

WQUD

Erie, Illinois

Quarterly Issues/Programs list

1st Quarter 2020

April 10, 2020

## 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 2020 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:** In an effort to keep listeners informed of activities and now pertinent information in dealing with Covid 19,, 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.
- **Covid 19:** With the onset of the Covid 19 virus, WQUD altered its programming to engage in more interviews with local leaders and help listeners get news first hand concerning consequences from the virus and how it has affected daily life.
- **Economy:** As members of the Quad City Chamber of Commerce and 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. Recently news coverage of job losses and gains through the pandemic have been regularly updated.
- **Education:** Quality education for our children is of the utmost importance and with the existence of Covid 19, remote and e-learning has been pushed to the forefront.
- **Environment:** WQUD helps in protecting our environment with promotions and information for non-profit organizations helping the environment like Living Lands and Waters, and reporting on environmental issues from flooding to future development via news and interviews.

- **Family Issues:** Complications from Covid 19 to civil unrest and kids not being in school have made raising children harder than ever and all the information we can share is vital.
- **Health Care:** Millions lost health insurance along with the jobs during start of the pandemic and elective surgeries and regular doctor visits were largely put on hold. Health care was always an important issue but has become more important than ever in this last quarter.
- **I-74 bridge:** Continued progress, construction, and problems the states and contractors have faced during the construction of the new bridge are regular highlights during news features during the AM drive daypart.
- **Local Government:** Elections, board and city votes, and concerns with our schools have moved to the forefront in local news and we have conducted daily, weekly, and bi-weekly interviews with sheriffs and local politicians.
- **Mental Health:** The opening of the psychiatric hospital in Bettendorf helped alleviate a much needed problem with lack of care in the Quad Cities but we now all face the mental health challenges of navigating the covid 19 virus and civil unrest that has sprung up both locally and nationally.
- **Public Welfare:** Food pantries have become a huge 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:** A push to support local tourism with travel becoming riskier due to the Covid 19 virus and local events are routinely given the spotlight with our community calendar and interviews.
- **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.

Live interviews with various public officials were already normal but became more frequent with the onset of the Covid 19 pandemic.

**Whiteside County Sheriff John Booker** was a frequent guest on the show to highlight Crimestoppers and became a daily guest the last couple weeks of March to give Covid 19 updates and information for the county and the state.

**Community interviews** covering local topics and issues included:

- Illinois District 71 Representative Tony McCombie on a weekly basis
- State Senator Neal Anderson
- Kristel Whitty Ersan of Happy Joes and head of the Happy Joe's Kids Foundation
- Rich Bassford of ReMax Concepts talking about the state of the real estate market
- Mica Mosbacher, senior advisor of the Trump campaign advisory board
- Doug Weir of Bettendorf Financial discussing state of the economy
- Ed Rivers from the Scott County Health Department talked about response to Covid 19
- Linda Frederickson, executive director of MEDIC EMS
- Dave Harrison, Resource Conservationist from Whiteside County Soil and Water Conservation Department
- Decker Ploehn, Bettendorf City Administrator
- US Congresswoman Illinois District 17 Cheri Bustos to discuss district response to Covid 19
- Mike Yacksaw, Camanche superintendent and wastewater treatment manager

### **News on the Hour:**

A daily summary of national and local news with details on things like local county and city board votes, the number of new cases of Covid 19 in area counties, and the latest from our local politicians and how they are dealing with the

### **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 and make an appointment to donate during the Covid 19 crisis by going to [www.bloodcenter.org](http://www.bloodcenter.org) or calling 309-797-3415.
- RiverBend Food Bank: Donation information at [riverbendfoodbank.com](http://riverbendfoodbank.com) and finding local food pantries and the time when food could be picked up.
- Port Byron Farmer's Market: time, date, and location and urging to shop fresh and shop local
- Geneseo Farmer's Market: time, date and location and urging to shop with your local vendors
- Davenport Freight House Farmer's Market: time, date, and location and shopping local craft and food vendors
- 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.
- JDRF One Walk information and this year's cancellation. WQUD has hosted the walk at Blackhawk College in Moline the last three years and helped raise money for JDRF by selling sneakers and promoting the event on the air. WQUD helped JDRF raise money this year with live PSAs urging donations to help them overcome the loss of their largest fundraising event of the year.