

## Quarterly Issues and Programs Summary for WRAD-AM, Radford

This summary covers the **FOURTH QUARTER 2011**

<b>Issue</b>	<b>Title/Responsive Programming</b>	<b>Date/Time/Duration</b>
<i>literacy, education, employment, economy, government</i>	<p><b><u>Adult Literacy: Struggle and courage pay big dividends</u></b>            It's hard to believe but today in the U.S. there are millions of adults who can't read or who read well below a 6th grade level. How does this lack of literacy affect their lives? Affect the community and the economy? And what's being done to raise the literacy levels of low- and non-reading adults? Host Marty Peterson talks to two literacy experts and a man who learned to read late in life (guests David Harvey, Pres. &amp; CEO, ProLiteracy; Dale Lipschultz, Literacy Officer, American Library Assoc. Office for Literacy and Outreach Programs; Keith Norling, adult learner and reading tutor in Minnesota) about the issue and how it needs to be addressed by government and the community.</p>	10/16/11 5:30am 10:15
<i>Hunger; feeding children; childhood hunger prevention</i>	<p><b><u>Feeding America: Childhood Hunger</u></b>            Hunger is a concern for millions of Americans, but many people don't realize its disproportionate effect on children. Nearly 13 million children struggle with hunger in the United States. That's 1 in 6 kids. As an extension of the Hunger Prevention campaign first launched in 2008, the new Child Hunger PSAs feature real life moments that illustrate the lengths people go to help kids every day, whether it's finding the owner of a lost toy or picking up a dropped sippy cup.</p> <p>The campaign draws attention to the fact that, "summer isn't fun when you're hungry" and encourages parents to visit <a href="http://feedingamerica.org/summermeals">feedingamerica.org/summermeals</a> to find free meals for their children through their local Feeding America food bank.</p>	10/1/11 – 12/31/11 12am – 11:59pm (various hours) 15:00
<i>consumerism, personal finance, retail business, mental health</i>	<p><b><u>Buying on Impulse: Mindful purchasing saves money</u></b>            Have you ever gone shopping, brought your purchase back home and wondered, "why did I buy that?" Everyone does now and then. It's called "impulse buying," and in this economy it can really ruin a family's budget. Host Marty Peterson talks to two financial specialists (guests Paul Golden, spokesperson for the National Endowment for Financial Education, NEFE, and Farnoosh Torabi, personal finance expert, author of "Psych Yourself Rich,") about why we impulse buy, the subtle ways stores encourage it, and get some tips on how to help prevent buying on a whim.</p>	12/11/11 5:30am 11:55

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<p><i>Volunteerism; education; literacy; community health</i></p>	<p><b><u>Live United</u></b> The Ad Council, in partnership with United Way, announced today the launch of a new series of public service advertisements (PSAs) designed to inspire Americans to partner with United Way in its efforts to advance the common good.</p> <p>Through the work of more than 1,200 local United Ways across the country, the nation's largest privately-funded non-profit is focusing on the building blocks of a good life - education, income, and health - thereby creating opportunities for a better life for all Americans. In 2008, United Way announced 10-year goals designed to improve education and cut high school dropout rates, increase the number of families that are financially stable and promote healthy lifestyles. As part of its education goal, United Way recently announced an ambitious goal to recruit one million volunteer readers, tutors and mentors by 2014.</p>	<p>10/1/11 – 12/31/11 12am – 11:59pm (various hours) 15:00</p>
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