

Quarterly Issues and Programs Summary for WRAD-AM, Radford

This summary covers the **THIRD QUARTER 2013**

Issue	Title/Responsive Programming	Date/Time/Duration
<i>Affordable housing; finance;</i>	<p>Making Home Affordable</p> <p>The Making Home Affordable® program was launched in 2009 to help struggling homeowners prevent avoidable foreclosure. The program provides active assistance and education through the HOPE hotline, website and in-person events. Financial support includes a suite of loan modification and retention and non-retention options. Homeowners are encouraged to call 888-995-HOPE (4673) and speak one-on-one with a HUD-approved housing expert to discuss the solutions that are available based on their individual circumstances. In addition, the campaign directs homeowners to the program website, MakingHomeAffordable.gov, an online resource for struggling homeowners to learn about options other than foreclosure.</p>	<p>7/1/13 – 9/30/13 12am – 11:59pm (various hours) 15:00</p>
<i>agriculture, climate change, animal science, technology</i>	<p><u>Cows Save the Planet: Reducing greenhouse gases on the farm</u></p> <p>Host Christopher Michael talks with guests Judith D. Schwartz (journalist, author of "Cows Save the Planet") and Matt Ruark (Asst. Prof. in Dept. of Soil Science, Extension Soil Scientist, Univ. of Wisconsin, Madison) about how soil conservation, smart tillage, cover crops and dairy cattle management can reduce the amount of carbon and methane expelled into the air and, in the process, enrich the soil and keep dairy cattle healthy and productive</p>	<p>7/21/13 5:30am 11:40</p>
<i>Children's health; environmental education</i>	<p>Discover The Forest</p> <p>Kids enjoy the time they spend outside. In fact, 88 percent of kids say they like being in nature and 79 percent wish they could spend more time there. When kids spend time outdoors, they get the chance to explore, use their imaginations, discover wildlife, and engage in unstructured and adventurous play. Also, studies show they have lower stress levels, become fitter and leaner, develop stronger immune systems and are more likely to become environmentally conscious in the future. Listeners are directed to DiscoverTheForest.org, where they can search for nearby areas to explore and pick up quick tips on enjoying their time outdoors. The campaign also has Social Media accounts where followers share and explore the beauty of the forest and the health benefits associated with spending time outside.</p>	<p>7/1/13 – 9/30/13 12am – 11:59pm (various hours) 15:00</p>

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<i>business, banking & finance, education, family</i>	<u>Entrepreneurs: How to get a leg up in small business</u> Host Christopher Michael and guests Elizabeth Ü (author of the book, "Raising Dough: The complete guide to financing a socially responsible food business") and Patrick J. Murphy (Professor of Management in the Driehaus College of Business, DePaul University, Chicago, IL) talk about some of the important points that need to be considered when you're thinking of starting your own business, and how to avoid some of the pitfalls of going out on your own.	8/11/13 5:30am 10:43
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