

WUSQ-FM  
Winchester, VA  
Quarterly Issues/Programs List  
First Quarter, 2020

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Quarterly Issues/Programs List

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WUSQ-FM 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:

- **Awareness:** Ryan Gorman hosted three shows with various guests to help ease the panic surrounding the coronavirus, but also give our listeners the information they need to know. Topics included: the latest coronavirus medical developments for the week, what we're learning about the virus itself, how those who still have to work with the public can stay safe, and new data that show younger people can be at risk for severe symptoms. His guests from the Child Mind Institute also explained the concept behind flattening the curve and different measures government officials can take to boost supply for medical equipment necessary to treat coronavirus patients. Also they spoke on parenting through COVID-19, talking to your kids about the virus, and how to stay calm and be honest. Dr. Leo Galland, Elizabeth Penniman, and Dr. Lisa Kennedy covered as COVID-19 spreads, what we are learning about the disease and how to slow the outbreak. They talked about the impact of the virus on the U. S. health care system and how the American Red Cross is helping during this pandemic. Mark Merrill the president and CEO of Valley Health, in charge of our 6 hospitals, our Urgent Care Clinics and our 3 Wellness Centers spoke to us twice about the looming pandemic, answering listeners' questions and giving us insight. He also shared how Valley Health is getting prepared.
- **Disaster Preparedness:** Ted Troxell Fund Distribution Volunteer captain
- **Drug Recovery:** Executive Director Lauren Cummings came to the studios to give us an update on the opioid epidemic in our valley. She painted the picture of the current problem, describing how the new drug court works, and how her agency is working to help opioid addicts and their families to navigate the system and get help.
- **Early Childhoods Education:** Jill Williams is an expert on what young parents need to know about childhood development, and after 25 years with healthy Families, she was able to tell us how her agency addresses the lack of knowledge and preparation some parents in our community have when their newborn arrives. The agency helps them adjust into their new roles, making sure the children reach developmental targets.

- **Elder care:** Linda Holtzapple The population of elderly is growing faster than the percentage of any other age group in our area. The Shenandoah Area Agency on Aging is working hard to help those who wish to “age in place” that is; to remain in their own homes. The challenge is how to make sure they are taking care of themselves and staying healthy and fed. Richard Kennedy also visited with us, to talk about the changes happening at Blue Ridge Hospice, and to call for more volunteers.
- **Fundraising:** Ted Troxell Fund Distribution Volunteer captain walked us through the transparent distribution of funds raised from our Annual United Way Campaign. He broke it all down...from fundraising, to committees built of locals from all walks of life, and how the decisions are made to decide how much of the \$1Million raised goes to the different non-profits requesting funds.
- **LITERACY:** Executive Director Mark Seaford Enlightened us about new programs at his agency that are filling the needs of segments in our community, like computer literacy, and also pathway to citizenship programs.

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**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
Elder Care	VA Cross Roads-Shenandoah Area Agency on Aging	Linda Holtzapple, Executive Director explained to our listeners how Meals on Wheels work, and how important the service is for SAAA's clients	Linda Holtzapple, Executive Director	01/05/2020 07:00 AM	031:07
Early Childhood Education	VA Cross Roads-Healthy Families	Jill Williams explained how Healthy Families NSV teaches parenting skills to young parents	Jill Williams , Executive Director	01/12/2020 07:00 AM	025:29
Literacy	VA Cross Roads-Literacy Volunteers	Mark Seaford talked to our listeners about the broadened definition of Literacy for his organization, specifically	Mark Seaford, Executive Director	01/19/2020 07:00 AM	029:31

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		new computer literacy program.			
Literacy	VA Cross Roads-Literacy Volunteers	Mark Seaford talked to our listeners about the broadened definition of Literacy for his organization, specifically new computer literacy program.	Mark Seaford, Executive Director	01/26/2020 07:00 AM	029:30
Drug Recovery	VA Cross Roads-Substance Abuse Coalition	Executive Director Lauren Cummings describes a snapshot of the opioid epidemic in our valley, and how her agency works with addicts one-on-one.	Lauren Cummings, Executive Director	02/02/2020 07:00 AM	028:06
Elder Care	VA Cross Roads-Shenandoah Area Agency on Aging	Linda Holtzapple, Executive Director explained to our listeners how Meals on Wheels work, and how important the service is for SAAA's clients	Linda Holtzapple	02/09/2020 07:00 AM	031:07
Fundraising	VA Cross Roads-United Way of NSV	Our United Way annual campaign raised over \$1Million, and now it's time to distribute the money to non-profits in the area. Ted explains the method used.	Ted Troxell, Fund Distribution Volunteer Captain	02/16/2020 07:00 AM	030:21
Elder Care	VA Cross Roads-Blue Ridge Hospice	Richard Kennedy visited with us to discuss the current restructuring of our valley's hospice	Richard Kennedy, Interim CEO	02/23/2020 07:00 AM	025:29
Awareness	VA Cross Roads-Coronavirus	Part 1 With a looming pandemic on the horizon, Mark Merrill gives us perspective and insight.	VALLEY HEALTH CEO Mark Merrill	03/01/2020 07:00 AM	032:10
Awareness	VA Cross Roads-Coronavirus	Part 2 As the looming pandemic grows, Mark Merrill talks to us about getting ready if the virus spreads here.	VALLEY HEALTH CEO Mark Merrill	03/08/2020 07:00 AM	027:10
Awareness	iHeartMedia's Coronavirus Explained	A good balance of necessary information and also information that will help ease the panic.	iHeartMedia's Ryan Gorman, Host Guests from the Child Mind Institute	03/15/2020 07:00 AM	030:00

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Awareness	iHeartMedia's Coronavirus Explained	A good balance of necessary information and also information that will help ease the panic.	iHeartMedia's Ryan Goman, Host Guests from the Child Mind Institute	03/22/2020 07:00 AM	030:00
Awareness	iHeartMedia's Coronavirus Explained	A good balance of necessary information and also information that will help ease the panic.	iHeartMedia's Ryan Goman, Host Dr. Leo Galland, Author and Allergy Specialist Elizabeth Penniman, Vice President of Communications for the American Red Cross Dr. Lisa Kennedy, Former Chief Economist at GE Healthcare	03/29/2020 07:00 AM	030:00
Fundraising	WUSQ Community Microphone – Kiwanis Club of Winchester	Kiwanis Club of Winchester's Annual Rummage Sale	David Kent, Chairman	03/02/2020 08:00 AM	010:00
Awareness	WUSQ Community Microphone – Coronavirus	Answers listener's questions about COVID-19	Dr. Collin Green, Virginia Department of Health	03/18/2020 08:00 AM	010:00
Awareness	WUSQ Community Microphone – Coronavirus	Addressed the state of our local hospitals' preparedness for a possible pandemic	Mark Merrill, President and CEO of Valley Health	03/24/2020 08:00 AM	010:00
Mental Health	WUSQ Community Microphone – Concern Hotline	Gave us a unique snapshot of the anxiety the valley is feeling over COVID-19 and promoted Concern Hotline's services.	Rusty Holland, Executive Director of Concern Hotline	03/24/2020 08:00 AM	010:00

**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. There was no network (and/or syndicated) programming on WUSQ for the quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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**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
Community Involvement	American Heart Association	000:30	021
Community Involvement	American Heart Association	000:31	016
Community Involvement	American Red Cross	000:17	090
Community Involvement	American Red Cross	000:20	008
Community Involvement	American Red Cross	000:15	016
Arts	Barns of Rose Hill	000:16	088
Community Involvement	Child Mind Institute	000:33	009
Community Involvement	Child Mind Institute	000:34	009
Community Involvement	Child Mind Institute	000:36	008
Mental Health	Concern Hotline	000:31	001
Healthy Living	Coronavirus	000:26	017
Healthy Living	Coronavirus	000:26	008
Healthy Living	Coronavirus 2	000:27	017
Healthy Living	Coronavirus 2	000:27	009
Healthy Living	Coronavirus 3	000:27	016
Healthy Living	Coronavirus 3	000:27	009
Healthy Living	Coronavirus Guidelines	000:22	010
Healthy Living	Coronavirus Guidelines	000:18	017
Mental Health	Emotional Support Hotline	000:31	010
Mental Health	Emotional Support Hotline	000:31	009
Literacy	Handley Library	000:21	089
Domestic and Sexual Violence	Laurel Center	000:17	091
Arts	Peace In The Streets	000:31	007
Safety	Project Yellow Light	000:30	002
Education	Shenandoah Valley Discovery Museum	000:19	093
Pet Adoption/Spay/Neuter	Spay Today	000:16	092

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Community Involvement	Top of VA Regional Chamber	000:23	008
Community Involvement	Top of VA Regional Chamber	000:20	017