

## WHLF-FM THIRD QUARTER: - 2020

### RADIO QUARTERLY ISSUES/PROGRAMS LISTING

**Requirements:** Sections 73.3526(e)(12) and 73.3527(e)(8) of the FCC's rules require that every three months each radio broadcast station prepare a listing of programs that have provided by the station to address and treat the most significant community issues during the preceding three-month period. The list for each calendar quarter is to be filed by the tenth (10th) day of the succeeding calendar quarter (e.g., January 10 for the quarter October through December, April 10 for the quarter January through March, etc.).

**List contents:** The list *must* include a brief narrative describing the issues that were given significant treatment and the programming that provided the treatment. The description of the programs shall include, but shall not be limited to, (1) the time, (2) date, (3) duration, and (4) title of each program in which the issue was treated. (Listing ought to include at least 5-10 discrete issues.)

**Retention requirement:** The lists described in this paragraph shall be retained in the public inspection file *until final action has been taken on the station's next license renewal application.*

- 1. Reports including News and Breakfast Club ... the efforts to combat Covid-19 2020, were among our highest priority during the 3<sup>rd</sup> quarter of 2020.**
- 2. Helped promote the fundraising event called Hats & Horses. As you know, the Southern Virginia Higher Education Foundation supports the Southern Virginia Higher Education Center.**
- 3. Worked with The Halifax County Chamber of Commerce to promote the Virtual Cantaloupe Festival – This 35 year tradition had been postponed from July to September due to crowd size restrictions because of Covid-19**
- 4. Local News – Detailed police reports, and the budget crisis, as well as cover meeting and press conferences on our community. Our local news is presented weekdays at 5:30AM, 6AM, 6:30AM, 7AM, 7:30AM, 8AM, 8:30AM. And at 12 Noon, 4, 5 and 6 PM. Each news cast lasts between 3 and 5 minutes. 60-seconds, 7 times per day, M-F**
- 5. WHLF PSA, these are regularly scheduled local Public Service Announcements, which air 24 times a day in either the :50 or :20 commercial break. These are locally produced announcements that Promoted Community Events. 30 seconds, 24 times per day**
- 6. THE BREAKFAST CLUB, a Community Communications Platform, we address this need with an open invitation to come and spend 5 to 10 minutes with us at 7:05AM and promote any community event (with a focus on non-profits). Our list of guests this quarter included ... See Details Below.**

**THE BREAKFAST CLUB GUEST LIST  
Third Quarter 2020**

**July**

**Melinda Crawley & LaVern Fuller & – Southside Master Gardeners  
Roslyn Green, Mary Potter Reunion and Parade Oxford, NC  
Vickey Allen & Lora Logan – Paws In The Pool  
Mitzi McCormick - Chamber Commerce VA Golf Tournament  
Sahrash Akram, Associate Director of Philanthropy Southern Virginia Higher  
Education Foundation Hats & Horses Event.**

**August**

**Sharon Blouser - Drive For Hope – Changed due to Covid-19  
Mary Beth Burgess – Head Start Community Action Agency  
Jay Stevens – Changes in Library Activities  
Nancy Long - Halifax Co Cancer Assn Drive For Hope  
Captain Tommy Spencer – Halifax Crime Stoppers  
Sahrash Akram, Associate Director of Philanthropy Southern Virginia Higher  
Education Foundation Hats & Horses Event.**

**September**

**Sahrash Akram, Associate Director of Philanthropy Southern Virginia Higher  
Education Foundation Hats & Horses Event.  
Sharon Blouser - Halifax Co Cancer Assn Drive For Hope.  
Jay Stevens – Library Evnts and Re-opening  
Mitzi riddle – HC Chamber Golf Tournament Final Call Entries  
Todd Moser- Halifax County Fair Entertainment**

Listing Prepared by: Nick Long, GM October 5, 2020

