

## **Issues Programs List**

**Quarterly Issues Programs List for Station – WLCA  
July 1 – September 30, 2022  
Placed in Public File – October 10, 2022  
By Station Manager, Mike Lemons**

### **Section I. Issues.**

The station has identified the following issues as significant issues facing our community in this quarter:

- A. Voter Registration:** Information on registering to vote in advance of the November elections.
- B. Distracted Driving:** A PSA campaign to address dangers of social media posts while driving.
- C. Flu Vaccination:** The increased importance on vaccinating children for the flu during Covid-19.
- D. Diversity Counsel Events:** Diversity events planned for the fall 2021 semester

### **Section II. Responsive Programs**

The station has broadcast programming dealing with each of these issues. Programming details are listed below.

- A. Voter Registration**  
**Length:** Two Minute Feature; 30 second PSA  
**Dates/Times:** Feature aired once per day at various times August 15-September 30; PSA twice per day at various times.

Student produced feature detailing upcoming voter registration events. Updates to remove old events and add new ones occurred as needed. Information on online registration for both Illinois and Missouri was presented. A 30-second PSA on voter registration aired twice a day during the period.

**B. Distracted Driving**

**Length:** (5) two minute features.

**Dates/Times:** July 1 – September 30

Mass Communication students created a new PSA campaign called “It Can Wait” to encourage listeners to resist the urge to use social media and text messaging while driving. Many situation on when a listener may say, “It can wait,” were presented in various scripts. Getting homework done, taking out the trash, doing laundry are all activities that the commercial actor said, “it can wait.” If you are willing to say many things can wait, then surely waiting to respond to a message while driving can as well.

**C. Flu Vaccination**

**Length:** Five Minutes

**Dates/Times:** 9/19 @ 10:20am; 9/23 @ 2:20pm

The Centers for Disease Control and Prevention (CDC) have always strongly recommend parents get their children vaccinated against influenza. Both organizations are stressing the added importance of doing so this year because of COVID-19. Dr. Samina Yousuf, an OSF HealthCare pediatrician stated it would be possible for kids to be infected with both viruses, making them children muck sicker. Dr. Yousuf went on to say, “if a child does get sick, knowing he or she has been immunized for the flu could help determine a treatment plan, while lessening the burden on the health care system.” (Encore Airing)

**D. Diversity Counsel Events**

**Length:** 15 Minutes

**Dates/Times:** 9/18 & 9/25 @ 10:00am

Lewis and Cark Diversity Counsel Chair, Peter Hussey provided information on the counsel and the events they have planned for the fall 2022 semester. The council’s objective is to develop initiatives that increase awareness of diversity issues and reflect the diverse society in which we live and work; promote cross-cultural understanding and communications; broaden and expand opportunities for positive (constructive and instructive) diversity experiences on campus; and promote an atmosphere of tolerance and mutual respect, one that respects differences and encourages inclusiveness.