

# WGTH ISSUES & PROGRAMS

## SECOND QUARTER 2019

APRIL – JUNE

### RECOGNITION AND REMEMBRANCE OF POW-MIA'S

It is the unquestionable duty and the undeniable privilege of our community to represent our nation in our locality and to show the utmost respect and honor for former and current prisoners of war (POW's) and those missing-in-action (MIA's) among our nation's armed forces. In all likelihood, the brave men and women from our own community who are among the POW's and MIA's will be best remembered and most enthusiastically honored. However, anyone who can be named among those who were – or are – willing to fight for freedom, regardless of the enormous personal cost, deserves our humble and sincere recognition and remembrance.

Background: The much-anticipated dedication of the POW/MIA Memorial at the Cedar Bluff Overlook Park was held at 1 pm on Friday, April 26, 2019. Under the leadership of local patriots Jim and Pat Ray, a very tastefully designed POW/MIA memorial has now taken up permanent residence in an exceptionally visible and eye-catching location where a large percentage of local and through traffic must travel. Although the memorial is located in the small Town of Cedar Bluff, the entirety of Tazewell County lays claim to the desire to honor and remember the POW's and MIA's the memorial represents.

Therefore, many dignitaries from the county and region, as well as representatives from local schools and civic organizations, were in attendance. In conjunction with the dedication, the Iron Titans were present to begin a 50 state tour with the POW/MIA flag. The entire dedication was recorded and excerpts were played during local news broadcasts as noted.

Program: WGTH State and Local News (recorded excerpt)

Date: April 27, 2019

Time: 8:40 am Duration: 6 minutes 48 seconds

Guest: Retired Marine, Jim Boyd – keynote speaker and distinguished citizen

The keynote speech delivered by retired Marine and distinguished citizen, Jim Boyd. Due to time constraints, the speech was divided into its two major segments and played, in its entirety, during the morning news over a two day period on the two days following the dedication. In the first portion of his talk, Jim emphasized the tremendous sacrifice that was made by the POW's and MIA's. Recalling circumstances and experiences from his time of service, Jim was well aware of the physical and emotional stresses and strains of combat, not to mention the additional afflictions upon the soldiers caused by their enemies.

Program: WGTH State and Local News (recorded excerpt)

Date: April 28, 2019

Time: 8:40 am Duration: 7 minutes 13 seconds

Guest: Retired Marine, Jim Boyd – keynote speaker and distinguished citizen

The second portion of Jim Boyd's address focused on the POW/MIA flag, its importance, and a segment of its history. One interesting story was of James Stockdale, Ross Perot's running mate in the 1992 presidential election, who was held prisoner in Viet Nam for more than seven years. Stockdale's wife and other POW's wives raised public awareness of the need to remember the nation's POW's and the importance of persisting and persevering until they are released to come home.

Program: WGTH State and Local News (recorded excerpt)

Date: April 29, 2019

Time: 7:40 am Duration: 2 minutes 46 seconds

Guest: Doug Allen, pastor of Worship Hymn Church

Doug Allen, pastor of Worship Hymn Church in Cedar Bluff, gave the invocation. He acknowledged the necessity of the Lord's protection over the POW's and MIA's.

Program: WGTH State and Local News (recorded excerpt)

Date: April 29, 2019

Time: 8:38 am Duration: 1 minute 53 seconds

Guest: Thomas Lester, Town Manager for the Town of Cedar Bluff

Thomas Lester recognized all the labor and preparation that had been done at the Overlook Park by the town workers prior to the dedication. As town manager, Thomas gave the audience some idea of the hours and hard work that were involved. He publicly recognized the town workers and thanked them on behalf of the Town of Cedar Bluff. Additionally, Thomas spoke of the immense privilege it is for the Town of Cedar Bluff to have the memorial at the Overlook Park.

Program: WGTH State and Local News (recorded excerpt)

Date: April 30, 2019

Time: 7:39 am Duration: 2 minutes

Guests: The Richlands High School Brass and the Richlands High School JROTC Color Guard

A very moving component of the dedication was the playing of the National Anthem by the brass section of the Richlands High School Marching Band, also known as the RHS Brass, followed by the disciplined marching and commands of the RHS JROTC Color Guard.

Program: WGTH State and Local News (recorded excerpt)

Date: April 30, 2019

Time: 12:12 pm      Duration: 8 minutes 40 seconds

Guests: Jim Ray, POW/MIA memorial project coordinator and dedication coordinator

Kim Ball, coordinator of the POW/MIA Flag 50 State Tour

In conjunction with the dedication of the POW/MIA Memorial, a second very important aspect of the day's recognitions were for those who would be participating in the second POW/MIA Flag 50 State Tour. Kim Ball had coordinated the first tour and gave a little history, as well as details of this year's event. The purpose of the tour is to assist in gaining public awareness that our nation still has POW's and MIA's. The local Iron Titans Motorcycle Club was preparing to begin the first leg of the tour.

Jim Ray, the coordinator of the POW/MIA memorial project and the dedication, listed important acknowledgements and gave great accolades to those involved with the POW/MIA Flag 50 State Tour... especially Kim Ball and the Iron Titans Motorcycle Club. Jim commended Kim for her diligent work in coordinating the tour. He indicated that synchronizing the logistics for such a tour would be extremely difficult.

Program: WGTH State and Local News (recorded excerpts)

Date: May 2, 2019

Time: 7:40 am      Duration: 3 minutes 32 seconds

Guest: Corey Whited, Richlands High School Senior Class President

Corey Whited, Richlands High School Senior Class President for 2018-2019, delivered a stirring speech emphasizing the bravery, courage, and sacrifice of the POW's and MIA's.

Program: WGTH State and Local News (recorded excerpts)

Date: May 1, 2019

Time: 8:39 am Duration: 3 minutes 43 seconds

Guest: JROTC Cadet Colonel Hannah Little of Richlands High School's Unit VA-961

Cadet Colonel Hannah Little, of Richlands High School's JROTC Unit VA-961, had prepared a very interesting history of the POW/MIA Flag. Along with dates and names of many involved with the flag's history, Hannah shared color and design changes over the years and the reasons for the changes, including interesting background information. Hannah's presentation of her research demonstrated diligent effort.

#### TOURISM AS A COMPONENT OF ECONOMIC DEVELOPMENT THROUGH PROMOTION OF AREA FESTIVALS AND EVENTS

For most locales, tourism is a key component in maintaining economic stability or developing a thriving economy. Marketing the exceptional value of the towns, counties, and region of Southwest Virginia – both for their beauty and natural resources, as well as, the special historical and cultural heritage they offer – is a major factor in the fiscal well-being of those localities. Promotion of area festivals and other events helps to boost the public's interest and participation. Without the revenue obtained during these events and the interest generated in the communities while folks from outside the immediate area are visiting, economic stability and any opportunity for prosperity would be threatened in these locales with lesser populations.

Program: Honaker Redbud Festival Promotional Infobits

Dates: April 16 – 20, 2019

Times: Throughout the day (various) Duration: from 1 min 30 seconds to 2 minutes 30 seconds (several different cuts)

Guest: Jim Baldwin, spokesperson for the Redbud Festival Committee

Honaker, Virginia, is a quiet little town that is tucked away in the midst of several valleys between small mountain ridges. Although the town is a few miles off the main road, the roads that go through Honaker are fairly well traveled by folks from the area, because roads are scarce in the mountainous terrain. However, Honaker could easily be a well-kept secret from anyone without direct cause to go there.

A number of years ago, several of the folks who love their town and wanted to see Honaker thrive and to share its beauty took action. They petitioned the Virginia General Assembly and were successful in having Honaker designated as the Redbud Capital of the World. (Redbud is the name of a deciduous small tree or shrub that blooms for a short time in the spring and features small reddish-pink or, most often, purple blossoms.) Honaker is proud of the voluminous eruption of gorgeous redbud colors that takes place in mid-April on an annual basis.

This year, marked the 38<sup>th</sup> year of the Annual Honaker Redbud Festival. Jim Baldwin, spokesperson for the Honaker Redbud Festival Committee, recorded several infobits for the promotion of the festival. In these infobits, Jim addresses the particulars of each of the events that takes place within the several days of festival activities. For example, the festival features a car and truck show, a pet show with several divisions of competition, a family fun day with games and vendors, a concert night, a canoe race, a guided bird watching tour, a special breakfast and a homecoming dinner among other events.

In the infobits that were aired throughout the days and at various times prior to the events, Jim gave information regarding the specific times, locations, and other interesting details of each of the activities. These infobits help listeners to be informed about the activities that

appeal to them, including those in which they would like to compete or to participate in some way.

Aside from the significant amount of attention that the festival brings to the Town of Honaker, individuals, businesses, churches, and other organizations have a tremendous opportunity to raise money as vendors. Many of the local businesses provide freebies and spaces for activities and parking at no cost. A large number of area residents volunteer their time and work as a well-oiled machine to pull off a successful event each year. As with any flourishing event, the Honaker Redbud Festival Committee works to tweak the festival activities... occasionally, removing some and adding others to generate new interest.

Program: Infobits regarding the Primitive Mountain Man Rendezvous

Dates: May 20 – 25, 2019, aired 30 times total

Times: Throughout the day (various) Duration: 1 minute 26 seconds

Guest: Charlotte Whitted, executive director of Crab Orchard Museum

Charlotte Whitted, executive director for the Crab Orchard Museum in Tazewell, Virginia, recorded infobits in order for the listeners to be aware of the Primitive Mountain Man Rendezvous at Crab Orchard. In her own special style, Charlotte welcomes listeners in an inviting way as she makes participation in living history sound like a captivating idea. Her enthusiasm and authentic-to-the-period background dulcimer music add to the draw.

The popularity of the event aids in the continued growth of the museum and furtherance in its reputation for presenting authentic historical living history events and opportunities for observers and reenactors. Although the museum receives generous donations and many of the workers are volunteers, the Primitive Mountain Man Rendezvous – and other similar events – help to relieve the museum's financial burdens.

## PRESERVATION OF HISTORY ON THE LOCAL FRONT

Southwest Virginia is chock-full of local, state, and national historical characters, events and locations. Authentic preservation of the history and the artifacts associated with the period(s) of history is very important for posterity. Knowing the people, places, and history that preceded current culture and practices can give this generation – and those in the future – perspective that cannot otherwise be obtained. If studied and applied properly, history can be a teacher of life lessons allowing the student(s) to make the best out of current circumstances and to not repeat past mistakes.

Program: Infobits regarding the Primitive Mountain Man Rendezvous

Dates: May 20 – 25, 2019, aired 30 times total

Times: Throughout the days (various) Duration: 1 minute 26 seconds

Guest: Charlotte Whitted, executive director of the Crab Orchard Museum

Although the broadcast of the infobits for the Primitive Mountain Man Rendezvous at Crab Orchard had limited historical information directly included, Charlotte Whitted has a way of creating a compelling desire for anyone with the least amount of interest in history to want to come and participate in the museum events. Her audio invitation even includes information about the period being highlighted and background music that is true to the period, as well. For example, Charlotte informs listeners that the Primitive Mountain Man Rendezvous includes a setting characteristic of a Colonial trading camp and pioneer life in the 1700's. Black powder riflery, blacksmithing, and fur trading are among other authentic practice of the times that Charlotte highlights. Charlotte encourages listeners to come and see what living off the land entailed.

**RELAY FOR LIFE:  
REMEMBERING/CELEBRATING/CONTINUING THE FIGHT**

Cancer is not a pleasant subject. For many, the mention of the term conjures up some sad or scary memories. Fortunately, the threat posed by cancer is, usually, less ominous than it was in the past. Advances in early detection and improvement in the effectiveness of treatments have allowed doctors and researchers to achieve much greater results in recent years. The fight to eradicate cancer continues, but the cost of research remains high.

Program: Infobits regarding the Relay for Life

Dates and times: May 31, 2019, at 4:06 pm and 7:08 pm, and June 1, 2019, at 8:40 am, 11:05 am, and 2:05 pm

Duration: 1 minute 10 seconds

Guest: Amber Johnson, Relay for Life coordinator for the local event

Amber Johnson, local coordinator for the Relay for Life event, recorded an invitation to all listeners to participate this year. Amber talked about the moving luminary service that would take place as people remembered friends and loved ones whose lives were lost to cancer. On a happier note, there would be the traditional survivor lap for those who have beaten cancer or are in the process of doing so. The times and location of these and other aspects of the remembrances and celebrations were, specifically, mentioned. Amber, also, spoke of the ongoing purpose of Relay for Life, that is, to raise money for cancer research and for the development of affordable treatments and medications.

## ASSESSING AND MAINTAINING HEALTH IN OLDER ADULTS

The health and welfare of older adults in Southwest Virginia is not good overall. Obesity is a common occurrence. On the other hand, malnutrition is, also, found with fair frequency. Cancer, diabetes, osteoporosis, and other common illnesses and unhealthy conditions are prevalent among older citizens in the region.

Thankfully, health care workers, area hospitals, and other health-related agencies are stepping in to attempt to assess the health statuses of older adults. Additionally, they are educating seniors regarding good health practices, including preventive care, and where help can be found... especially in the case of financial hardship or a need for short or long-term care. In many cases, older adults can receive the assessments and educational information at no charge during health fairs. Whereas, health fairs are not supposed to be a substitute for regular checkups; they often provide important information that helps older adults know what kind of further assessment or treatment to seek.

Program: Infobits for the Appalachian Agency for Senior Citizens' (AASC) Spring Fling

Dates: May 9 – 18, 2019, aired 49 times total

Times: Throughout the day (various) Duration: About 2 minutes each

Guests: Dr. Peter Mulkey, CEO/Clinch Valley Medical Center (CVMC), Sally Presnell, Dietician/CVMC, Barry Alley, Business Development Coordinator in Marketing/CVMC, Tammy Richardson, CNP/CVMC, Regina Sayers, Executive Director/Appalachian Agency for Senior Citizens (AASC), and Leah Call, Nutrition Director/AASC

The Appalachian Agency for Senior Citizens (AASC) has put on a Spring Fling for several years that is designed to have entertainment, local vendors, and other interesting activities for the entire family. The main thrust of the event is the Free Health Fair offered to senior citizens

in conjunction with Clinch Valley Medical Center (CVMC). CVMC sends a large number of employees to do a whole battery of health assessments: height, weight, blood pressure, cholesterol levels, pulmonary function, etc. Some of the results are available immediately, but others are mailed to the participant at a later date.

The various guests talked, approximately, two minutes each about their specific area of interest and their participation in the Spring Fling event. Each segment featured the basic information about the date, times, and location of the Spring Fling. Regina Sayers, executive director of AASC, talked about the vast number of programs available to senior citizens through AASC. Regina spoke about several of the most popular and frequently used programs in detail. Leah Call, Nutrition Director of AASC, talked about the critical part that good nutrition plays in older adult health. She gave many dietary suggestions according to various age-related health issues.

Sally Presnell, dietician from CVMC, shared common problems with aging and how they are connected to a lack of good nutrition. She, also, shared how good nutrition could prevent many health problems and listed a few generally good health practices that could help senior citizens with their health and well-being. Tammy Richardson, CNP from CVMC, also gave some good general advice regarding exercise and other aspects of healthy living. Dr. Peter Mulkey and Barry Alley talked about what kinds of tests and assessments would be done by CVMC workers during the Spring Fling.

Program: Infobits regarding the Older Adult Health Fair

Dates: June 16 – 21, 2019, aired 30 times total

Times: Throughout the day (various) Duration: 1 minute 12 seconds

Guest: Sharon VanDyke, Older Adult Health Fair Coordinator (from Preferred Home Health Care)

Sharon VanDyke, marketing director and account executive with Preferred Home Health Care, was the coordinator for the Older Adult Health Fair, again this year. Sharon spoke on behalf of the fair committee and all the participating businesses. She invited all the listeners in the older adult category to come and participate in the health fair. All assessments were free and there were many giveaways planned for the event.

#### RECOGNIZING THE ACCOMPLISHMENTS OF AREA YOUTH

The youth in a community deserve to be recognized for hard work and diligent effort in obtaining their goals. This is especially true when the youth represent their community well. A community that shows concern and appreciation for its youth will likely reap the benefits of continued effort and excellence on the part of those individuals for decades to come.

Program: Live and rebroadcast interviews with coaches, a standout softball pitcher, and school and community leaders following the Richlands High School Girls Softball State Championship

Date: June 14, 2019

Times: 10:43 –10:59 am and 9:01 – 9:17 pm

Duration: 16 minutes

Guests: Ronnie Davis, head coach/Richlands High School Girls Softball  
“Moose” Cochran, assistant coach/Richlands High School Girls Softball  
Kim Ringstaff, principal/Richlands High School  
Greg Mance, athletic director/Richlands High School  
Rhonda Blevins, former softball coach/Richlands High School  
Mackenzie “Mac” Osborne, softball player and standout pitcher  
Richlands High

WGTH broadcast the last two games of the state championship finals for the Richlands High School Girls Softball team. After the girls

won the State Championship game, interviews were done on the field. The coach, Ronnie Davis, and assistant coach, James “Moose” Cochran, applauded the girls’ hard work and diligent effort over years of playing softball together. They mentioned the individual players and their specific contributions to the team over time and in the postseason. Kim Ringstaff, principal of Richlands High School, and Greg Mance, athletic director, gave accolades to the girls and the team as a whole. Mackenzie “Mac” Osborne, represented the girls as she tried to put into words the feelings of exhilaration and accomplishment at achieving a longtime goal this team has dreamed of with confidence. Rhonda Blevins who was the first softball coach at Richlands High School and coached two state championship teams in the nineties still follows the team closely. In an emotional interview, Rhonda celebrated with this year’s girls while fondly remembering when the teams she coached had also celebrated winning it all.