

WOWI
Norfolk, VA
Quarterly Issues/Programs List
First Quarter, 2021

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Quarterly Issues/Programs List

WOWI 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: Public Health, Public Awareness, Mental Health, Education, Public Economy, Politics, Fundraising, & Youth.

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
PUBLIC HEALTH, PUBLIC AWARENESS	IHEARTRADIO COMMUNITIES:	Update on the current coronavirus outbreak happening across the country & how to stay safe following holiday gatherings. COVID-19 vaccine recipient on what you need to know about the vaccine. Preparations underway for vaccine arrival at nursing homes and long-term care facilities across the country.	Dr. Jerome Adams, Dr. Jason Wilson, & Dr. Richard Feifer	01/03/2021 7:00am	030:00
PUBLIC HEALTH, PUBLIC AWARENESS	IHEARTRADIO COMMUNITIES:	Weber discussed the latest rollout for the COVID-19 vaccines and vaccine misinformation. Bruno talked about tips for a healthier 2021. Berlengeri is a holistic nutritionist and health coach and covered outside-the-box ideas for a healthier New Year routine	Mark Weber, Lisa Bruno, & Lauren Berlengeri	01/10/2021 7:00am	030:00

Public Health, Public Awareness, Politics	IHEARTRADIO COMMUNITIES:	Collins gave us an update on COVID-19 and talked about why the impact of COVID has been so great on minority populations. She also discussed vaccine safety and when we might expect to get back to normal. Williams discussed Martin Luther King Day and how the NAACP is raising National awareness about the history of King. He also discussed some of the challenges COVID has caused for African Americans and talked about next week's inauguration of President-elect Biden and Kamala Harris.	Felicia Collins, Trovon C. Williams	01/17/2021 7:00am	030:00
Public Health, Public Awareness, Politics	IHEARTRADIO COMMUNITIES:	Dr. Wilson explained how the vaccine actually works and the effects of doses on immunity levels. Dr. Gounder talked about the Biden administration's pandemic priorities. She discussed how they plan to tackle supply, distribution and vaccine demand challenges. Also, deterring the spread of COVID and its economic impact on our country. Davis discussed the historical components of the Biden/Harris inauguration and what to expect during Biden's first 100 Days.	Dr. Jason Wilson, Dr. Celine Gounder, Kenneth C. Davis	01/24/2021 7:00am	030:00
Public Health, Politics, Public	IHEARTRADIO COMMUNITIES:	Waddell speaks on The GameStop stock spectacle pitting Reddit against hedge	David Waddell, Carolyn Reynolds,	1/31/2021 7:00am	030:00

<p>Awareness. Public Economy</p>		<p>fund giants has everyone talking and many just trying to figure out what is going on and how a stock goes from \$60 to \$300+ in one day. Also talked about this week's Wall Street phenomenon and gave us insight on how this happened. Reynolds talked about what should we expect from the Biden-Harris administration in terms of addressing COVID-19. What do recent actions mean for COVID-19 response. She talked about what Americans should be doing right now while we anticipate widespread vaccine distribution and the threat of future pandemics. Grimm talked about the latest research on COVID-19 and house pets. He discussed the potential possibility that cats and dogs will need to be vaccinated against COVID in order to prevent human transmission and the further spreading of the virus.</p>	<p>& David Grimm, Ph.D,</p>		
<p>Public Health, Public Awareness, Education</p>	<p>IHEARTRADIO COMMUNITIES:</p>	<p>Marks discussed why there is so much concern around the safety of the COVID-19 vaccines and how the vaccine were tested and the effectiveness for everyone. He talked about who is potentially at risk for</p>	<p>Dr. Peter Marks, M.D., Ph.D., RIO CORTEZ</p>	<p>02/07/2021 7:00am</p>	<p>030:00</p>

		side effects. February is black history month. Ms. Cortez talked about the significance of literacy and African American history. She discussed easy ways to associate the alphabet with black values and culture.			
Public Health, Public Awareness, Education, Youth. Mental Health	IHEARTRADIO COMMUNITIES:	Williams & Wood discussed recent findings about how the healthcare system can build trust with Black communities. She talked about the main reasons why Black adults are worried about COVID-19 and flu vaccines and the urgency in getting accurate information into communities. Laws is the CEO Hopelab . Hopelab creates behavior-change tech to help teens and young adults live happier, healthier lives. Focused on youth/young adult mental health and well-being, Hopelab spearheads initiatives for lonely college students, LGBTQ+ youth, helping youth quit vaping, a chatbot for young people following cancer treatment, and an app for first-time moms. Laws discussed the importance of teen mental health especially during the pandemic.	Patricia N. Whitley Williams, Robert Wood Johnson MD, Margaret Laws	02/14/2021 7:00am	030:00

Public Health, Public Awareness,	IHEARTRADIO COMMUNITIES:	Stevens talked about the impact of the BBBS organization nationwide and his goals as the 1st black President and CEO of the organization since 1904. As the nation's largest donor-volunteer supported mentoring network, Stevens discussed the impact of COVID-19 and what can be done to help give kids a better future. Cawley discussed the Sharing Solutions: A Virtual Nationwide Tour to drive solutions to the opioid epidemic as more than 40 states report increases in opioid-related mortality amid COVID-19. As part of the campaign, the Foundation and its partners will convene 50 virtual events in 50 states to showcase innovative workforce solutions and support employers as they tackle growing substance misuse in their communities and in the post-COVID workplace.	Artis Stevens & Carolyn Cawley	02/21/2021 7:00am	030:00
Public Health, Public Awareness, Education, Mental Health, Youth	IHEARTRADIO COMMUNITIES:	Koplewicz, has a new parenting book: THE SCAFFOLD EFFECT: Raising Resilient, Self-Reliant, and Secure Kids in the Age of Anxiety and all author proceeds benefit the Child Mind Institute. He discussed a strategy for parents called scaffold parenting. The metaphor is that the	Dr. Harold S. Koplewicz, Dave Fuehrer	02/28/2021 7:00am	030:00

		<p>child is the "building," and the parents are the scaffold around it, the framework that guides and protects as the child rises and grows. Fuehrer Run by cancer patients, survivors, and caregivers, GRYT is a digital health company that offers support through connection and education and serves to improve quality of life and increase survival for people confronting cancer. Their latest project is the COVID Advocacy Exchange (CAE). Launched in partnership with Bristol Myers Squibb, the CAE convenes advocacy groups, patients, and industry to synchronize efforts, facilitate resource sharing and provide an opportunity for increased connection and collaboration. Fuehrer talked about COVID-19's impact on patient advocacy and the importance of digital health platforms like the COVID Advocacy Exchange during this time.</p>			
<p>Public Health, Public Awareness, Mental Health</p>	<p>IHEARTRADIO COMMUNITIES:</p>	<p>Makary put a positive spin on COVID-19. He believes we could reach herd immunity as early as April. He also thinks the number of people with natural immunity is severely underestimated due to a high number of asymptomatic infections</p>	<p>Marty Makary, MD, Yvonne Yancy, Amanda Morin</p>	<p>03/07/2021 7:00am</p>	<p>030:00</p>

		<p>and current antibody tests that aren't completely accurate because they only look for the actual antibodies. In the United States, 1 in 5 people have learning and thinking differences, like dyslexia and ADHD, and 1 in 4 adults have some type of disability. Understood.org provides information, helpful resources, and chairs supportive communities so people who think differently can thrive at home, school and work. Both Yancy and Morin talked about their organization and their innovative perspectives. Their mission is to decrease friction, increase access, prioritize clarity and improve always.</p>			
<p>Public Health, Public Awareness,</p>	<p>IHEARTRADIO COMMUNITIES:</p>	<p>McBride talk about FONNO, or a Fear Of Normal. Month after month, we have been yearning to be done with enforced distancing, social isolation and life in a more virtual reality. Now that the moment will be arriving - as millions of Americans have been vaccinated and millions more will soon roll up their sleeves for it - the prospect is oddly disconcerting. McBride discussed FONNO and reentry into a normal</p>	<p>Lucy McBride MD & Dr. Sally Zol</p>	<p>03/14/2021 7:00am</p>	<p>030:00</p>

		life following over a year of quarantine.			
Public Health, Public Awareness, Mental Health	IHEARTRADIO COMMUNITIES:	McIver discussed COVID-19 as it pertains to Medicaid and Medicare and vaccine safety for diverse populations. She talked about the vaccine timeline and how the FDA is monitoring the long-term safety of these vaccines and what we know about long-term side effects of COVID-19 vaccines. She played the title character of the NBC sitcom Blossom. With Brain Health Awareness Week (March 15-21) this week, Bialik talked about the importance of brain health (we all think to take care of our skin or our heart or even our hair but often don't even think about our brains) and her holistic approach to staying sharp with a busy lifestyle and throughout a pandemic and beyond.	Dr. LaShawn McIver & Mayim Bialik	3/21/2021 7:00am	030:00
Public Health, Public Awareness, Public Economy	IHEARTRADIO COMMUNITIES:	Graham has led a team that has been studying coronaviruses (among other viruses) for years before SARS-CoV-2 was first identified as a novel coronavirus. The mRNA-1273 vaccine (and pivotal technology used in other COVID-19 vaccines) was not made overnight. Graham addressed why the speed with which these	Barney Graham, M.D., Ph.D. & Joi Gordon	03/28/2021 7:00am	030:00

		<p>vaccines were developed can make people feel hesitant to get vaccinated and talked about the well-thought out process of vaccine development. Graham also talked about the differences in the three vaccines and the new COVID-19 variants that are emerging throughout the world. He also talked about treatments on the horizon. She discussed Women's History Month and how Dress for Success has become a globally-recognized leader that has empowered more than one million women to become economically advanced in nearly 150 cities in more than 20 countries. In addition to expanding the organization's reach, Joi talked about Dress for Success programming, offering a full continuum of services that help women secure employment, advance in their careers, and achieve financial freedom.</p>			
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Section II

NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
(Insert network and/or syndicator-provided programs lists here.)				

Section III

PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
LOCAL PSA/URBAN LEAGUE MLK BREAKFAST	URBAN LEAGUE	00:29.00	29
LOCAL PSA/NORFOLK PD 4-2-21 VACCINATION		00:16.00	15