

WPEK
Asheville, NC
Quarterly Issues/Programs List
First Quarter, 2024
04/08/2024

WPEK
Quarterly Issues/Programs List

WPEK provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Cancer Awareness, Law Enforce:** Discuss the fight against prostate cancer and providing resources to law enforcement agencies.
- **Disaster Relief and Uplifting:** Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.
- **Equality, Civil Rights:** Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started
- **Filing Taxes, Donating Blood:** Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.
- **Fraud/Scam Awareness, Nutriti:** Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.
- **MS AWARENESS:** Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur
- **Online fraud, Holiday Philant:** Discuss health tips for the new year and how to spot and help victims of human trafficking.
- **Public Health:** Discuss heart disease among women, and American women living with or those at risk of heart disease
- **Public Health, Domestic Viole:** Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.
- **Tech and Social Media, Humani:** Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.
- **Veterans Affairs, Black Histo:** Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Online fraud, Holiday Philant	9007792 iHeartRadio Communities: Public Affairs Special	Discuss health tips for the new year and how to spot and help victims of human trafficking.	K. Stokes, K. Hodder	01/07/2024 07:00 AM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started	M. King III, A. King	01/14/2024 07:00 AM	029:50
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/21/2024 07:00 AM	029:49
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/28/2024 07:00 AM	029:49
Filing Taxes, Donating Blood	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.	R. Steber, J. McNamara	02/04/2024 07:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss heart disease among women, and American women living with or those at risk of heart disease	C. GORRE	02/11/2024 07:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss being proactive regarding cancer, importance of screenings, and understanding risk factors.	D. SPEIGEL	02/18/2024 07:00 AM	029:49
Veterans Affairs, Black Histo	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.	J. Whaley, T. Williams	02/25/2024 07:00 AM	029:49
Public Health, Domestic Violence	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.	Dr. K. Marynak, P. Zaballa	03/03/2024 07:00 AM	029:49
MS AWARENESS	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur	R. Nunley	03/10/2024 07:00 AM	029:49
Tech and Social Media, Human	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.	M. Anderson, B. Stern	03/17/2024 07:00 AM	029:49
Disaster Relief and Uplifting	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/24/2024 07:00 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Fraud/Scam Awareness, Nutriti	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, D. Fanelle	03/31/2024 07:00 AM	029:49

**Section II
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
		000:15	23
		000:30	43
	ELECTION PROMO 5/15	000:15	9
	ELECTION PROMO 6/15	000:15	7
	FIRST NEWS CRANKED/15	000:16	22
	FIRST NEWS UNPREDICATABLE/15	000:16	8
	HEALTH AND FITNESS	000:29	41
	HEALTH AND FITNESS	000:30	45
	HEALTH AND FITNESS	000:32	8
	iHM/PSA	000:30	30
	iHM/PSA	000:30	24
	PSA/DONATED ORTHO/30	000:29	1
	PSA/POLICE USE OF FORCE/60	000:59	5
AMERICAN CANCER SOC	DAV	000:59	4
AUTISM		000:15	20
BULLYING	NC ASSOC. OF EDUCATORS	001:00	4
CANCER AWARENESS	THE V FOUNDATION	000:28	6
CANCER AWARENESS	THE V FOUNDATION	000:30	3
CANCER PREVENTION	American Cancer Society	001:01	36
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	4
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	10
COMMUNITY INVOLVEMENT	AMERICAN HEART ASSOCIATION	000:29	17
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	7
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	6
COMMUNITY INVOLVEMENT	UNCF	000:30	7
DIABETES		000:15	22
FINANCIAL COACHING	OPERATION HOPE	000:29	12

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
FIRE PREVENTION	PSA/DAV VICTORIES/60	000:59	3
GUN SAFETY	AD COUNCIL	000:15	20
HEALTH AND FITNESS	NCHSAA	000:30	46
HEALTH AND FITNESS	NCHSAA	000:30	50
HEALTH AND FITNESS	NCHSAA	000:33	42
HEALTH AND FITNESS	NCHSAA	001:00	38
HEALTH AND FITNESS	NCHSAA	001:00	35
HEALTH AND FITNESS	NCHSAA	001:00	43
HEALTH AND FITNESS	PSA/FROSTBITE RACES /30	000:31	24
HEALTH AND FITNESS	PSA/HOT CHOCOLATE RACES /30	000:31	15
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	13
SPORTS IMPACT	HEALTH AND FITNESS	000:59	7
SUBSTANCE USE RECOVERY	PSA/SUBSTANCE ABUSE HELPLINE/60	001:00	5
VETERANS	VET TIX	000:30	44
WATER INFO	American Waterworks Assoc	000:29	57
Youth and Drugs		000:15	21
YOUTH SPORTS	TRUSTED COACHES	000:15	22