

Quarterly Issues and Programs Summary for WPSK-FM, Pulaski

This summary covers the **FIRST QUARTER 2024**

Issue	Title/Responsive Programming	Date/Time/Duration
<i>Pet adoption; emotional wellness;</i>	<p><u>PSK Featured pet of the week</u></p> <p>Kelly Stanley of the Montgomery County Animal Care and Adoption Center calls the studio line with a pet that is available for adoption. Listeners were given details about the pet and what they needed to do to be able to adopt</p>	<p>01/01/24-03/31/24</p> <p>Every Wednesday Morning at 8:10</p>
<i>Community Service;</i>	<p><u>St. Jude Country Cares Radio-thon</u></p> <p>On air Personalities were on air for two days from 5am-7pm raising money for St. Jude Children’s Research Hospital. Over \$33,000 was raised.</p>	<p>03/07/24-03/08/24</p> <p>5am-7pm both days</p>
<i>Community Service</i>	<p><u>Christmas Tree Donations</u></p> <p>Listeners were encouraged to donate their Christmas trees to the Claytor Lake State Park, which would be incorporated into reef structures to enhance habitat for game fish</p>	<p>01/03/24-01/21/24</p> <p>Various times</p>
<i>Community</i>	<p><u>Benefit Breakfast</u></p> <p>We told our listeners about a benefit breakfast for a local firefighter who is fighting cancer. We also had that firefighter, Jeremy Compton on air as a guest cohost.</p>	<p>01/08/24-01/12/24</p>
<i>Community</i>	<p><u>The Big Event</u></p> <p>We informed our listeners of the Big Event which takes place in the Blacksburg area on Saturday April 6th. Listeners were invited to go to our website for a link that would allow homeowners to sign up for service projects to be completed by Virginia Tech Students.</p>	<p>01/23/24-01/27/24</p> <p>:30 Various Times</p>

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<i>Community, Health</i>	<p><u>Free Health Screening</u></p> <p>We told our listeners about a free health screening at the Dublin, Va Library. Blood pressure check, Diabetes Risk Assessment, Stroke Risk Assessment</p>	01/15/24-01/18/24
<i>Community</i>	<p><u>Soup Donations</u></p> <p>We told our listeners about the Park United Methodist Church in Christiansburg collecting Soup during their SOUP-ER Bowl of Caring</p>	01/22/24-01/26/24
<i>Community</i>	<p><u>Easter Egg Hunt</u></p> <p>We let our listeners know about the annual Easter Egg Hunt at Bisset Park in Radford on Saturday March 25th, 2024</p>	03/20/24-03/24/24 :30 Various Times
<i>Community</i>	<p><u>Job and Wellness Expo</u></p> <p>We informed our listeners of a job and wellness expo sponsored by the Pulaski County Chamber of Commerce and Virginia Career Works.</p>	02/12/24-02/14/24
Artificial Intelligence, Emotion, Engineering, Ethics, Personality, Philosophy, Psychology, Technology	<p><u>ARE HUMANS BUILDING OUR END? THE DEBATE AROUND ARTIFICIAL INTELLIGENCE & ITS CONSCIOUS STATE</u></p> <p>Would you consider complex, artificial intelligence systems like Open AI's, Chat GPT-4 or Google's newest release, Gemini, conscious minds? What exactly even constitutes as consciousness? We speak with two experts about this ongoing debate and what challenges lie ahead for these quickly evolving systems.</p>	1/7 5:32 AM 10:07
Beekeeping, Biodiversity, Environment, Family Relationships, Literature, Mental Health	<p><u>THE SECRETS LEARNED FROM A FIFTH-GENERATION BEEKEEPER</u></p> <p>In Meredith May's book, she examines the parallels between the inner workings of beehives and our society, and how beekeeping taught her numerous life lessons as a child. She also discusses the threat to bees with commercialized beekeeping and what we can do to protect these insects that are vital to our ecosystem.</p>	1/14 5:42 AM 10:15
Education, Free Expression, Gender, Government, Law, Literature, Politics, Public	<p><u>WHY ARE WE BANNING MORE BOOKS THAN EVER BEFORE?</u></p> <p>Books have been taken off shelves since the colonial period, but, in recent years, more books than ever have been deemed unsuitable for young readers and are being</p>	1/21 5:44 AM 9:23

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Policy, Race, Sexual Education	removed from schools and local libraries. We cover the controversy by highlighting two differing perspectives on the debate.	
Auto Manufacturing, Climate, Engineering, Extreme Weather, Public Safety, Technology	<u>EXPLAINED: THINKING OF BUYING AN ELECTRIC CAR SOON? KEEP THIS IN MIND</u> Frigid temperatures across the U.S. have been wreaking havoc for millions of drivers, especially electric car owners. We cover this unfolding crisis and how auto manufacturers are responding.	1/28 5:53 AM 1:54
Communication, Government, Law, Parenting, Personal Finance, Psychology, Relationships	<u>WHY DIVORCE RATES ARE CLIMBING RIGHT NOW & WHAT TO KNOW IF YOU'RE EVER IN THIS SITUATION</u> For many divorce attorneys, the beginning of the year is typically peak season for obtaining new clients. After the holiday season is over, struggling couples reassess their marriage in the new year and then, if they choose to move forward, start the process of divorce in February. We speak with prominent New York City divorce attorney Jacqueline Newman about the biggest misconceptions people have when it comes to divorce and why everyone – single or married – should keep these tips in mind.	2/4 5:33 AM 7:48
Affordable Housing, Economy, Housing Market, Inflation, Personal Finance	<u>YOU'RE NOT ALONE: WHY THE AVERAGE AMERICAN CAN NO LONGER AFFORD THE AVERAGE HOME</u> Just 15.5 percent of homes on the market last year were within budget for the average American. That's the lowest percent for housing affordability ever recorded in U.S. history, according to a new report from the real estate firm Redfin. We speak with two real estate and housing experts about the large-scale increase in housing prices and mortgage loans and if there's any relief in sight this year.	2/11 5:33 AM 7:25
Cancer, Consumer Safety, Emerging Research, Medicine, Public Health, Science	<u>EXPLAINED: HEADING TO THE NAIL SALON SOON? THINK AGAIN</u> A new study published in the scientific journal, Nature Communications, has found a potential link between gel nail treatments and skin cancer. We cover the latest research and how to advocate for your health when at the nail salon.	2/18 5:53 AM 1:52

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<p>Career, Communication, Generalized Anxiety, Mental Health, Psychology, Public Speaking, Social Anxiety, Societal Stereotypes</p>	<p><u>PERFORMANCE ANXIETY: WE ALL STRUGGLE WITH IT. HOW DO YOU RISE ABOVE?</u> Before a big presentation or test or job interview, most of us struggle with different levels of anxiety, nerves, and self-doubt. Dr. Dana Sinclair has worked with Olympic athletes, A-list actors and actresses, and even surgeons on how to overcome this performance anxiety and get back in control in a matter of minutes. We speak with her to learn how everyone can utilize these same strategies in their daily lives.</p>	<p>2/25 5:42 AM 9:56</p>
<p>Climate Change, Climate Policy, Developing Economies, International Relations, Natural Resources, Politics</p>	<p><u>WHAT LIES AHEAD: A CLIMATE CALAMITY FOR DEVELOPING COUNTRIES</u> 2023 was the hottest year on record since global records began in 1850. We're also currently far from being on track to hit The Paris Climate Agreement – a landmark international treaty adopted in 2015 to reduce greenhouse gas emissions and limit global warming to below 2 degrees Celsius this century. We speak with anthropologist and climate policy expert Naveeda Khan about the U.N. Climate Change Conference that took place this year and how smaller, developing countries are stepping up and demanding change.</p>	<p>3/3 5:34 AM 9:24</p>

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