

# WGTH ISSUES & PROGRAMS LIST

## FIRST QUARTER 2019

### JANUARY – MARCH

#### CELEBRATION OF NATIVE AMERICAN HERITAGE

The Native American heritage possessed by many area residents should be preserved and celebrated. Preservation of heritage maintains respect for the culture and traditions experienced by the predecessors of a people group. Furthermore, it brings to realization the importance of a certain heritage to society in general. Therefore, the value and worth of that heritage become a source of pride to those associated with it.

Program: Richlands Winter Honey Exposition (live remote)

Date: February 9, 2019

Duration: Approximately 5 minutes

Guests: Rick and Lorie Clifton, representing “The Drums of Painted Mountain Powwow”

Rick and Lorie Clifton participated in an interview about local Native American heritage and highlighted the annual “Drums of Painted Mountain Powwow.” The powwow was started nine years ago by Lorie’s grandfather, Chief Perry “Greywolf” Wilson. It is a popular three day event held in September on the soccer fields at Southwest Virginia Community College. The event features Native American drums and dancing, crafts, storytelling, and foods.

## SHOWING COMPASSION FOR CHILDREN IN CRISIS

When children are suddenly faced with a traumatic situation, comfort is needed. Oftentimes, children must leave their homes in a hurry due to fire, floods, or threats of violence. In many cases, children are forced to leave behind toys, blankets, and other items that might bring them some comfort.

Program: Richlands Winter Honey Exposition (live remote)

Date: February 9, 2019

Duration: Approximately 5 minutes

Guest: Ethel Watson, representing the Richlands Traditional Quilters

Ethel Watson explained the compassionate work of the Richlands Traditional Quilters in making lap quilts to give to the local police department. These quilts are for the benefit of children that must be removed from their homes for any reason. Sadly, the demand for quilts has been quite large. Regardless of the duration of the removal, the police love to present the children with an object of comfort and permanence during the trauma. The quilters are very grateful that their talents and beloved hobby can bring some joy to these precious little ones. In addition to stitching the quilts with love, they pray over every quilt they make.

## HEALTH TIPS FOR FLU SEASON

Although many people diligently received their influenza vaccines prior to this flu season, different strains of the flu hit the area than the vaccines were specifically designed to prevent. Additionally, it has been reported that some people have had reduced flu symptoms for the type(s) for which they were vaccinated. Others did not choose to receive flu vaccines and need to take extra precautions.

Program: Richlands Winter Honey Exposition (live remote)

Date: February 9, 2019

Duration: Approximately 10 minutes

Guest: Dr. Chris Brown, chiropractor at Chiropractic First

Indications were that cases of influenza in southwest Virginia were on the rise right around the time that Dr. Brown shared suggestions for those trying to avoid getting the flu and for the prevention of its spread. His number one health tip, other than getting vaccinated, was to use hand washing and hand sanitizer with persistence. The avoidance of sharing food and drinks, staying away from waiting rooms and other crowded places (as much as possible), and other such pieces of advice were given.

### BENEFITS OF BEEKEEPING

Beekeeping has become increasingly popular in southwest Virginia in recent years. The rise in interest may have been due, at least in part, to promotion of beekeeping by the state of Virginia in order to bolster the number of honeybees. An increase in local chapters of beekeeping associations, the sale of local honey at festivals, and more educational programs have, also, played a part in sparking greater interest in keeping bees. The benefits of beekeeping are substantial both in number and in importance.

Program: Richlands Winter Honey Exposition (live remote)

Date: February 9, 2019

Duration: Approximately 10 minutes

Guests: Dr. Tom Bays and John Ratliff, representing the Clinch River Beekeepers (Chapter) of the Virginia State Beekeepers Association (VSBA)

Dr. Tom Bays and John Ratliff, of Clinch River Beekeepers, discussed some of the many benefits of beekeeping. Some of the most significant for the general population are that local raw honey is tastier than store bought honey and contains allergens that can help make the person who consumes the honey more resistant to seasonal allergies. Additionally, bees are pollinators and help to promote thriving gardens of vegetables and/or flowers. The beeswax is used for making candles and other useful products.

An added benefit to the beekeeper is the development of a hobby that many find relaxing and, even, therapeutic. In fact, the buzz of the bees and the slow moving in the hive area have been very helpful to some who suffer from PTSD. Furthermore, beekeeping is a hobby that enables the keeper to have a product to sell or to give away.

An issue that is threatening the bee population is Colony Collapse Disorder (CCD) in which the worker bees desert the queen and the others in the hive. The workers cannot survive without the queen and it is against their nature to do this, but CCD has become more prevalent in recent years. This is also a threat to the food supply since the bees are pollinators. More beekeepers will help solve this dilemma as they will expand the general bee population.

## MAINTAINING GOOD RELATIONSHIPS BETWEEN LOCAL LAW ENFORCEMENT AND AREA RESIDENTS

The news has been replete with accounts of friction and unrest between law enforcement and the residents in various locations throughout the United States. Maintaining law and order and, at the same time, maintaining good relationships with local residents requires a well-earned trust and mutual respect. Intentionality in building bridges and establishing open lines of communication is a necessary part of the process.

Program: Richlands Winter Honey Exposition (live remote)

Date: February 9, 2019

Duration: Approximately 5 minutes

Guest: Jerry Gilbert, Chief of Police for the Town of Richlands

Jerry Gilbert, Chief of Police for the Town of Richlands, has only held this position since July 10, 2018. He says he believes in “old school law enforcement” and wants folks to know their local police are accessible. He and his officers are getting into the community, engaging with the townspeople, and finding out their needs. It is his desire that citizens will know him and his patrolmen on a first name basis. He wants everyone to feel comfortable coming to the police with any issues or problems that are bothering them. One way he hopes to accomplish this is by using the additional neighborhood patrols as opportunities for the patrolmen to talk to people on the street or in their yards and get to know them.

In fact, Chief Gilbert established “Walkabout Wednesdays” in which his patrol officers go on foot patrols and interact with area business people. The businesses are visited by the patrolmen in order to find out what their needs are and to let them know the police are there for them. The police are even using social media to interact with the community. When they visit a business, the police take a picture with the owners and/or employees and post the picture on Facebook.

## PROMOTION OF LOCAL EVENTS

In order for the events that take place in the community to thrive, there must be an awareness of each event and the specifics – date, times, locations, etc. Radio promotion is one very effective means of publicizing events.

Program: Promotional announcements for the Winter Honey Festival

Dates: January 28 – February 9, 2019, according to the date of the event(s) being promoted and culminating with the exposition on the 9<sup>th</sup>

Duration: Various – approximately 1 – 2 minutes in length and broadcast throughout the day

Guests: Dr. John Willis, event sponsor and local chiropractor – schedule and Friday night’s concert featuring Victor Lawson and Boogie Chillin’

Dr. Mike Williams, chiropractor and sponsor – the Grand Exposition

Bond Strong, owner of the Tazewell County Mercantile and sponsor – honey-themed food and beverage event at the mercantile

Marco Warner of TrustPoint Insurance and sponsor – schedule & info

Don Smith, retired educator from Southwest Virginia Community College and Good Samaritan Food Pantry volunteer – collection of canned food items for the Good Samaritan Food Pantry at the exposition

Jack Ray, local businessman and member of a group that restored and reopened the iconic Raven Theater in a small community within the area – announcement of a special children’s movie, “The Secret Life of Bees,” and ice cream at the recently reopened Raven Theater

Most community and regional events get started and endure, because the organizers have invested hours of preparatory work and sponsors have invested substantial sums of money with expectations of good attendance and financial benefits for participating vendors. One determinant in the success or failure of an event can be the effectiveness of the promotion for the event. Both quality and quantity of promotion can make a difference. Having event organizers or sponsors do their own promotion on the radio, sometimes, increases effectiveness. This is especially true when the person is well-known and well-respected within the community.

## PRESERVATION OF LOCAL ORAL HISTORY AND MEMORY-MAKING MOMENTS

A close-knit community especially enjoys commonly experienced events and milestones. Preserving audio recordings of local history, special occasions, and audio memorials honoring distinguished people and community leaders is a unique way to remember the past and to share it with future generations. Airing these recordings can be instrumental in bringing back treasured memories and producing joy and thanksgiving. They, also, serve as a means for the future generations to know the history and significant events that shaped the establishment and development of the local towns and surrounding region. Through their airing, young people can get to know a little about the people that shaped the character and the quality of the community.

Program: WGTH 40<sup>th</sup> Anniversary history segments, aired 3 times/day

Dates: January 24 – March 6, 2019

Duration: Various (played in rotation fashion) from 1 – 2 minutes

Guest: Gaynelle Thompson, local historian – featured in 2 segments

The Virginia State Football Championship segment – from the archives included many voices from members of the community as they were being asked their reactions immediately following the game

All others – recorded by staff (from the archives or recently recounted)

A very popular part of the WGTH celebration of 40 years of community service was the broadcast of a variety of history segments. The segments were played on a rotational basis, three a day, over a period of six weeks. There was quite a variety of topics, but of particular note:

\*Two segments had been previously recorded by Gaynelle Thompson, a local historian. Gaynelle shared the history of Richlands and several other nearby localities.

\*The history and community importance of a local historic building, formerly W. B. F. White & Sons, was told.

\*The contributions of several spiritual leaders from the community, who are now deceased, were remembered.

\*The emotionally-charged recorded (originally live on February 23, 2005) broadcast of the return of the local National Guard soldiers from their deployment to Iraq was a reminder of a day of tremendous community-wide celebration and thanksgiving.

\*The recording of the Richlands fans' reactions immediately following the capture of the 2006 Virginia State Football Championship by Richlands High School at Liberty University brought back an exciting flurry of emotions as the community touted the team's accomplishment.

\*Some segments included accounts of interactions with some of the listeners' most beloved gospel singers, including the Greenes and Charles Johnson and the Revivers.

\*Some segments featured memories of inspirational or humorous interactions with listeners that were broadcast in years past.

## PROMOTION OF LOCAL ARTISTS AND MUSICIANS

Sometimes a community has treasures hidden within. Some very gifted people reside locally. Even when talent is recognized, there must be a venue for the shared enjoyment of these talents and abilities.

Program: Winter Honey Exposition (live remote)

Date: February 9, 2019



Duration: Interviews lasting 2 – 5 minutes each

Guests: Ellen Elmes – artist and muralist

Joe Tennis – author and newspaper contributor

Misty and Melissa spoke for Bobbie Alley – cake baker and decorator

Victor Lawson – art teacher and musician

Mary Morgan – specialty handmade greeting cards

Outstanding giftedness exists in southwest Virginia. Artists and musicians with amazing talent and renown are a part of the community and region. Whether they are armed with a brush, a fiddle, a pan and icing, or a pen and computer, these incredibly talented folks display excellence in their individual field of expertise and entertainment.

The Winter Honey Festival provided a stage for the demonstration of the talents and abilities of the various artists and musicians. Ellen Elmes answered questions about her local historic and cultural murals throughout the town. Joe Tennis talked about his books and articles that feature local and regional points of interest and nearby road trip suggestions. Victor Lawson shared about the special performance of Victor Lawson and Boogie Chillin' that had been a part of the festival. Mary Morgan described the intricate designs and process required in her handmade greeting cards.

Throughout the Winter Honey Exposition remote, references were made to the showpiece beehive cake created by Bobbie Alley of Bobbie's Baked Bliss. Although all parts were edible, the cake replicated the design of an intricate beehive including bees and honey dripping down the sides. Words could not do it justice, but several people tried their best to describe it. Misty and Melissa, spoke on Bobbie's behalf about the honey-themed, showstopper cake.

