

WLUV-AM Loves Park, IL
 Quarterly Issues & Programs Report
 First Quarter 2021
 Due March

Day	Date	Time	Duration	Description
Sunday	4/09/2021	9:00:09am	18:18	<p>Interview 1: Dr. Harry Wilkins, President and C.E.O. of <i>The Gift Of Hope</i> organ and tissue donor network discusses the importance of volunteering to be an organ donor. <i>The Gift Of Hope</i> organ and tissue donor program is 1 of 58 OPO's (Organ Procurement Organization's) which coordinate all aspects of organ and tissue donation throughout the country, which all have their own donor service area. The Gift Of Hope serves all of Illinois aside from a few southern counties and part of Midwest Indiana which include 10 transplant centers, 180 hospitals, and 12 million people. Last year they processed over 450 organ donors and over 1200 tissue donors. The process of coordination includes identifying hospitals and donors, speaking with the families of recently passed organ donors, assessing the viability of organs, transporting said organs for a transplant center. Although the organs may start in 1 storage center they frequently are divided and sent out to other storage centers around the country based on place on the organ donor list of which there are over 100,000 currently on. Covid last year also ruled out a lot of viable organ donors due to the extra precaution OPO's have had to use avoiding the risk of transferring Covid into the recipient. Now the organs are tested for Covid to deal with this issue. The program also provides education on the program and stays in contact with organ donor families for further support. There are 8 solid organs that can be donated: The heart, 2 lungs, 2 kidneys, the liver, the intestine, and the pancreas. They are very time sensitive and need to be taken from the donor to the recipient in 6 hours or less. Tissues can be taken and stored for months or even years in contrast such as bone, or skin tissue transplants. Every organ donor can save up to 5 lives, and every tissue donor can save up to 50 lives. To become an organ donor, you can register at the DMV, text "HOPE" to 51555 which will send you a link to a website to sign up as an organ donor, as well as at giftofhope.org. You can also apply on the national organ donor website, or at local organ donor drives. Also be sure to talk to your family if you want to be an organ donor because it can be traumatizing to your loved ones if you don't make your organ donation known to family members.</p>
Sunday	4/09/2021	9:18:27am	30 Sec.	PSA: OrganDonor.gov
Sunday	4/09/2021	9:18:57am	17:14	<p>Interview 2: Aaron Wilson, Weather Anchor for Channel 23 WIFR talks about the importance of Weather awareness</p>

				<p>coming into the summer season. The weather this month has fluctuated greatly, but thankfully has not been very destructive, but the month should be drier than past years. Ice buildup also wasn't an issue for the past few years which in years prior was causing issues with flooding and bridge closures. Spring and Fall are seasons of great temperature fluctuation, and with April officially marking spring this fits that trend, however with that weather instability can come increased humidity which can lead to severe thunderstorms, and tornadoes due to large collisions of hot and cold air fronts which can happen at a moments notice. Severe weather can be separated into watches which mean that forecasters are watching storm patterns that could lead to extreme weather such as tornadoes and thunderstorms, while warnings mean a severe weather event has been spotted and you should seek cover immediately. If a tornado warning is issued you should seek cover immediately, ideally in a basement in the West corner as most tornadoes come West to East. If you don't have a basement, get in a bathtub, a narrow hallway, a closet, or take cover with an object such as a mattress to place atop yourself to shelter from debris. If you are driving find a ditch and take cover. It used to be taught to find an underpass, but this has proved unsafe. Also, never try to outrun or record a tornado. The National Weather Service has improved greatly at accuracy of prediction and can monitor down to within county level weather events. As the population has grown and land develops in new areas across the United States, and as Climate Change manifests over time there are an increasing number of weather incidents that need to be monitored constantly, are being documented and that need to be alerted should these severe weather patterns manifest. To stay informed on the Rockford area's weather forecast visit WIFR.com's weather section for weather updates, or download the WIFR Weather mobile app.</p>
Sunday	4/09/2021	9:36:11am	34 Sec.	PSA: FEMA.gov- Be Weather Ready
Sunday	4/25/2021	9:00:09am	12:35	Interview 1: Shawn Pfeiffer, founder of <i>Pucks For Autism</i> discusses the programs mission and the importance of Autism Awareness Month and the mission of the program. Pucks For Autism is a fundraising initiative for the SEDOL foundation and other programs that financially assists special needs children and young adults as well as advocate for them. Shawn got involved when he volunteered to play in a hockey event called

				<p><i>Taking The Edge Off Autism</i> because shortly before this his 4 year old son Henry was diagnosed with Autism. After attending this event he wanted to help set up an initiative that took the ideas of <i>Taking The Edge Off Autism</i> and take it to the next level. He discovered his son's Autism early with signs of little verbal skills aside from repeating what other people say. Autism affects 1 in 54 children in the U.S. The event has brought many people together and is an inspiring display of support, perseverance, and generosity from all the families that come to support the program. The teams are comprised of the families of autistic children and young adults from all around the country as a team building exercise, group activity, and a day to celebrate and support these kids and their achievements. For more information on how to support this program visit PucksForAutism.com, follow the <i>Pucks For Autism</i> Facebook and Instagram pages, or visit sedolfoundation.org.</p>
Sunday	4/25/2021	9:12:34am	27 Sec.	PSA: Autism Society Of America
Sunday	4/25/2021	9:13:01am	16:06	<p>Interview 2: Stephanie Lauer, Founder of <i>Noah's Ark</i> Animal Sanctuary, discusses animal needs in the community as well as the role of the <i>Noah's Ark</i> program. <i>Noah's Ark</i> has been open for 41 years not only as a resource for animal adoption, and an animal sanctuary, but also a spay and neuter program center for pit bulls, a spay and neuter program for those who cannot afford it, and medical programs for pets to assist pet owners and animals in the community and increase the retention of animals in the area. The greatest issue in the Rockford area currently is the number of stray cats due to overpopulation. To help control this be sure to take your cat to a spay and Neuter center which can be found in the area at places like <i>TAILS</i>, <i>PAWS</i>, and <i>Winnebago County Department of Animal Services</i>. It is required by law before an animal leaves a rescue center it must be spayed and neutered and recently it became law for animals to be spayed or neutered. If you find feral kittens or puppies you can either bring them in safely where they will be neutered, trained for socialization within 3 months, and then will be available for adoption. Blankets, towels, paper towels, puppy and kitten milk, baby bottles, and volunteers are the greatest donation needs currently as the demand on the shelter has remained steady but due to Covid the number of donations and volunteers has greatly decreased. Pets are available to adopt come with a mask today at 111 North First Street in Rockford, no appointment necessary, and if your pet requires medical attention a new veterinary hospital has just</p>

				been opened at a separate location, 321 North 1 st Street in Rockford. If you would like to volunteer or make a donation visit Noahsarkanimals.org or call 815-962-2767 for more information.
Sunday	4/25/2021	9:29:07am	23 Sec.	PSA: National Pet Month
Sunday	5/9/2021	9:00:08am	15:08	Interview 1: Cathy Brush, Assistant State Coordinator for A.B.A.T.E. (A Brotherhood Aim Towards Education) of Illinois discusses issues of motorcycle safety awareness. As a motorcycle rights program this organization educates drivers on what to stay alert for on the road while driving with motorcyclists. The organization also fights for vehicle rights for ATV's and Dirt bikes and other off-road vehicles. Examples of this include to anticipate a motorcyclist to the driver's side of a vehicle to be seen easily and avoid oil drips, looking both ways twice at stop signs to make sure drivers will not miss oncoming traffic because motorcycles cannot break as quickly as cars, and working with local vehicle manufactures to be sure modern safety sensors can detect motorcycles (especially in the case of autonomous vehicles). The program often visits driver's education programs in school to teach new drivers about motorcycle safety from a young age. A motorcycle safety course for new riders is also available at Rock Valley College on Fridays, Saturdays, and Sundays and costs \$20. There are other details for new drivers pertaining to motorcycles that are important to be aware of also. This includes not to use E15 gasoline as it is fine for cars, but it can destroy a motorcycle's engine, groups of motorcyclists tend to ride in staggered formation so that if the person in front of them falls there is room to swerve out of the way, and Illinois is a choice state referring to the fact that motorcyclists can choose whether to wear a helmet while riding or not. The local A.B.A.T.E. chapter meets at the Windsor Street VFW every second Sunday of the month at 12:30pm. For more information or to join this organization visit ABATE-IL.org .
Sunday	5/9/2021	9:15:09am	43 sec.	PSA: Motorcycle Safety PSA
Sunday	5/9/2021	9:15:52am	11:57	Interview 2: Melissa Stenstrom, a board certified Dermatologist at M.D, SkinCenter Rockford, member of the American Academy of Dermatology, and the American Society of Dermatologic Surgeons discusses the importance of staying alert to warning signs of skin cancer. Early indicator signs of possible skin cancer include pink sores that will not heal that can bleed easily and may/may not be painful. These spots are called Carcinoma are likely to be on constantly exposed parts of the body like the head, neck, or arms. Fortunately, when treated early they do not often metastasize. Melanoma is a

				<p>little less common but more likely to metastasize and may be harder to notice as it can appear more commonly as a dark spot or a regular mole. Although Carcinoma is more common on the elderly, Melanoma is just as likely to affect the young as older people. Causes of Melanoma include genetic tendencies, and old sunburns especially on places that are difficult to apply sunscreen places such as the back of the leg or neck. When looking for potential skin cancer spots there is an ABC step procedure to help while looking at new skin abnormalities. These steps include A. for Asymmetrical, B. Border (is the border fuzzy/undefined), C. Colors (is the color different), D. Diameter (is it longer than an eraser), E. Evolution (is it evolving abnormally). Skin Cancers can often be treated in a Dermatologist's office with creams, liquid nitrogen, minimally invasive surgical procedures. Dermatologists recommend sunscreen with SPF 30 or higher applied generously every 1.5-2 hours when outside for extended periods. Other prevention tips include staying in shade for hot parts of the day and trying to focus time outside to either early or late in the day and using protective clothing such as hats and SPF shirts. For more sensitive cases or areas of the body you may need and MOS skin doctor that specializes in more delicate areas such as the ears, eyelid, or neck, and also deals with more high risk cancers. M.D. SkinCare is located in the Cornerstone building on the corner of Mulford and Guilford road in Rockford. For more information or to schedule an appointment visit mdskinrockford.com or call 815-484-9900.</p>
Sunday	5/9/2021	9:27:49am	63 sec.	PSA: Skin Cancer Awareness PSA
Sunday	5/23/2021	9:00:09am	18:59	<p>Interview 1: Margaret Larson, University of Illinois County Extension Director offers her advice on Illinois horticulture and how to cultivate a garden. Despite first assessment that Spring is the season to grow your garden it largely depends on what you intend to grow. Tomatoes for example grow best in the summer while peas are best grown in a colder season. The Northern Illinois Extension has many resources, courses, and instructors that teach various aspects of horticulture, food preservation, canning, and other resources. Typically, the Northern Illinois Extension would teach gardening and provide resources in person, but due to COVID-19 it has largely shifted to virtual resources and a large video library. There has been a large increase in horticultural interest because of COVID-19, and Axiom polling indicates that more Burpee seeds were sold this year than any year in recorded history. Although some</p>

				<p>might think that with Covid vaccines being distributed and people coming back to work gardening may decrease, recent polling suggested that 86% of those who started gardening plan to continue which exemplifies the impact of the program and how gardening is the most popular hobby in the country. In addition to these resources for kids there is a bed baking programs, and the KIT program to teach children how to begin gardening using just scraps that can be found in your kitchen such as heads of lettuce that can be replanted. The 4H program has persisted despite Covid-19 and last summer the 4H show was held virtually with reports, videos, and photographs and is currently being planned for an in person show this year. For more information on Gardening, 4H, or other questions visit extension.illinois.edu/jsw, or call the horticulture helpline at 815-986-4357. There is also a list of county-based horticultural helplines that are available online at the Northern Illinois Extension Webpage on the University of Illinois website.</p>
Sunday	5/23/2021	9:19:07am	30 Sec.	PSA: DiscoverTheForest.org (by the U.S. Forest Service and the Ad Council)
Sunday	5/23/2021	9:19:37am	16:04	<p>Interview 2: Jeff Shewe discusses issues of water safety for the upcoming summer months. Before taking a boat out into the water there are several things that need to be checked. Among the most important is that your boat's registration is current. Most boat registration is due in June, while most other watercrafts like jet skis tend to be in September. It is also important to check to make sure your boat's battery is charged, and that your boat has gas in the tank. You should also be sure to have enough appropriately sized life jackets for everyone you intend to take onto the boat, at least 1 throwable device for water rescue such as a lifesaver, a current fire extinguisher, a secured and covered terminal and battery cover, a loud whistle or horn, a red and green light for the front of the boat and a white one at the back to drive safely at night (jet skis and most other water craft aren't allowed to be used after dusk). Children under 13 also are required to always wear a life jacket. After dusk there is a speed limit for boats of 15 miles per hour, and 45 miles per hour in the daytime. No wake signs and rules are enforced within 100 meters to make docking boats easier and are often by red and white buoy markers to draw attention to these or other unsafe conditions. Ignoring these violations can result in tickets and general boat safety checks. Boating rules are generally the same for lakes and rivers although boaters are</p>

				<p>encouraged to be more cautious and mindful of space while on rivers as they tend to be narrower and can make it difficult to pass around other boaters. While pulling a tube it is Illinois law that a boat displays an orange flag at the front of the boat to alert other water traffic, the tuber has on a life jacket, and have a spotter on board the boat. If you fall from a boat, jet ski, or tube in an area with water traffic raise your hands to alert water traffic to your location so you are not hit and can be rescued if necessary. There are boating courses you can take available online through Illinois Department of Natural Resources, but to get a boating license from the Illinois D.N.R. there is a small fee. For more information visit www.2.illinois.gov/dnr.</p>
Sunday	5/23/2021	9:35:41am	30 sec.	PSA: How Do You Get Ready For A Boating Trip?
Sunday	6/6/2021	9:00:09am	14:02	<p>Interview 1: Daniel Petrie, President of the Fatherhood Encouragement Project discusses the goals of the project. The Fatherhood Encouragement Project is a non for profit 501C3 focused on helping fathers develop different areas of leadership in their lives, as well as their children's lives and help serve the community. The goal when founding this project was to help support father's because sometimes fatherhood is underappreciated, and by providing resources to support father's they can make better connections with their families, and with the community. As the father of two sons, Daniel finds it very important as a father to be active, affirmative, loving, compassionate, present, and works to be a good example for their children. He was in and out of foster care because his father was in prison and when his first son was born matured and realized he had to step up and serve his children in the ways his father never was able to for him, and that helped serve as a foundational tenet of the project. Affirmation communication is one of the main leadership programs taught in this project which aims to use positive language to children, and partners instead of negative. The program has also partnered with the Rockford Police Department to facilitate the Adopt A Block Rockford program where the program goes to serve families in need and develop positive relationships with the police department. The Future Collegiate Stars Youth Basketball League is for children without fathers which is open for the community and serves with the Rockford Housing Authority to participate in a fun activity with positive role models that also teaches team building exercises, provides tutoring before and after school, and provides community service opportunities. This Father's Day the project will be running a Diaper Dash program to</p>

				collect diapers for single fathers with infants and toddlers from June 1st through June 15th. Unused donations will be collected at 1437 South Bell School Road, Suite A and will be accepted Monday through Friday 9am-12pm or financially donate on Facebook. A second branch will soon be opened for the Fatherhood Encouragement Project in Roanoke Virginia. For more information visit Fatherhood Encouragement Project.org.
Sunday	6/6/2021	9:14:10am	1:08	PSA: Fatherhood.gov (#Dadication)
Sunday	6/6/2021	9:15:18am	14:19	Interview 2: Tommy Meeks, chairman of the Juneteenth celebration of Rockford discusses what Juneteenth is about as well as events this month happening to celebrate Juneteenth. Juneteenth is a celebration of the date the 13th Amendment to the U.S. constitution was passed that officially made slavery illegal, however the slaves in Galveston, Texas did not know they were free until the news arrived on June 19th, 1865. Juneteenth is a holiday in 47 out of 50 states in the U.S. and many hope for it to soon be a national holiday. Many people are not taught or know very little about Juneteenth and other important historical events in American history related to abolishing slavery, race riots, and the civil rights movement, and it is the hope of those organizing the Juneteenth celebration to make the public more aware of these events, celebrate, and appreciate the contributions African Americans to our nation. Inner City Reconstruction Group is a 501C3 organization affiliated with Juneteenth that will be responsible for organizing this Juneteenth celebration named after the 10-year reconstruction span for African Americans after slavery was abolished. On June 19th the 31st Juneteenth celebration will take place in Sinnissippi Park, Rockford from 1-9pm, and is free to attend. It will feature many bands, public speakers, and poets. It is open to the public and is not just for African Americans. This is an American celebration of freedom, and all are welcome. There will also be a Gospel Tribute June 20th in Sinnissippi Park from 5-8pm, and attendee's will be entered to win a trip to Miami Florida, or Denver Colorado for 4 days with travel, and lodging expenses covered. For more information visit Juneteenth1865.com or call 815-218-2861.
Sunday	6/6/2021	9:29:37am	60 Sec.	PSA: Celebrate Juneteenth
Sunday	6/6/2021	9:30:37am	14:43	Interview 3: Sandy Dingus, Marketing and Special Events Coordinator for Edgebrook Center Mall discusses the mall reopening and upcoming events. Located on the corner of

				<p>North Alpine Road and High Crest Road, Edgebrook Center mall has reopened in the heart of downtown Rockford after being renovated. The outdoor mall features very convenient parking and a variety of specialty stores such as Edgebrook Barbershop, Ace Hardware, Dunkin' Donuts, Mary's Market, Dental Dimensions, Baker's Street Burgers amongst several other stores. Every Friday they have an event called <i>Music On The Mall</i> from 6:30-8:30pm that is open to the public and runs through September dependent on weather conditions. There is also a local farmers market at the mall every Wednesday from 9am-1pm through October 28th featuring new vendors such as bakers and florists. Covid-19 hit the merchants hard last year as they did not have corporate backing, so the mall is doing whatever they can to encourage business with free ad campaigns, and businesses have had to adapt flexible business strategies to serve customers' needs quickly with Covid related concerns in mind. On Saturday June 12th from 10am-4pm along the parking lot will be the <i>Artsy Arts and Crafts Exhibit</i> featuring 69 tables with products ranging from paintings, sculptures, leatherworks, and neon displays, to soaps, woodworks, jewelers, linen works, and other crafts. There will also be additional snack food vendors. For more information visit <i>Edgebrook Shops</i> on Facebook.</p>
Sunday	6/6/2021	9:45:20am	60 Sec.	PSA: Winnebago Buy Local/ WBL.org (60 Second Spot)
Sunday	6/20/2021	9:00:09am	14:44	<p>Interview 1: Ted O'Donnell, Co-Chairmen of the 4th of July Civic Committee of Rockford discusses what events will be planned for this 4th of July. The Rockford 4th of July Committee was formed in 1963 by Ted's uncle Joe Marino who was asked by then Mayor Ben Schleicher to come up with a grand fire works spectacle for Rockford with a \$3000 budget by not using tax money. It turned into a labor of love afterward that his son and nephew have continued to this day as members of the committee maintaining his firework distributor connections, staying actively involved in the community, and organizing parades, fireworks displays, and other entertainment every year. Many fireworks displays use what are called "cakeboxes", but Rockford uses mortars and shells which have a much more significant display range (about 2 football fields in length per shell). This upgrade in addition to hiring a professional pyrotechnics company, entertainment, insurance, and supplies drives the cost to about \$90,000 per year that all must be raised via self-sponsorships, private, and public donations. There is a \$5 fee for Davis admittance into Davis Park, the central location of the fireworks display that goes to</p>

				<p>the cost of the fireworks exclusively. There will be 2 parades this year: a Motorcycle Parade that begins at 4:40pm, and a Patriotic Parade with 75-100 participants. For street Entertainment this year there will be 4 different entertainment events at separate locations: at Joe Marino Park <i>the Duo of Mr. Ed</i> will begin at 6:30pm, at the Parade grand stand the band <i>The Real Deal</i> right after the parade, at Centennial Park at 6pm the Band <i>Rollin Whiskey</i> will perform, and at Davis Park the band <i>Blind Dates</i> will perform at 6pm. Food trucks and vendors such as <i>Olivo Taco, Wrapped With Smoke Barbecue, DNA Concessions, and Pizza Fresca</i> will also be available during the celebration along with many others. For more information or to donate visit 4thandlights.com.</p>
Sunday	6/20/2021	9:14:53am	45 Sec.	PSA: NFPA.org Fireworks Safety
Sunday	6/20/2021	9:15:38am	13:45	<p>Interview 2: Pastor Mike Thomas and Curt Kellerman, Founders and Creators of the event <i>Cars & Coffee</i> discuss what <i>Cars & Coffee</i> is all about and upcoming events. The organization started in 2019 when Pastor Mike started reaching out to people over Facebook trying to get a car show with coffee and donuts that he saw as an idea on T.V. to bring the midtown district community of Rockford together. The event hosts cars of all makes and models as well as recently motorcycles, and bicycles, and trucks. This is Rockford <i>Cars & Coffee's</i> 3rd season that has expanded greatly since its opening event. Covid-19 nearly ended the program due to the regulations required in 2020 to have a show set back their schedule, decreased attendance, and caused logistical issues constantly. This year's attendance has greatly expanded, fortunately featuring over 220 cars and over 500 attendees. The event takes place the first Saturday of every month April through September with a fundraiser event in October to close out the season and help local charities. Last year was a sock drive, and this year will be a charity drive for Noah's Ark animal shelter to raise money, gather blankets, and cleaning supplies. The car shows are free to bring your car to and free to attend with coffee and donuts as a part of every show, and the addition this Friday of a barbecue sponsored by <i>Katie's Cup</i> where you can get barbecue, chips, and a drink for \$10. The show is sponsored by donor's local business donors making it free for the public to attend. Those who enter their cars are eligible for prizes such as shirts, gift certificates, and 1</p>

				<p>entrance car wash bucket donated from Advanced Auto Parts that will be complimentary top of the line clean and maintenance suitable for any vehicle. Saturday July 3rd will be an America's birthday celebration with cake and ice cream to celebrate the 4th of July as well as Curt's birthday. The event takes place at the Rockford Public School's parking lot from 9am-12pm. Volunteers are wanted to help direct traffic and all volunteers will receive a free <i>Cars & Coffee</i> shirt. The event is family and pet friendly. For more information visit <i>Cars & Coffee Rockford</i> on Facebook or call 815-558-3169.</p>
Sunday	6/20/2021	9:29:23am	47 Sec.	PSA: Cars & Coffee Rockford