges.

Local Government: Elections, board and city votes, and concerns with our schools are amongst the many topics we cover with local news every weekday and consistent interviews with sheriffs and local politicians.

Mental Health: Good mental health is vital to a vibrant community and WQUD provides information to people to feel confident they know what they should about our local community.

Public Welfare: Food pantries are always a big need and information on where and when people can get food is regularly shared on the station and the station's social media outlets.

Science and Technology: A focus on the future is regular discussion during interviews with industry leaders on the AM drive program and advances in space, launches, technologies, and space station sightings are highlighted on our live show from 6-10 pm.

Tourism: Interviews with Visit Quad Cities and the community calendar help people stay informed about what there is to do in the Quad City area.

Traffic: Bridge and metro traffic can bring people to a standstill and four AM drive traffic reports and five PM drive traffic reports are a regular part of weekday programming.

PROGRAMS

Local Section:

This section lists regular segments on full-time live programming and special interviews and programs that detail the station's local issue involvement and the ability to provide Quad Citians with first hand accounts from industry leaders, politicians, and public service workers like police and firefighters. WQUD treats local issues and the people facing them as a priority and here are some of those for this quarter.

A.D. in the Morning is on from 6-10 am every weekday morning and features national news on the top of the hour (7, 8, 9 am) and local news at the bottom of the hour (730, 830, 930 am) . It's a hybrid news talk and music show that includes segments featuring local musicians, farm and market report, and traffic during the 7 and 8 o'clock hours. Breaking news, emergency declarations, and the latest from our local municipalities are also featured.

Community interviews covering local topics and issues included:

- Illinois District 71 Representative Tony McCombie on a weekly basis
- Illinois State Senator Neal Anderson
- Happy Joe Whitty of Happy Joes and head of the Happy Joe's Kids Foundation
- Dave Harrison, Resource Conservationist from Whiteside County Soil and Water Conservation Department
- US Congresswoman Illinois District 17 Cheri Bustos to discuss election and Rock County Courthouse

Public Service Announcements

WQUD strives to help as many organizations as it can with live PSAs, live interviews, recorded ads, and social media posts that promote their events or promotional awareness of the particular organization.

The Community Calendar:

The Community Calendar is read live on WQUD every weekday during the AM Drive (approx. 920 am), PM Drive (approx.. 420 pm), and Evening (approx.. 840 pm) dayparts and it is comprised of community events, non-profit fundraisers and benefits, and ways to help the community out from blood donations to food bank locations. The Community Calendar has been a staple for our station for the last four years and continues to grow and length and awareness amongst our listeners and beyond.

In this quarter, the community calendar provided live PSAs, running around 10 sec each, three times every weekday for the following charities, organizations, and municipalities during times they had scheduled events or awareness promotion. Not all events on the calendar during the quarter are listed.

- Mississippi Valley Regional Blood Center: WQUD urged people to give blood by going to www.bloodcenter.org or calling 309-797-3415.
- RiverBend Food Bank: Donation information at riverbendfoodbank.com and finding local food pantries and the time when food could be picked up.
- Vendor/Bridal Fairs through the Quad Cities
- Quad Cities Honor Flight
- JDRF promotion and ramping up for the JDRF One Walk with fundraising drives done on the air
- Winter storm updates and snow emergency declarations
- WQUD Can Drive with locations of drop off points in Hampton and Erie, the total amount raised and what organization will be benefitting from the latest container that was emptied.