

Issues Programs List

Quarterly Issues Programs List for Station – WLCA

October 1 – December 31, 2018

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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. Domestic Violence Awareness Month:** Area activities to promote awareness.
- B. Lewis and Clark Wellness Fair:** Information on depression screenings, flu shots, dental care and blood drives were presented and discussed.
- C. Seasonal Fire Dangers:** Captain Tom Wills of the Godfrey Fire Department discussed fire hazards during the holiday season.
- D. Fake News/Media Literacy:** Information to help media consumers understand the information being presented and the motivations behind the messages.
- E. Community Involvement:** Marathon broadcast to benefit Boys' and Girls' Club of Alton.

Section II. Responsive Programs

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

A. Domestic Violence Awareness Month

Length: 15 minutes

Dates/Times: 10/1 @ 10:20am & 10/6 @ 2:20pm

Alton Police Chief, Jake Simmons appeared as a guests on “Discovering Lewis and Clark” to discuss activities planned in October for Domestic Violence Awareness Month. The primary event is a Domestic Violence Walk scheduled for October 11th. Details of the event and how to participate were discussed. The walk is planned to heighten awareness of the number of domestic violence incidents each year in Madison County and share support and services available to victims of domestic violence.

B. Lewis and Clark Wellness Fair

Length: 15 minutes

Dates/Times: 10/1 @ 10:00 am; 10/6 @ 2:00pm

Renee Bauer of Lewis and Clark's Student Development and Counseling office appeared as a guest on "Discovering Lewis and Clark" to discuss this year's Wellness Fair and Depression Screening on Wednesday, October 10th. Renee discussed how many students suffer from depression, many of which may not know. Renee discussed detail of the screenings. LC Nursing program will provide flu shots, the Dental program with free tooth brushes and tooth paste, the Organ Donation Registry will be available, the Red Cross will conduct a Blood Drive, and OSF St. Anthony's Psychiatric Services will have information and handouts on various mental health challenges, drug and alcohol prevention and stress management.

C. Seasonal Fire Dangers

Length: 30 Minutes

Date/Time: 11/25 & 12/2 @ 10am

Captain Tom Wills of the Godfrey Fire Department appeared "Discovering Lewis and Clark" to talk about fire hazards that are common during the holiday season. Captain Wills discussed the dangers associated with live Christmas trees and urged the use of artificial trees. He described how quickly a home can be engulfed with flames after a Christmas tree catches fire. He stressed the importance of replacing old Christmas tree lights with newer LED lights. Captain Wills also talked about which type of space heaters to avoid and proper use of those heaters in the home.

D. Fake News/Media Literacy

Length: 15 Minutes

Dates/Times: 11/2 @ 10:00am; 11/5 @ 2:00pm

Mike Lemons, Associate Professor of Mass Communications discussed what it means to be "media literate." Mr. Lemons explained in order to determine the validity of a media story, one must first examine potential motivations in how and why the story was presented. Although it is better to get your news from historically trusted news sources, true facts can be framed in such a manner to promote a liberal or conservative agenda. Mr. Lemons provided tips on how to separate the facts of a story from how the story is presented.

E. Community Involvement

Length: 66 Hours

Dates/Times: 12/13 6pm-12am, 12/14 6am-12am, 12/15 6am-12am, 12/16 6am-12am, 12/17 6am-12pm

WLCA hosted a marathon broadcast to raise money to take kids from the Boys' and Girls' Club on shopping spree. Approximately \$3,000 was used for the shopping spree. The remainder of the funds were be used wherever the club had the greatest need. Nothing changed in the programming other than asking listeners and area businesses to donate.