

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

WZCR
Quarterly Issues/Programs List

WZCR 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 Enforcement:** 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.
- **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	9007792 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 07:00 AM	029:50
Equality, Civil Rights	9007792 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 06:59 AM	029:50

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Equality, Civil Rights	9007792 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 06:58 AM	029:50
Cancer Awareness, Law Enforcement	9007792 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 07:00 AM	029:50
Taxes, Donating Blood	9007792 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 07:01 AM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Public Health	9007792 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 06:59 AM	029:50
Public Health	9007792 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 07:00 AM	029:50
Veterans Affairs, Black History	9007792 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 06:58 AM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Cancer Awareness, Law Enforcement	9007792 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 06:58 AM	029:50
MS Awareness	9007792 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 07:00 AM	029:50
Tech and Social Media & Humanitarian	9007792 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 06:59 AM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Disaster Relief & Uplifting Women	9007792 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 06:57 AM	029:50
Fraud/Scam Awareness, Nutrition	9007792 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 06:59 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
	iHM/PSA	000:30	31
	iHM/PSA	000:30	35
WZCR DARYL HALL ELVIS THIS FR	Local Promo Inventory	000:24	2