

WGTH ISSUES & PROGRAMS

FIRST QUARTER 2023

JANUARY – MARCH

PROMOTION OF AREA FESTIVALS/EVENTS

Festivals and events in small towns are important for tourism and for boosting the local economy. Local and out-of-town vendors, often, depend on events to introduce their services or merchandise to the public and for the income generated through sales. Additionally, festivals and events provide opportunities for citizens to gather and converse in pleasant surroundings to enjoy reconnecting.

Radio is an excellent resource for promoting area festivals and events. Listeners are given frequent auditory reminders with important dates, times, locations, etc. Additional specifics add greater interest and expectancy.

Program: Infobits regarding the Winter Honey Festival

Dates: January 27 – February 25, 2023

Times: Various – throughout the day

Duration: Variable – averaging from 60 to 90 seconds

In-house infobits were recorded in order to promote the Winter Honey Festival. This festival has been a boon to the local economy and has generated excitement during winter when there are, typically, fewer activities scheduled. Although honey bees are the theme and focus of the festival, there are authors, craftspeople, food vendors, healthcare workers, and others – present as vendors, educators, and organizational representatives at the Winter Honey Festival Grand Exposition – that are not directly associated with the honey or honey bee theme.

The Winter Honey Festival Committee invites participation from all kinds of area businesses and organizations. Many of these were included in the infobits. For example, the Historic Crab Orchard Museum hosted the festival's kickoff with a – free to the public – talk about “The Colors of Honey,” and offered several special craft classes related to honey bees. Another example would be a pancake breakfast prior to the Grand Exposition, featuring honey as a sweetener of course, the proceeds of which are designated to go toward local community missions.

EDUCATION REGARDING THE IMPORTANCE OF HONEY BEES

Education regarding honey bees is important for several reasons. First of all, honey bees have been in danger because of pesticides and other threats to their existence. Promotion of honey beekeeping should result in a greater honey bee population. Disseminating information regarding how best to care for their hives is, also, important to the health and welfare of honey bees.

There are numerous benefits related to the existence of honey bees. Without the pollination provided by honey bees, there would be a reduction of food sources – including fruit trees and honey – among others. The aesthetic value of flowers is provided by honey bee pollination. There are some beneficial health factors related to the honey that is produced, including the use of local honey to fight seasonal allergies to a locality's pollen.

Program: Winter Honey Festival Grand Exposition (live remote broadcast)

Date/Time/Duration: February 11, 2023 @ 9:36 am/37 minutes

Guest: Dr. John Willis, Spokesperson for the Winter Honey Festival Committee

Dr. John Willis, spokesperson for the Winter Honey Festival Committee, participated in a very informative interview regarding the Winter Honey Festival and the value of honey bees. Although it is well-known that honey bees make honey, there are so many additional benefits that come from honey bees and from bee-keeping. An avid beekeeper himself, Dr. Willis had much to say regarding lesser known benefits that honey bees provide. One of the most interesting modern day discoveries – that seems almost counterintuitive – is the calming affect the collective buzzing in the hive has on people that suffer from Post-Traumatic Stress Disorder (PTSD). Dr. Willis spoke of several recent scientific developments, including a very new vaccination designed to protect honey bees from a very serious infection.

There are several educational activities regarding beekeeping – associated with the Winter Honey Festival – that occur in the month of February. Dr. Willis recapped the classes and educational presentations that had taken place prior to the Grand Exposition and invited listeners to participate in those yet to be held.

KEEPING HEARTS HEALTHY

February is Heart Month. Healthcare providers use the focus on hearts to help people direct their attention to cardiovascular care. Awareness of the signs and symptoms of heart attacks and strokes – sometimes called “brain attacks” – are of first importance to heart health educators. Secondly, heart health preventative care is of great concern to healthcare workers whose goal is to educate the public to remain as healthy as possible.

Program: Winter Honey Festival Grand Exposition (segment recorded at the exposition and aired a short time later)

Date/Time/Duration: February 11, 2023 @ 1:36 pm/8 minutes

Guest: Natasha Ramey, healthcare worker representing Clinch Valley Medical Center

Clinch Valley Medical Center had representatives at a booth at the Winter Honey Festival Grand Exposition with information and educational posters related to cardiovascular health. Natasha Ramey participated in an interview in which she told of the warning signs and symptoms that could be indicative of a potential heart attack or stroke. She reminded listeners that women, often, experience jaw pain rather than the usual chest pain. The fact that heart attacks are the number one killer of men and women worldwide was emphasized.

Natasha said that it is not uncommon for these signs and symptoms to show up, sometimes, weeks before they manifest themselves in an actual heart attack or stroke. She emphasized the need for early heart attack care. Other topics included: steps people can take to try to avoid cardiovascular disease, the danger of bacteria from the mouth getting to the heart during dental work, general risk factors, and the importance of knowing CPR. In fact, she mentioned that they were demonstrating “hands only CPR” there at the booth.

GIVING YOUTH PURPOSEFUL ACTIVITY OPTIONS

The preteen and teenage years are difficult to navigate for so many... even in the best situations. A desire to be treated as if they were adults, yet not accepting of all the responsibility that comes with that title – add in hormonal changes and relationship uncertainties – and it can be a very tough journey. Learning how to handle increased responsibility and how to deal with life, in general, is challenging when youth do have structure and guidance in their lives. When there is a lack of support and unhealthy role models in the lives of youth, there might be the tendency to lose hope or feel defeated. Youth need a place to go to find some solid structure and purpose in a fun environment.

Program: Winter Honey Festival Grand Exposition (segment recorded at the exposition and aired a short time later)

Date/Time/Duration: February 11, 2023 @ 1:11 pm/8 minutes

Guest: Carol Ann, Executive Director of Teen Venture

Teen Venture's Executive Director, Carol Ann, started the interview with a brief description of Teen Venture. According to Carol Ann, Teen Venture offers a variety of activities... most of which are not, typically, offered elsewhere in the community. Activity offerings include: an indoor skate park, music with a full production studio, a podcast/radio broadcasting studio, pottery and other art forms, martial arts... featuring taekwondo, weightlifting, a gaming room, and a movie night. Carol Ann announced that Teen Venture would be adding Junior Appalachian Musicians (JAM) soon... a special program for those interested in bluegrass music taught by area professionals. An additional activity in the works is a kitchen. When finished, participants will learn to cook, budget, read food labels, and make healthy choices.

Carol Ann expressed Teen Venture's need for help from area churches and civic groups to provide afterschool snacks and other funding. There is, also, a need for committed volunteers... people the youth can observe making and keeping commitments.

HONORING HIGH SCHOOL GRADUATES

High school graduation is a special time in, almost, every teen's life. For many students in Southwest Virginia, graduation is a transition from childhood to becoming an adult with a fulltime job. Those that go on to further their education, generally, find the next step to be a greater challenge. Still, the accomplishment that comes with the diploma is one that should be acknowledged and honored.

Program: Winter Honey Festival Grand Exposition (segment recorded at the exposition and aired a short time later)

Date/Time/Duration: February 11, 2023 @ 1:19 pm/6 minutes

Guest: Michelle Blankenship, Administrator for Richlands High School's 2023 Project Graduation

According to Michelle Blankenship, the administrator for Richlands High School's 2023 Project Graduation, the group is organized to raise funds and to provide a very special post-graduation party for this year's graduating class. Michelle acknowledged the great community support and donations from area businesses. With their help, Project Graduation will provide a nice sendoff for the 2023 graduating class and honor their accomplishments. Much time and effort are, also, expended by the parents of the seniors in order to provide a nice party the night of graduation and giveaways for graduates. There will be a lot of food and lots of entertaining activities in which to participate. Everyone will receive something prior to leaving the party.

Michelle talked about the items that were being sold at the Winter Honey Festival... including baked goods made with honey, jars of honey, and discount cards that support area businesses.