

WRWB
Poughkeepsie/Hudson Valley, NY
Quarterly Issues/Programs List
First Quarter, 2024
04/08/2024

WRWB
Quarterly Issues/Programs List

WRWB 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:** Robert Ginyard, Former Chairman of the Board of Directors for Zero Prostate Cancer. Robert Ginyard shares his personal experience battling prostate cancer and discusses Zero Prostate Cancer's mission to bring awareness, advocacy, and resources to the fight against prostate cancer. Bill Alexander, CEO of the National Law Enforcement Officers Memorial Fund. Bill Alexander discusses a new report on law enforcement line-of-duty deaths for 2023, along with the NLEOMF's work recognizing those who died while serving and providing resources and training to agencies nationwide.
- **Cancer Awareness, Law Enforcement:** Dr. Kristy Marynak, Health Science Advisor in the CDC Office of Smoking & Health and Angie P, former smoker featured in the CDC's Tips From Former Smokers campaign. Dr. Marynak and Angie P. discuss the dangers of smoking, issues specifically related to menthol cigarettes, and tips for quitting. Pamela Zaballa, CEO of No More. Pamela Zaballa joins the show to discuss her organization's work helping those dealing with domestic violence and sexual assault.
- **Disaster Relief & Uplifting Women:** Jennifer Pipa, Vice President of American Red Cross Disaster Programs. Jennifer Pipa joins the show for Red Cross Month and ahead of Red Cross Giving Day to discuss Red Cross disaster relief efforts, as 2024 is expected to be a busy year for natural disasters. Lillian Singh, Senior Vice President for Family Economic Mobility at Share Our Strength. Lillian Singh checks in to discuss how Share Our Strength is working to uplift women, particularly single mothers and their children, with their Jeremiah Program initiative.
- **Equality, Civil Rights:** Martin Luther King III & Arndrea Water King, Chairman & President of the Drum Major Institute. Martin Luther King III and Arndrea Waters King join the show ahead of Martin Luther King Jr. Day to discuss Dr. King's life and legacy, the impact it continues to have, and their efforts to continue the mission he started through the Drum Major Institute.
- **Fraud/Scam Awareness, Nutrition:** Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.
- **Health, Human Trafficking:** Dr. Trisha Pasricha, 'Ask A Doctor' Columnist for The Washington Post. Dr. Pasricha joins the show with health tips for the new year, including a to-do checklist for those of every age and the importance of sleep, hydration, and diet. Natasha Nascimento, Founder & Executive Director of Redefining Refuge. Natasha Nascimento checks in for Human Trafficking Prevention Month to explain the scope of the issue across the country and ways to spot and help victims of human trafficking.
- **MS Awareness:** Robin Nunley, Spokesperson for the National MS Society. Robin Nunley joins the show for MS Awareness Week to discuss multiple sclerosis, resources available for those diagnosed with the disease, research underway to find a cure, and their annual Walk MS event.
- **Public Health:** Celina Gorre, Chief Executive Officer at Women Heart. Celina Gorre joins the show for American Heart Month to discuss the issue of heart disease among women, along with the work Women Heart does supporting the millions of American women living with or those at risk of heart disease.

- **Taxes, Donating Blood:** Mark Steber, Chief Tax Information Officer for Jackson Hewitt. Mark Steber joins the show for the start of tax season, providing numerous tips on filing 2023 tax returns and information on important tax changes. Jonathan McNamara, Regional Communications Director for the American Red Cross. Jonathan checks in to recap National Blood Donor Month and discuss the shortage of blood donations nationwide and how the American Red Cross is working to address the shortage.
- **Tech and Social Media & Humanitarian:** Monica Anderson, Director of Internet & Technology Research at the Pew Research Center. Monica Anderson joins the show to discuss the Pew Research Center's work and its latest survey of U.S. teenagers and parents on smartphones and social media. Bryan Stern, Founder & CEO of Project Dynamo. Bryan Stern explains how his veteran-led, donor-funded international rescue non-profit organization is rescuing Americans around the world, including its upcoming mission to Haiti.
- **Veterans Affairs, Black History:** Jim Whaley, CEO of Mission Roll Call. Jim Whaley joins the show to discuss Mission Roll Call's recent polling among veterans on the issues they're most concerned about, along with the battle against veteran homelessness and food insecurity. Trovon Williams, SVP of Marketing & Communications for the NAACP. Trovon Williams checks in for Black History Month to discuss the NAACP's work in organizing voter turnout ahead of the November elections and other initiatives underway for 2024.

**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
Health, Human Trafficking	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Trisha Pasricha, 'Ask A Doctor' Columnist for The Washington Post. Dr. Pasricha joins the show with health tips for the new year, including a to-do checklist for those of every age and the importance of sleep, hydration, and diet. Natasha Nascimento, Founder & Executive Director of Redefining Refuge. Natasha Nascimento checks in for Human Trafficking Prevention Month to explain the scope of the issue across the country and ways to spot and help victims of human trafficking.	Dr. T. Pasricha, N. Nasciment	01/07/2024 06:00 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Equality, Civil Rights	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Martin Luther King III & Arndrea Water King, Chairman & President of the Drum Major Institute. Martin Luther King III and Arndrea Waters King join the show ahead of Martin Luther King Jr. Day to discuss Dr. King's life and legacy, the impact it continues to have, and their efforts to continue the mission he started through the Drum Major Institute.	M. King III, A. King	01/14/2024 06:00 AM	029:49
Equality, Civil Rights	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Martin Luther King III & Arndrea Water King, Chairman & President of the Drum Major Institute. Martin Luther King III and Arndrea Waters King join the show to discuss Dr. King's life and legacy, the impact it continues to have, and their efforts to continue the mission he started through the Drum Major Institute.	M. King III, A. King	01/21/2024 06:00 AM	029:49
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Robert Ginyard, Former Chairman of the Board of Directors for Zero Prostate Cancer. Robert Ginyard shares his personal experience battling prostate cancer and discusses Zero Prostate Cancer's mission to bring awareness, advocacy, and resources to the fight against prostate cancer. Bill Alexander, CEO of the National Law Enforcement Officers Memorial Fund. Bill Alexander discusses a new report on law enforcement line-of-duty deaths for 2023, along with the NLEOMF's work recognizing those who died while serving and providing resources and training to agencies nationwide.	R. Ginyard, B. Alexander	01/28/2024 06:00 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Taxes, Donating Blood	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Mark Steber, Chief Tax Information Officer for Jackson Hewitt. Mark Steber joins the show for the start of tax season, providing numerous tips on filing 2023 tax returns and information on important tax changes. Jonathan McNamara, Regional Communications Director for the American Red Cross. Jonathan checks in to recap National Blood Donor Month and discuss the shortage of blood donations nationwide and how the American Red Cross is working to address the shortage.	M. Steber, J. McNamara	02/04/2024 06:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Celina Gorre, Chief Executive Officer at Women Heart. Celina Gorre joins the show for American Heart Month to discuss the issue of heart disease among women, along with the work Women Heart does supporting the millions of American women living with or those at risk of heart disease.	C. GORRE	02/11/2024 06:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. David Spigel, Chief Scientific Officer at the Sarah Cannon Research Institute. Dr. Spigel joins the show for National Cancer Prevention Month to discuss how to be proactive about your health regarding cancer, the importance of screenings, understanding risk factors, and advancements in treatment and cancer research.	Dr. D. Spigel	02/18/2024 06:00 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Veterans Affairs, Black History	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Jim Whaley, CEO of Mission Roll Call. Jim Whaley joins the show to discuss Mission Roll Call's recent polling among veterans on the issues they're most concerned about, along with the battle against veteran homelessness and food insecurity. Trovon Williams, SVP of Marketing & Communications for the NAACP. Trovon Williams checks in for Black History Month to discuss the NAACP's work in organizing voter turnout ahead of the November elections and other initiatives underway for 2024.	J. Whaley, T. Williams	02/25/2024 06:00 AM	029:49
Cancer Awareness, Law Enforcement	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Kristy Marynak, Health Science Advisor in the CDC Office of Smoking & Health and Angie P, former smoker featured in the CDC's Tips From Former Smokers campaign. Dr. Marynak and Angie P. discuss the dangers of smoking, issues specifically related to menthol cigarettes, and tips for quitting. Pamela Zaballa, CEO of No More. Pamela Zaballa joins the show to discuss her organization's work helping those dealing with domestic violence and sexual assault.	Dr. K. Marynak, P. Zaballa	03/03/2024 06:00 AM	029:49
MS Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Robin Nunley, Spokesperson for the National MS Society. Robin Nunley joins the show for MS Awareness Week to discuss multiple sclerosis, resources available for those diagnosed with the disease, research underway to find a cure, and their annual Walk MS event.	R. Nunley	03/10/2024 06:00 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Tech and Social Media & Humanitarian	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Monica Anderson, Director of Internet & Technology Research at the Pew Research Center. Monica Anderson joins the show to discuss the Pew Research Center's work and its latest survey of U.S. teenagers and parents on smartphones and social media. Bryan Stern, Founder & CEO of Project Dynamo. Bryan Stern explains how his veteran-led, donor-funded international rescue non-profit organization is rescuing Americans around the world, including its upcoming mission to Haiti.	M. Anderson, B. Stern	03/17/2024 06:00 AM	029:49
Disaster Relief & Uplifting Women	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Jennifer Pipa, Vice President of American Red Cross Disaster Programs. Jennifer Pipa joins the show for Red Cross Month and ahead of Red Cross Giving Day to discuss Red Cross disaster relief efforts, as 2024 is expected to be a busy year for natural disasters. Lillian Singh, Senior Vice President for Family Economic Mobility at Share Our Strength. Lillian Singh checks in to discuss how Share Our Strength is working to uplift women, particularly single mothers and their children, with their Jeremiah Program initiative.	J. Pipa, L. Singh	03/24/2024 06:01 AM	029:49
Fraud/Scam Awareness, Nutrition	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 06:00 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
	B & B ARCHERY 1	000:23	2
	B & B ARCHERY 2	000:29	1
	PSA/Adoption - Foodie (30)	000:29	26

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	PSA/Adoption - Meditation Dad (30)	000:29	36
	PSA/Adoption - Meditation Mom (30)	000:29	22
	PSA/Bullying Prevention - Learning (30)	000:29	29
	PSA/Child Passenger Safety - Car Seats - Cinderella (30)	000:29	31
	PSA/Child Passenger Safety - Know It All Test	000:58	13
	PSA/Child Passenger Safety - Oz Tap Your Heels (30)	000:29	30
	PSA/Childhood Asthma - Don't Smoke and Vacuum	000:59	12
	PSA/Childhood Asthma - Fish (30) REV 07-01-13	000:29	34
	PSA/Childhood Obesity Prevention - All in Together (30)	000:29	25
	PSA/Community Engagement - Cafeteria (30)	000:29	33
	PSA/Community Engagement - Dale-Income (15)	000:14	52
	PSA/Community Engagement - Meera-Income (15)	000:14	55
	PSA/Community Engagement - Ruth-Education (15)	000:14	54
	PSA/Community Engagement - Tom & Cindy - Health (15)	000:14	64
	PSA/Discovering Nature - Busy Family (30)	000:29	24
	PSA/Discovering Nature - Forest Animals	000:59	7
	PSA/Discovering Nature - New Voice (30)	000:29	25
	PSA/Discovering Nature - Redwoods (30)	000:29	29
	PSA/Discovering Nature - Show and Tell (30)	000:29	33
	PSA/Drunk Driving - KENNY CHESNEY	000:30	49
	PSA/Drunk Driving - TIM MCGRAW	000:29	27
	PSA/Emergency Preparedness - No Clue (30)	000:29	27
	PSA/Emergency Preparedness - NY - Can't Wait (30)	000:29	23
	PSA/Emergency Preparedness - NY - Winging It	000:30	31
	PSA/Emergency Preparedness - World For Granted	000:59	10
	PSA/Energy Efficiency - Building (30)	000:29	31
	PSA/Fatherhood Involvement - Fifteen Seconds	000:29	27
	PSA/Financial Literacy - Lottery (30)	000:29	21
	PSA/Financial Literacy - Rich Uncle (30) - NY	000:29	25
	PSA/Financial Literacy - Rockstar (30) - NY	000:29	41
	PSA/Fire Adapted Communities - Airborne (30)	000:29	32
	PSA/Fire Adapted Communities - Firefighter (30)	000:30	30
	PSA/Food Safety Education - Chill (30)	000:29	30

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	PSA/Foreclosure Prevention - Career Day	000:59	8
	PSA/Foreclosure Prevention - Frozen (30)	000:29	29
	PSA/GED Achievement - Pep Talks (30)	000:29	24
	PSA/Goodwill - I Got the Job (30)	000:29	32
	PSA/High School Dropout Prevention - Graduation - NY	000:59	11
	PSA/High School Dropout Prevention - Maria	000:59	7
	PSA/High School Dropout Prevention - Stacy	000:59	9
	PSA/Hunger Prevention - 1 in 5 Kids (30)	000:30	73
	PSA/Hunger Prevention - Kelly Clarkson (30)	000:29	32
	PSA/Hunger Prevention - Rachael Ray	000:29	30
	PSA/Hunger Prevention - Woman	000:59	8
	PSA/Meals On Wheels	000:59	14
	PSA/Reading - Call it Courage (30)	000:29	32
	PSA/Recycling - I Want to Be (20)	000:19	90
	PSA/Recycling - I Want to Be (30)	000:29	31
	PSA/Texting & Driving Prevention - Driving Sounds	000:29	26
	PSA/Texting & Driving Prevention - Fact	000:14	73
	PSA/Texting & Driving Prevention - Look Down	000:29	30
	PSA/Texting & Driving Prevention - Passengers	000:29	27
	PSA/Texting & Driving Prevention - Two At Once	000:29	30
	PSA/Texting & Driving Prevention - What Stops You	000:29	31
	PSA/Texting & Driving Prevention - What You See	000:29	24
	PSA/United Way	000:14	98
	PSA/United Way	000:59	3
	PSA/Wildfire Prevention - Backyard Revised (30)	000:29	38
	PSA/Wildfire Prevention - Bear Sighting Cigarette Revis	000:58	6
	PSA/Wildfire Prevention - Bonfire Revised (30)	000:28	62
	ROOSRERS 2	000:18	1
	ROOSTERS 1	000:14	1
CANCER AWARENESS	THE V FOUNDATION	000:28	2
CANCER AWARENESS	THE V FOUNDATION	000:30	5
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	9

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	4
COMMUNITY INVOLVEMENT	AMERICAN STROKE ASSOCIATION	000:30	13
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	12
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	7
COMMUNITY INVOLVEMENT	UNCF	000:30	8
FINANCIAL COACHING	OPERATION HOPE	000:29	6
HEART HEALTH	AMERICAN HEART ASSOCIATION	000:30	6
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	13