

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

Day	Date	Time	Duration	Description
Sunday	1/10/2021	9:00am	16:25	<p>Interview 1: Dr. Tasha Davis, Executive Director of Rockford Promise discusses the program, effects of Covid-19 on the program, as well as upcoming scholarships. This program offers full paid scholarships to Rockford Promise scholars. Starting in 2006 and expanding through 2015 the Rockford Promise Program started as a partial scholarship tuition program that assisted 50 students in the Rockford area, and after a full partnership with educational institutions in the area are now able to offer 5 full paid scholarships per academic year. Requirements for these scholarships include RPS 205 graduate status, a 3.0 GPA, as well as other specific details depending on the school they plan to attend. More info is available at <a href="http://www.rockfordpromise.org">www.rockfordpromise.org</a>. NIU applications are due February 1<sup>st</sup>, and Rock Valley College applications are due March 1<sup>st</sup>. To support Rockford Promise, you can volunteer to mentor a scholar, financially donate, or partner with Rockford Promise to provide internship opportunities. Rockford Promise scholars are paired with a mentor to help them navigate their educational opportunities. Covid-19 has lessened donations this year and caused some scholars to have difficulty pursuing their education, so continued financial support is imperative. Donations are tax deductible. Find out more information about scholarships, or the Rockford Promise program by visiting <a href="http://www.Rockfordpromise.org">www.Rockfordpromise.org</a>, or email to <a href="mailto:tasha.davis@rockfordpromise.org">tasha.davis@rockfordpromise.org</a>.</p>
Sunday	1/10/2021	9:16:34am	60 Sec.	PSA: Rockford Promise
Sunday	1/10/2021	9:17:41am	14:44	<p>Interview 2: Laura Gibbs-Green, communications manager for Rockford Park District discusses activities and programs coming up this winter and spring at the Park district. <i>The Winter Flurry</i> is an initiative to encourage use of the Park for the public from events like the Nicholas Conservatory and Garden's <i>Light's All Aglow</i>, the Sinnissippi Park's <i>Festival of Lights</i> as well as luminary walks and additional lights displays in Brown's Park, Leving's Park, Fairgrounds Park, and many others over January and February. Sledding, snowboarding, ice skating, skiing, and tubing will also be available as well as access to snowshoes, bikes, skates, snowboards, and tubes can be rented on site at Alpine, and the Snow Park. The Illinois Snow Sculpting competition will be taking place this year January 20<sup>th</sup>-23<sup>rd</sup> at Sinnissippi Park. For more information on upcoming events visit <a href="http://rockfordparkdistrict.org/winterfun">rockfordparkdistrict.org/winterfun</a>.</p>

Sunday	1/10/2021	9:32:29am	60 Sec.	PSA: Keep Northern Illinois Beautiful
Sunday	1/24/2021	9:00:09am	16:30	<p>Interview 1: Conor Brown, President of the Rockford Area Association of Realtors discusses selling and shopping for homes in the upcoming year as well as effects of Covid-19 on the Real Estate market. Despite the pandemic the market for property in Rockford has been very positive largely due to low interest rates, affordability in comparison to the rest of the country and very high buyer demand. Compared to last year the number of available properties is half of the inventory for 2020 largely due to Covid-19 anxieties of having strangers walk through their house as well as general uncertainty for where and when to move. Realtor applications such as Zillow and Redfin have been much more popular in 2020, and although this is convenient for customers to shop for homes it is recommended to still sell the home with a realtor due to selling with a realtor has a higher chance of selling the home, as well as getting more money from the property then if sold alone. If you are considering selling your home walk through your house with a realtor and have them take note of what details need addressing to improve the condition of the home before putting the property on the market for sale. Interview multiple realtors as well before finalizing on a realtor to determine which realtor will work best for you. Houses can sell very quickly or relatively slowly so you want to find a realtor that can help make your home both as desirable and as visible on the market to buyers as possible to increase the speed and value for your sale. Variables such as how quickly the buyer can gather the capital for the purchase, as well as appraising can have large impact on how quickly the sale can occur with the average being around 1 month to 45 days. Buying the house first versus selling your own first depends on the economic situation of the client but with the lower inventory of houses the economic trend leans heavily toward the sellers favor recently. If you are a buyer, get a realtor as well as get pre-approved by a local lender to have your finances in order before the sale. For more details on Rockford area real estate, lenders, and realtor information visit <a href="http://rockfordarearealtors.org">rockfordarearealtors.org</a>.</p>
Sunday	1/24/2021	9:16:39am	60 Sec.	PSA: PSA: Buy Local 60 PSA
Sunday	1/24/2021	9:17:39am	14:33	<p>Interview 2: David Sydney and Cira Richardson of <i>Transform Rockford</i> and <i>Great Neighborhoods</i> discuss the mission of the movement as well as its plan of action and how Covid-19 has impacted the plans implementation. <i>Transform Rockford</i> is a grassroots movement started in 2013 with the goal to transform Rockford Illinois into a top 25 community in the United States by 2025. This movement began considering the realization in 2013 that Rockford was the 3<sup>rd</sup> most miserable place to live in the U.S. behind Flint and Detroit Michigan. To</p>

				<p>become a top 25 community 14 impact areas were identified that require addressing from education, safety, economy, and jobs, to arts, recreation, finances, and city planning. Covid-19 has caused some fundamental changes such as meetings being entirely cut for safety reasons but maintaining public engagement in the program remains among the top priorities which has led to adapting a larger social media campaign and partnership with other local organizations with like interests like <i>Great Neighborhoods</i> to keep this movement going through Covid. Great Neighborhoods is an organization that focuses on how to help gather the resources to help Rockford area neighborhoods build desirable renovations to neighborhoods. Although both organizations are privately funded, they can always use more local volunteers, and donations. For more information on how to assist the Transform Rockford program, or Great Neighborhoods programs visit <a href="http://www.transformrockford.org">www.transformrockford.org</a>, and <a href="http://greatneighborhoods.info">greatneighborhoods.info</a>.</p>
Sunday	1/24/2021	9:32:12am	60 Sec.	PSA: Transform Rockford
Sunday	2/7/2021	9:00:09am	17:00	<p>Interview 1: Dr. Chokkalingam, a Cardiologist, and specialist of women's heart health and valvular heart disease discusses the prevalence of heart issues in women. One woman dies every 80 seconds due to heart disease. It is the number one killer of women every year including even Covid-19. Symptoms can vary widely with 40% not feeling chest pain. Symptoms of heart disease issues can include jaw pain, neck pain, back pain, shortness of breath, nausea, cold sweats, and chronic fatigue. 80% of heart disease is preventable with avoiding smoking, low sugar in take and fat, maintaining blood pressure, getting exercise, and knowing your family medical history. Cholesterol is necessary in our bodies to regulate hormones and other processes, but we naturally produce excess cholesterol through our biology making it imperative to avoid fried foods, red meats, and exercise regularly for 30-45 minutes 5 days a week to minimize this negative cholesterol. Eating 3 servings or more of blueberries per week can reduce the risk of heart disease by 34%. Testosterone causes a higher risk of heart complications, but estrogen doesn't and can even be a natural protectant against heart disease. Therefore, when women hit menopause and their estrogen declines there is a higher incidence of heart disease. Statin's can be a good medical supplement for women to regulate heat rate and cholesterol levels. For these reasons it is important to keep your primary care doctor informed and have a cardiologist sooner rather than later. To schedule an appointment at <i>Mercy Riverside Heart and Vascular</i> call 815-971-0600.</p>
Sunday	2/7/2021	9:17:09am	31 Sec.	PSA: Generic PSA/ Calling All Non-Profits!

Sunday	2/7/2021	9:17:40am	17:09	<p>Interview 2: Greg Gerard, the Executive Director of Beloit International Film Festival (BIFF) discusses the upcoming film festival, and how despite Covid-19 you can view the films from the film festival safely. The Beloit International Film Festival begins February 19<sup>th</sup> and runs through February 28<sup>th</sup>. This year it will be almost exclusively virtual and on demand, with an exception to 6 limited drive-in events over the course of the weekends. These drive-in films will be for all ages and free of charge. Among these will include <i>Isle of Dogs</i> on February 19<sup>th</sup>, <i>The Wizard of Oz</i> on February 20<sup>th</sup>, as well as other films like <i>Bennie and June</i>, <i>Modern Times</i>, <i>16 Candles</i>, and <i>Kubo and the 2 Strings</i>. Last year the BIFF ended just before Covid-19 and in that time the film festival has prepared based on the roll out of a film festival in Auckland, New Zealand that has been the precedent for other festivals such as the Toronto Film Festival, South by Southwest, Sundance, and the Cannes film festivals. Instead of paying for each individual film you can now purchase a pass to see all films at the festival at <a href="http://BeloitFilmFest.org">BeloitFilmFest.org</a> for \$120. Although live music from years past may not be present for logistical reasons there will be live question and Answer segments, interviews, and the annual program book reveal party will be Tuesday, February 9<sup>th</sup> at 6pm at the <i>Irontech</i> building located at 635 3<sup>rd</sup> Street where people can come pick up booklets out front of the building. For more information and updates follow Beloit International Film Fest on Instagram, Facebook, Twitter and visit <a href="http://BeloitFilmFest.org">BeloitFilmFest.org</a>.</p>
Sunday	2/7/2021	9:34:49am	35 Sec.	PSA: Winnebago Buy Local 30 Second PSA
Sunday	2/21/2021	9:00:09am	17:08	<p>Interview 1: Bridgett Finn, the Director of Marketing for the Rockford Public Library discusses the ways Rockford Public Library has adapted to the pandemic as well as events for "Love Your Library" month, and the take down of the old Rockford Public Library. Since the pandemic began great changes have been undertaken to lessen the risk of Covid-19 spreading such as limited visitor numbers, department assistance being scheduled by appointment and multiplied digital offerings ten-fold. Audio books, and E-books are available for download on the new Rockford Public Library app. You can also find physical book locations and check them out at a self-service kiosk in the library. You can apply for a virtual library card at <a href="http://www.rockfordpubliclibrary.org">www.rockfordpubliclibrary.org</a>. The original Rockford Public Library building was just recently torn down. Illinois environmental protection agency members found contaminated soil surrounding the building as the library was built over the remains of a natural gas reserve. In the meantime, the library has divided into several libraries to serve the Rockford area. There are 4 libraries in the area being</p>

				<p>the Heart Interim Library at 214 North Church Street which is now the default central location, The East Branch library on East State Street, The Montague Branch Library on 1238 South Winnebago Street, and the Rockton Center Library which is only open for curbside pick-up located at 3112 North Rockton Avenue. The Nordlof Public Arts Center is also available for renting space for meetings of up to 50 people at a time safely at competitive rates located at 118 North Main Street. Christine Swanberg, a local poet Laureate will be teaching a virtual poetry public workshop on Saturday February 13<sup>th</sup> at 7pm. Upcoming events from the library include virtual escape rooms, virtual story times for children, and new services include customers being able to rent Google Chrome books and a Mobile Rockford Public Library vehicle which will bring the library, internet connections, and job/skills training programs to Rockford neighborhoods. For more information visit <a href="http://www.rockfordpubliclibrary.org">www.rockfordpubliclibrary.org</a> or download the Rockford Public Library app from Apple IOS store, or Google Play Store.</p>
Sunday	2/21/2021	9:17:17am	35 Sec.	PSA: Rockford Public Library App
Sunday	2/21/2021	9:17:52am	22:04	<p>Interview 2: Author Sheri White discusses her novel <b><i>100 Days of Staying the Hell Home In 2020: #HashtagsOfCovid19</i></b>. Released in November of 2020 the book is a collection of the top 10 posts of the day from social media during the first 100 days of the Covid-19 pandemic in 2020. They originally started as her Facebook posts that gained a large following online that she went to print out and decided instead of having it sit in a drawer to simply convert with some editing and self-publish this collection of timely conversation topics as a book through Amazon. The title of the book came from Sheri's daughter Carrie despite some hesitancy of the title being too provocative. The average age demographic for the readers of the book has averaged between 45-70 years old, but the book was written with no demographic in mind. The tone ranges from comedy to serious observations as it recounts both humorous situations as well as reflections of loss of loved ones and discussing more depressing topics of the pandemic. The book is for sale at <i>Crimson Ridge</i> and <i>Fleet Feet Sports</i> in Rockford as well as online on <i>Amazon</i>, and <i>Barnes &amp; Noble</i>. She also plans on writing another book about her life raising a family and especially focused on her son Matthew's recovery after a major brain surgery between 1998 and 2005. To contact for signed copies, sales questions, or other inquiries email to <a href="mailto:sheri1006@gmail.com">sheri1006@gmail.com</a> or visit <a href="http://sheriwhiteauthor.com">sheriwhiteauthor.com</a>.</p>
Sunday	2/21/2021	9:39:56am		PSA: Avoid Respiratory Illness By The Ad Council
Sunday	3/7/2021	9:00:09am	15:01	<p>Interview 1: Dr. Naser Khan, Medical Director and Chief of Gastroenterology for Mercy Health in Wisconsin and Illinois discusses colorectal cancer, the importance of screening for colon cancer, and preventative strategies to avoid cancer. As</p>

				<p>the third leading cause of cancer in the United States, and second leading cause of cancer related deaths, and it can be detected early by polyps which can be found through testing and removed before growing into cancerous growths. There are several types of tests including a colonoscopy, stool tests, where a scope is placed in the colon to examine the colon and look for abnormalities that are then examined and biopsied. About 30% of people who get colonoscopies are found to have polyps in the first colonoscopy. Recovery time is immediate although plan to not drive the day of the procedure as the procedure could temporarily impair your driving. Results from a colonoscopy tend to arrive within a week of the procedure. People with no family history of colon cancer are recommended to begin screenings at age 50, but if you have a family history of colon cancer this should be monitored much more carefully and early. African Americans are at an increased risk of colon cancer however, which leads to African Americans being recommended to get screenings at age 45. If the results are negative, those results are good for 10 years. Diet that involves heavy consumption of fresh fruits and vegetables as a protective effect against developing colon cancer as does an active lifestyle, non-smoking, and maintaining an ideal weight. Consult your primary care physician and contact a Gastroenterologist if you have concerns or want to know more information about your colon health. For more information call 815-971-2544 or visit Mercy Health Center at 2300 North Rockton Avenue in Rockford, or the Riverside location at 8201 East Riverside Boulevard.</p>
Sunday	3/7/2021	9:15:10am	60 sec.	PSA: Colorectal Cancer (CDC.org/Vital Signs)
Sunday	3/7/2021	9:16:10am	19:35	<p>Interview 2: Jen Bowman Fund Developer and Marketing Coordinator for the YWCA (Young Women’s Christian Association) discusses women’s history month and the organization’s goal to eliminate racism and empower women. The impact on history women have had since the beginning of civilization is often underplayed significantly from raising children, to lack of democratic representation. There have also been tremendous historical minority figures who have been raised by single mothers, and many women have served as the unspoken council to powerful men throughout history reflecting just how important these subtle, and obvious forms of leadership women have engaged in for centuries to better society. Covid-19 amongst all the changes that have occurred has caused a She-cession raising awareness of the job loss, and increased childcare burden that has been borne through the pandemic by women, and disproportionately women of color.</p>

				<p>Almost 90% of jobs lost in the 4<sup>th</sup> quarter of 2019 were reported to be jobs lost by women. With women being forced back into the home to raise children, and not seek further employment there are fears much of the advancement of women in society that have been fought for may be lost or pushed back. The YWCA's programs include a childcare solutions program, emerging needs funding, and technical schooling assistance programs. The YWCA awarded 3 <i>Bright Future</i> scholarships this past Monday to women seeking education that demonstrate great leadership potential as part of commemorating Women's History month. The annual Leadership Luncheon which has in years past been in March has had to be postponed until May 13<sup>th</sup> where 6 women of achievement will be awarded and will be for the first time free and open for the public. If you would be interested in becoming a sponsor or for more information on YWCA visit <a href="http://YWCANWIL.org">YWCANWIL.org</a>.</p>
Sunday	3/7/2021	9:35:45am	30 Sec.	PSA: YWCA/Donate
Sunday	3/21/2021	9:00:09am	14:10	<p>Interview 1: Award winning Director, Producer, and Screenwriter and owner of <b>Never Submit Entertainment</b>, Matt Cichella discusses his award winning Faith based Romantic Comedy film <b>Without Grace</b> which was filmed in Rockford during September of 2019. You will be able to see this film on Fandango, VUDU, iTunes very soon. Matt got his beginning writing screenplays 20 years ago, but he soon realized he was the only one that could make movies the way he envisioned them which inspired him to produce his own films. In 2010 he started making Short films such as <b>Innocent Looks</b>, and <b>Famous</b>, and in 2011 made his first feature film <b>Poetic</b>. He never went to film school and learned tricks of the trade through research and practice. He also tends to draw heavily from his own life experiences for inspiration for his films. His company <b>Never Submit Entertainment</b> comes from he and his friend's philosophy of never giving up that was a mantra from professional wrestling they watched when they were younger. His production team is all within Rockford and the Chicagoland area. His next upcoming projects are the psychological thriller <b>Hyde Out</b> as well as <b>One Way Up</b>. There is an open casting call for both films for acting roles as well as extras. With Covid as a factor there will be more Covid protocols and smaller casting calls to manage traffic and risk of spreading the virus. For more information on upcoming films and updates visit <a href="https://Facebook.com/never-submit">Facebook.com/never submit</a>, <a href="https://Facebook.com/matthewjcichella">Facebook.com/matthewjcichella</a>.</p>
Sunday	3/21/2021	9:14:19am	30 Sec.	PSA: Winnebago Buy Local 30 Second PSA

Sunday	3/21/2021	9:14:49am	13:18	<p>Interview 2: Anisha Grimmertt, the Executive Director of <i>Alignment Rockford</i> discusses the organization’s mission. As a collective impact organization that works with Rockford Public schools align community resources to support public school strategies with the goal of increasing student achievement, health, and happiness all while advancing the economic and social well-being of the community. Children are the foundation of this organization and the builders for the community’s future which is why it is so important to support their development and educational experience from birth through high school. Alignment Rockford has been open for just over 11 years and was founded by a philanthropist who saw the decline in hires in the area and decided to organize support and find investigate why there was such a lack of employment post high school in the area and how to connect the students with their education and demonstrate how it can connect them to further employment in the outside world. One-third of Rockford students were not prepared for the world post-graduation, and another third was dropping out of school 10 years ago with some improvement since then although Covid did not help the situation. Changes in the social, and economic structure take time however and before Covid there were and continue to be signs of improvement thanks to the community’s cooperation to address these issues. Some summer projects have been developed to help combat the negative effects of Covid on developing education such as <i>Live, Learn, Play</i> which combines education with prior existing summer organizations like the park district, as well as credit recovery programs, various college readiness programs, and <i>Ready To Learn</i> focusing on support in the neighborhoods of kids in kindergarten. If you would like to know more about the <i>Ready to Learn</i> program you can contact Esther Lodge at <a href="mailto:esther@alignmenrockford.com">esther@alignmenrockford.com</a>. For information on the college readiness programs contact Jessica Hayes at <a href="mailto:jessica@alignmentrockford.com">jessica@alignmentrockford.com</a>. To find out more information on these or any other programs programs visit <a href="http://www.alignmentrockford.com">www.alignmentrockford.com</a>.</p>
Sunday	3/21/2021	9:28:07am	60 Sec.	PSA: Alignment Rockford PSA