

WGH FM Table of Contents

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Ascertainment Methodology

Our station employs an active listenership. As a result, ascertaining the issues and topics for local public service programming comes in several forms:

1) Emails:

The Program Director, News Director and all On-Air Talent are easily accessible via the internet. Our Station's Web Page provides listeners with the opportunity to send us information.

2) Voice Mail & In Studio Calls:

The Program Director, News Director and On –Air Talent regularly receive phone calls from listeners regarding community concerns, issues and events. Public Service Organizations also contact us with information they need to get out to Hampton Roads residents or activities they would like us to promote.

3) Faxes:

Typically, organizations send press releases via fax to the News Director or Program Director. Local city government officials most often communicate what they would like aired in this fashion. Public Service groups do the same. The Station uses faxed information for local live PSA's, local public service vignettes and the locally produced 30 minute public service programs.

4) Mail:

Some listeners/groups send the station a letter to let us know their concerns, to inform us about activities or ask us to cover certain topics.

5) Station Appearances:

Since our listenership is so active, we are fortunate to have our station events well attended. Station personnel are always on-hand and ready to listen. Many listeners take the time to tell us what they think about our programming and what they would like us to consider airing.

Live-Read Public Service Announcements

Air on WGH FM, WVBW FM, WVHT FM and WGH AM

Provided by Jim Long, News Director, Mark Rawlison, Producer Inside Hampton Roads

Accessible to all on air personalities via computer print outs

PSA information is obtained from faxes, letters, emails, public service organizations and the community

Air Monday through Sunday on WGH FM, WGH AM, WVBW FM, WVHT FM

Read Live on the air an average of twice per air shift/average of 8 times per day/averaging 56 times per week

Average of 56 minutes of public service per station/per week

Topics and Inside Hampton Roads

These are locally produced Public Service programs on that air on this station. Each provide 30 minutes of public service programming each week.

These programs air Sunday mornings at 6:00 am for Topics and 6:30am Inside Hampton Roads

Topics is produced by Jim Long

Inside Hampton Roads is produced by Mark Rawlison

Both shows are approximately : 30 minutes in length

The show topics are ascertained from non-profit organizations in the Hampton Roads region who send in Public Service Announcements; news and events in the community.

“ 60 Seconds/Crime of the Week ”

Locally Produced Public Service Segments

Airs on WGH FM, WGH AM, WVHT FM, WVBW FM, WVSP FM

Produced by Jim Long, News Director, Producer/Host of 'Topics' and Mark Rawlison Producer/Host of 'Inside Hampton Roads' of Max Media, VA

These segments are called Hampton Roads Crime of the Week or Sixty Seconds. They are Recorded Public Service Announcements from Max Media of Virginia that air on each station.

For Southside and Peninsula crime activities, a Detective or the PIO serve as the liason/spokesperson. For the Sixty Seconds segment the information can be provided by a local agency *such as* the American Red Cross or VA Department of Health. The Flight of each segment varies as it depends on the flow of information from area police departments, or timeliness of a topic, ie. Being Safe while You Enjoy Swimming and Water Safety from the American Red Cross. For Hampton Roads Crime of the Week the officer comes to the studio to voice a segment that informs the public of various crimes that need to be solved. Listener's are asked to call into the anonymous tip line, 1-888-Lock -U- UP with information. If that information leads to an arrest a cash reward is given.

Each is 60 seconds in length

Airs Monday through Sunday

Airs an average of 3 times per day on each station/21 times per week one each station

21 minutes local public service per week

PUBLIC SERVICE ANNOUNCEMENTS
2nd Quarter 2012

PSA Komen Yard Sale

The Western Tidewater Free Clinic in Suffolk is asking for donations for its upcoming Susan G. Komen Yard Sale. Donations of gently used items will be accepted Friday, July 6th from 1pm to 6pm at the clinic, located at 2019 Meade Parkway.

The Susan G. Komen Yard sale will be held the following day, July 7th from 8am to 1pm. Proceeds will support the breast cancer research of Susan G. Komen for the Cure.

rundates: 062612-070612

PSA FUR BALL

The Portsmouth Humane Society's 2nd Annual Fur Ball Gala, which had to be postponed in January, has been officially rescheduled for Saturday, August 4th, at a new venue, the Norfolk Waterside Sheraton Hotel.

It's a formal affair for pet owners and their "well mannered" dogs.

For information about the gala or to buy tickets, visit www.portsmouthhumanesociety.org

Rundates: 060512-080412

PSA Special Olympics Fundraiser

On Tuesday, June 19th, the Abuelos Restaurant at Peninsula Town Center in Hampton will host a fundraising event for the Special Olympics. Between 11am and 10pm, 20 percent of all proceeds will support Special Olympics athletes in Hampton Roads.

Rundates: 060512-061912

PSA Women's Health Fair

Emmanuel Baptist Church, located at 521 North Avenue in Newport News, will present a Women's Health Fair on Saturday, May 12th from 9am to 1pm. Women are invited to learn about nutrition, stretching and cardio exercises, all with the goal of preventing heart disease. Blood pressure and cholesterol screenings will also be provided. For more information, call 757-595-2159

Rundates: 021512-051212

PSA Car and Bike Show

Horses Helping Heroes will present the "Horse Power Car and Bike Show" on Saturday, May 5th, in Carrollton. Bring the whole family for music, food, and lots of classic vehicles. Proceeds will help provide free Equine-assisted activities and therapies for military and first responder veterans with disabilities. For times and registration information, visit www.HorsesHelpingHeroesProject.com

rundates: 040912-050512

PSA Free Oil Change for Moms

All single moms are invited to have their vehicle's oil changed, free of charge, at Temple Baptist Church on Saturday, May 5th, from 2-5 p.m. Activities for the children will be available while you wait.

Register your car's make, model and year by going online to www.TtempleChurch.net or by calling the church office at 757-595-1175. Temple Baptist Church is located at 235 Harpersville Road in Newport News.

rundates: 040912-041312

PSA Prevent Child Abuse Golf Tournament

The first annual Child Abuse Prevention Golf Tournament will be held Friday, April 13th, at the Nansemond River Golf Club in Suffolk. The entry fee is 75-dollars per player or 300-dollars per foursome. Proceeds will support the programs of "Child Abuse Prevention."

For information, call 757-630-8604

rundates: 040912-041312

PSA Virginia Garden Week

You're invited to view some of the area's most beautiful gardens during the Garden Club of Virginia's Historic Garden Week, April 21st through the 25th. Tour historic and private homes in Virginia Beach, Norfolk, Newport News and Hampton. Tickets are \$30.00 and can be purchased at many of the tour homes or online. For information or to find an historic garden tour near you, visit VAGardenWeek.org

rundates: 032212-042712

TOPICS
2nd Quarter 2012

NEWS PROGRAM CONCERNING – Virginia Beach Emergency Medical Services

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 06/24/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER – Jim Long

PERSON INTERVIEWED – Bruce Nedelka

DESCRIPTION – Virginia Beach Emergency Medical Services is the nation's largest all-volunteer rescue squad.

NEWS PROGRAM CONCERNING – The Power of Belief

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 06/17/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER – Jim Long

PERSON INTERVIEWED – Jealousy Finkbinder, Laura Smart

DESCRIPTION – The Power of Belief is a collection of essays by Virginia Beach teachers and students on meaningful events that positively influenced their lives.

NEWS PROGRAM CONCERNING – Alzheimer's Association

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 06/10/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER – Jim Long

PERSON INTERVIEWED – Gino Columbara

DESCRIPTION – Columbara discusses current research and education efforts of the Alzheimer's Association of Southeastern Virginia.

NEWS PROGRAM CONCERNING – Commonwealth Youth Challenge Academy

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 06/03/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER – Jim Long

PERSON INTERVIEWED – Academy Admissions Director Jeremy Phillips

DESCRIPTION – The Commonwealth Youth Challenge Academy is a Virginia National Guard Program and provides education and discipline to high school students considered at risk of dropping out.

NEWS PROGRAM CONCERNING – American Red Cross

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 05/27/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER – Jim Long

PERSON INTERVIEWED – Kristen Hatfield

DESCRIPTION – Hatfield discusses the local Red Cross incentives for people who donate blood during the summer.

NEWS PROGRAM CONCERNING – Stop Suicide Run/Walk

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 05/13/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER – Jim Long

PERSON INTERVIEWED – Elaine Roberts; Kathy Wakefield

DESCRIPTION – The Stop Suicide Run/Walk is a fund raiser and community outreach event aimed raising awareness about prevention suicide. The event is sponsored by I Need Lighthouse and the Surviving Suicide Support Group.

NEWS PROGRAM CONCERNING – Run for the Dream

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 05/06/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER – Jim Long

PERSON INTERVIEWED – Race director Kelly Cannon

DESCRIPTION – The Run for the Dream in Williamsburg is a fundraiser for the Achievable Dream Academy, which is part of the Newport News Public School system.

NEWS PROGRAM CONCERNING – Run on the Wild Side

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 04/29/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER—Jim Long

PERSON INTERVIEWED – Carol Olsen

DESCRIPTION – The Run on the Wild Side is a fund raiser for Lee's Friends, a local organization that provides support for cancer patients.

NEWS PROGRAM CONCERNING – Chesapeake Rubber Duck Race

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 04/22/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER—Jim Long

PERSON INTERVIEWED – Trish O'Brien of CHIP Healthy Families

DESCRIPTION—The program focuses on the annual Chesapeake Rubber Duck Race. Funds raised support the Children's Health Insurance Program

NEWS PROGRAM CONCERNING – Still Standing

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 04/08/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER—Jim Long

PERSON INTERVIEWED – Elaine Roberts, founder of the Still Standing: Surviving Suicide Support Group

DESCRIPTION—Roberts founded the support group to help people like her, who have been left behind by people who've committed suicide

NEWS PROGRAM CONCERNING – The Power of Belief

Locally Produced for: WVBW, WGH-FM, WVSP, WVHT, WGH-AM

DATE AIRED— 04/01/12

TIME AIRED—6am

LENGTH—30 minutes

REPORTER/PRODUCER—Jim Long

PERSON INTERVIEWED – Laura Smart of Virginia Beach Public Schools; essayist
Jealousy Finkbinder

DESCRIPTION—The Power of Belief is a collection of essays by Virginia Beach teachers, students and parents, on how the influences on their lives and careers.

INSIDE HAMPTON ROADS
2nd Quarter 2012

Inside Hampton Roads
A local public affairs program
Hosted and Produced by Mark Rawlison

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVSP FM, WVHT FM

Show Date: June 24, 2012

Show Length: 30 minutes

Show Guest: Ms. Teyonna Aiken, Executive Director and Founder of
Molding Minds

Show Topic: Molding Minds is an organization that Teyonna founded
in order to help the homeless and those in need on our communities.
The organization was conducting its annual clothes drive and
community extravaganza which provides free clothes, supplies and
resources.

Inside Hampton Roads
A local public affairs program
Hosted and Produced by Mark Rawlison

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVSP FM, WVHT FM

Show Date: June 17, 2012

Show Length: 30 minutes

Show Guest: Claudia Romano, Water Safety Instructor with the
American Red Cross

Show Topic: This program from the American Red Cross talked about
water safety in the pool and at areas waterways, life saving strategies
and CPR.

Inside Hampton Roads
A local public affairs program
Hosted and Produced by Mark Rawlison

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVSP FM, WVHT FM

Show Date: June 10, 2012

Show Length: 30 minutes

Show Guest: Ken Williams, Physical Fitness Instructor, Ms. Carolyn Walker, and Pastor Etheridge and Benita Adams, local television personality.

Show Topic: Ken Williams organized a fundraiser and community event for Ms. Carolyn Walker, whose 14 year old daughter was killed by another teen. The program also discussed ways to help teens and the communities at large realize the dangers of handguns.

Inside Hampton Roads
A local public affairs program
Hosted and Produced by Mark Rawlison

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVSP FM, WVHT FM

Show Date: June 3, 2012

Show Length: 30 minutes

Show Guest: Claudia Romano; Water safety Instructor and
Community Programs Educator

Show Topic: Heat Stroke & Heat Exhaustion
This program covered heat stroke and heat exhaustion; signs,
symptoms and treatment and prevention.

Inside Hampton Roads
A local public affairs program
Hosted and Produced by Mark Rawlison

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVSP FM, WVHT FM

Show Date: May 27, 2012

Show Length: 30 minutes

Show Guest: Mr. George Lutz

Show Topic: Executive Director and Founder of
Honor & Remember.org

Show Topic: Mr. Lutz gave us an update on the organization which he created for the Honor & Remember Flag. The flag is a specific symbol to denote the ultimate sacrifice made by our military men and women. We also talked about the need to renew the meaning of Memorial Day.

Inside Hampton Roads
A local public affairs program
Hosted and Produced by Mark Rawlison

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVSP FM, WVHT FM

Show Date: May 20, 2012

Show Length: 30 minutes

Show Guest: Ms. Shelly Barnes

Show Topic: Breast Cancer Technology Helps Save Lives

Shelly Barnes was 22 when she discovered her breast cancer. Not a typical candidate at such a young age, she learned of the Molecular Breast Imaging Technology that caught her breast cancer which would not have normally been detected through standard MRI's.

Inside Hampton Roads
A local public affairs program
Hosted and Produced by Mark Rawlison]

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVSP FM, WVHT FM

Show Date: May 13, 2012

Show Length: 30 minutes

Show Guest: Mrs. Tina Carter Executive Director of SisterSister
Entertainment and Community Activist, Playwright.

Show Topic: Mrs. Carter is a playwright and community activist who
brings plays that enlighten. Her latest play was the Redemption
Center which talks about judgments people have towards on another,
faith and forgiveness.

Inside Hampton Roads
A local public affairs program
Hosted and Produced by Mark Rawlison

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVHT FM and WVSP FM

Show Date: May 6, 2012

Show Length: 30 minutes

Show Guest: Dr. Janelle Plemmer, Licensed Psychologist

Show Topic: Healing Family Wounds. Through various scenarios,
topics and behaviors we covered the hurt that can occur through
distressed family relationships and ideas to help heal those wounds.
This program was a repeat.

Inside Hampton Roads
A local public affairs program
Hosted and Produced by Mark Rawlison

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVHT FM and WVSP FM

Show Date: April 29, 2012

Show Length: 30 minutes

Show Guest: Mrs. Debra Dandridge, Executive Director of Dress for
Success

Show Topic: Dress for Success is a program that provides women
with outfits for that very first job. And through it's career counseling
provides motivation and business skills to help the further their
careers.

Inside Hampton Roads
A local public affairs program
Hosted and produced by Mark Rawlison

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVSP FM and WVHT FM

Show Date: April 22, 2012

Show Length: 30 minutes

Show Guest: Mr. Mike Kuhn's, President of the Virginia Peninsula Chamber of Commerce. And Reverend Joseph Sielart for Outward Bound

Show Topic: In part one of this program Mr. Kuhns talked with us about the chamber of commerce and the annual Military Job Fair the chamber conducts. Part two of this program was Reverend Sielart talked about Outward Bound a wilderness retreat that helps combat veteran's better deal with Post Traumatic Stress Disorder.

Inside Hampton Roads
A Local Public Affairs Program
Hosted and Produced by Mark Rawlison

Airs Sunday Mornings at 6:30 on WGH FM, WGH AM, WVBW FM,
WVHT FM, and WVSP FM.

Show Date: April 15, 2012

Show Length: 30 minutes

Show Guest: Mrs. Donyata Washington, Founder and Executive
Director of Virginia Kids Eat Free.

Show Topic: Virginia Kids Eat Free provides nutritious meals for
children during the summer months. She talked about the important
role the organization has in these children and families' lives and the
annual awards breakfast in May.

Inside Hampton Roads

A local public affairs program hosted and produced by Mark Rawlison

Airs Sunday mornings at 6:30 on WGH FM, WGH AM, WVBW FM, WVSP FM and WVHT FM

Show Date: April 8, 2012

Show Length: 30 minutes

Show Guest: Mr. Lawrence Lambert is Community Programs Director with the American Diabetes Association.

Show Topic: We talked about the American Diabetes Association and diabetes. The rising concern of the disease among youth especially, as well as general knowledge of prevention and the associations programs to help educate the public.

Inside Hampton Roads
A Weekly Public Affairs Program
Produced and Hosted by Mark Rawlison

Airs Sunday mornings on WGH AM, WGH FM, WVBW FM,
WVHT FM and WVSP FM

Show Length: 30 minutes

Show Date: April 1, 2012

Show Guest: Mr. JR Locke, Executive Director of Hampton
University's Business Incubator Program and Public Relations for 900
Men Strong of Second Calvary Baptist Church

Show Topic:

900 Men Strong Prayer Breakfast seeks to help young men through
the positive male role models who are a part of this church's ministry
and the community at large. The annual event acknowledges
community members and awards scholarships to students.

***Produced Public Service Announcements & Crime Line
Segments did not air this quarter. They were replaced with the
Live Read Public Service Announcements***

STATION COMMUNITY SERVICE
2nd Quarter 2012

March 2012

97.3 THE EAGLE Promotional Calendar For Internal Use Only

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																				
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				COLT FORD WITH SPECIAL GUEST KEVIN FOWLER - NORVA - 8P - PROMOTIONS RE-CAP MASS WEDDING MEETING - BIG CONFERENCE ROOM - 9:30A		KAREN OUT																																																																																				
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KAREN OUT	JOHN OUT TOUR - TIGER / CUB / SCOUT PACK 700, DEN 5, (10-20 SCOUTS & FAMILIES MEMBERS) - 6:30P - POC LEYNA BRENNAN - (C) 757-652-2610 - Jim	JOHN OUT	BUCKLES COUNTRY SALOON - 8P - 10P - KAREN TOUR - TIGER / CUB / SCOUT PACK 791, DEN 4, (10-20 SCOUTS & FAMILIES MEMBERS) - 8P - POC SASHA MATTHEWS - (C) 757-620-9736 - Jim	ROCKAHOCK CAMPGROUNDS - 1P - JIM WICKED - CHRYSLER HALL - 7P - (MARCH 08 - MARCH 25, 2012)	DAVID ADAM BYRNES WITH SPECIAL GUEST HEATHER EDWARDS BAND - BIG WOODY'S BAR - 9P	PBR LIVE - BUCKY COVINGTON - MARK - 7P - 9P TBA HOME & GARDEN SHOW - 12P(NOON) - 2P - STEPHANIE																																																																																				
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TBA HOME & GARDEN SHOW - 12P - 5P - BIG AL	CLUSTER PROMOTIONS MEETING - 10A CONCERT ANNOUNCEMENT - MARCH 12 - 7A - JIMMY RAY & JEN SHOW - SUGARLAND "IN THE HANDS OF THE FAN TOUR" WITH CANAAN SMITH - FARM BUREAU LIVE AT VIRGINIA BEACH MOOLAH TEASE STARTS - MARCH 12 - 16	MOOLAH TEASE STARTS - MARCH 12 - 16	BUCKLES COUNTRY SALOON - 8P - 10P - KAREN MOOLAH TEASE STARTS - MARCH 12 - 16	MEETING - CHRISTMAS THAT YOU MISSED - USO - 2P MOOLAH TEASE STARTS - MARCH 12 - 16	JAIDA DREYER - "UP CLOSE & PERSONAL" CONCERT SERIES - 97.3 EAGLE NEST - 6P - 7P - PROMOTIONS ON-SALE - SUGARLAND "IN THE HANDS OF THE FAN TOUR" WITH CANAAN SMITH - FARM BUREAU LIVE AT VIRGINIA BEACH - 10A - PROMOTIONS POMOCO NISSAN - 4P - 6P - KAREN	HEATHER ON VACATION MAX MEDIA FIRST ANNUAL CHILI COOKOUT NTELOS WIRELESS - 11A- 1P - KAREN <i>St. Patrick's Day</i>																																																																																				
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HEATHER ON VACATION KAREN OUT	HEATHER ON VACATION KAREN OUT MOOLAH STARTS BIG MONEY TODAY!	FIRST DAY OF SPRING HEATHER ON VACATION KAREN OUT TY HERNDON - "UP CLOSE & PERSONAL" CONCERT SERIES - 97.3 EAGLE NEST - 7P - 8P - PROMOTIONS	BUCKLES COUNTRY SALOON - 8P - 10P - KAREN HEATHER ON VACATION KAREN OUT	HEATHER ON VACATION KAREN OUT	HEATHER ON VACATION JASON ALDEAN'S "UP CLOSE & PERSONAL" CONCERT SERIES - 97.3 EAGLE NEST - 7P - 8P - PROMOTIONS KAREN OUT LUNCHEON WITH LISTENERS - BRIAN MILSON - 97.3 EAGLE NEST 12P (Noon) - 1P - Promotions	4TH ANNUAL SPARTYKA WOUNDED WARRIOR 5K - NEPTUNE'S PARK - 7A - DJ - BOBBY - PROMOTIONS HEATHER ON VACATION KAREN OUT SOUTHERN HOSPITALITY AUTO GROUP - 12P - 2P - STEPHANIE WILLIAMSBURG HYUNDAI - 3P - 5P - STEPHANIE																																																																																				
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HAYNES - 11A - 1P - STEPHANIE HEATHER ON VACATION KAREN OUT	CLUSTER PROMOTIONS MEETING - 10A MOOLAH CONTINUES BIG MONEY!			"UP CLOSE & PERSONAL" CONCERT SERIES - JERROD NEIMANN - 97.3 EAGLE NEST - 7P - 8P - PROMOTIONS ACM AWARDS IN VEGAS FLY OUT FOR LIVE BROADCAST - MARK / JOHN	ACM AWARDS IN VEGAS - MARK/JOHN BUCKLES COUNTRY SALOON - 8P - 10P - KAREN CASEY IMPORTS - 2p-4p STEPHANIE	ACM AWARDS IN VEGAS - MARK/JOHN HAYNES - 10A - 12P (NOON) - KAREN Langley-2-4pm Lesly only, Banners and Shirts only. SPCA - PENINSULA - 1P - 3P - STEPHANIE																																																																																				

April 2012

97.3 THE EAGLE Promotional Calendar For Internal Use Only

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																																			
<p>1</p> <p>ACM AWARDS IN VEGAS - MARKJOHN</p> <p>April Fool's Day</p> <p>Daylight Savings Time Begins</p> <p>HAYNES - 11A - 1P - STEPHANIE</p> <p>PALM SUNDAY</p>	<p>2</p> <p>ACM AWARDS IN VEGAS - MARK - MARK BACK FLY BACK TODAY</p> <p>CLUSTER PROMOTIONS MEETING - 10A</p> <p>MOOLAH CONTINUES BIG MONEY!</p>	<p>3</p> <p>AMERICAN REUNION - MOVIE SCREENING - LYNNHAVEN - 7:30P - PROMOTIONS</p>	<p>4</p> <p>"UP CLOSE & PERSONAL" CONCERT SERIES - KIP MOORE - 97.3 EAGLE NEST - 7P - 8P - PROMOTIONS</p>	<p>5</p> <p>PBR LIVE - 7P - 9P - KAREN</p> <p>TOUR - TIGER / CUB / SCOUT PACK 417, DEN TIGERS, (10-20 SCOUTS & FAMILIES MEMBERS) - 6:30 - POC KIMBER MANN - (W) 757-466-1000 EXT 210 - (H) 757-420-9730 - Jim</p>	<p>6</p> <p>CONCERT ANNOUNCEMENT APRIL 6 - 7A - JIMMY RAY AND JEN SHOW - LADY ANTEBELLUM WITH DARIUS RUCKER, AND THOMPSON SQUARE - FARM BUREAU LIVE AT VIRGINIA BEACH - 10A - PROMOTIONS</p>	<p>7</p> <p>LANGLEY SPEEDWAY - OPENING NITE - 5P - 7P</p>																																																																																																			
<p>8</p> <p>EASTER SUNDAY</p>	<p>9</p> <p>20TH ANNIVERSARY NORFOLK TIDES OPENING DAY - WAVE - 10A - 12P - ESPN - 12P - 2P, HOT - 2P - 4P, EAGLE - 4P - 6P - DJ - ?</p> <p>CONCERT - TIDES NITE - RAY AND KADEY - 4P - 6P - DJ - UNKNOWN</p> <p>DAVE PAULUS - STAFF MEETING - OUTSIDE OFFICE AREA - 1015A</p>	<p>10</p>	<p>11</p>	<p>12</p> <p>LUNCHEON WITH LISTENERS - "UP CLOSE & PERSONAL" CONCERT SERIES - GREG BATES - 97.3 EAGLE NEST - 12P(NOON) - 1P - Promotions</p> <p>PBR LIVE - 8P - 10P - KAREN</p>	<p>13</p> <p>ALISON KRAUSS & UNION STATION FEATURING JERRY DOUGLAS - CHRYSLER HALL</p> <p>COUNTRY FOR KIDS 2012 - RODNEY ATKINS - HAMPTON ROADS CONVENTION CENTER - 7P - PROMOTIONS</p>	<p>14</p> <p>AT&T 12P(NOON) - 2PM - MARK</p> <p>CARROLLTON VOLUNTEER FIRE DEPARTMENT - SPRING BBQ - 12P (NOON) - 2P - PROMOTIONS</p> <p>COMMUNITY BANK - 8A - 10A - KAREN</p> <p>STEPHANIE OFF</p>																																																																																																			
<p>15</p> <p>STEPHANIE OFF</p>	<p>16</p> <p>MOOLAH CONTINUES BIG MONEY!</p>	<p>17</p> <p>DAVE PAULUS - FUN DAY - OUTSIDE COMPANY WIDE EVENT FOR EVERYONE - 11A - 6P</p> <p>SOLD OUT</p>	<p>18</p> <p>FEST EVENTS - JAKE SHIMABUKURO - UKULELE - 730P - PROMOTIONS</p> <p>LUNCHEON WITH LISTENERS - "UP CLOSE & PERSONAL" CONCERT SERIES - DARRYL WORLEY - 97.3 EAGLE NEST - 12:15P - 1:15P - Promotions</p>	<p>19</p> <p>HOLOCAUST REMEMBRANCE DAY</p> <p>HOMECOMING - USS DONALD COOK - 10A - MEET AT OFFICE AT 8A</p> <p>PBR LIVE - 8P - 10P - KAREN</p>	<p>20</p> <p>NTELOS - 4P - 6P - KAREN</p>	<p>21</p> <p>LANGLEY SPEEDWAY - 4P - PROMOTIONS</p> <p>MARK - OUT</p> <p>SECOND ANNUAL NEIGH DAY - 4P - 6P - PROMOTIONS</p> <p>SLEEP NUMBER BEDS - 12P - 2P - JIMMY RAY & JEN - 12P(NOON) - 2P</p>																																																																																																			
<p>22</p> <p>EARTH DAY</p> <p>MARK - OUT</p>	<p>23</p> <p>LUNCHEON WITH LISTENERS - "UP CLOSE & PERSONAL" CONCERT SERIES - D. VINCENT WILLIAMS - 97.3 EAGLE NEST - 12P(NOON) - 1P - Promotions</p> <p>MOOLAH CONTINUES BIG MONEY!</p>	<p>24</p> <p>KICK-OFF PARTY, MARCH OF DIMES - MARCH FOR BABIES - Jimmy Ray</p>	<p>25</p> <p>ADMINISTRATIVE PROFESSIONALS DAY</p> <p>MARCH OF DIMES WALK - MARCH FOR BABIES - Jimmy Ray</p> <p>MARCH OF DIMES WALK - MARCH FOR BABIES STOP - LANGLEY FCU - OYSTER POINT - 117 - Jimmy Ray</p>	<p>26</p> <p>MARCH OF DIMES WALK - MARCH FOR BABIES - Jimmy Ray</p> <p>MARCH OF DIMES WALK - MARCH FOR BABIES STOP - COLISEUM - LANGLEY FCU - 117 - Jimmy Ray</p> <p>SUGARLAND W/TBA - FARM BUREAU LIVE AT VIRGINIA BEACH - PROMOTIONS</p>	<p>27</p> <p>MARCH OF DIMES WALK - MARCH FOR BABIES - Jimmy Ray</p> <p>MARCH OF DIMES WALK - MARCH FOR BABIES STOP - HALL CHEVY - WESTERN BRANCH - 117 - JIMMY RAY - MARK - ?</p> <p>VA ARTS FEST - VIRGINIA INTERNATIONAL TATTOO - 7:30P - PROMOTIONS</p>	<p>28</p> <p>MARCH OF DIMES WALK - MARCH FOR BABIES - Jimmy Ray</p> <p>MARCH OF DIMES WALK - MARCH FOR BABIES STOP - HALL HONDA / C-D-J - VIRGINIA BEACH BLVD - 1P? - JIMMY RAY - MARK - ?</p>																																																																																																			
<p>29</p> <p>EAGLE - SJ JUDE DREAM HOME GIVEAWAY - PROMOTIONS</p> <p>MARCH OF DIMES WALK - MARCH FOR BABIES - Jimmy Ray</p>	<p>30</p> <p>CASEY IMPORTS - 3P - 5P - STEPHANIE</p> <p>LUNCHEON WITH LISTENERS - "UP CLOSE & PERSONAL" CONCERT SERIES - JESSIE JAMES - 97.3 EAGLE NEST - 12P - 1P - Promotions</p> <p>MOOLAH CONTINUES BIG MONEY!</p>	<table border="1" style="width: 100%;"> <tr> <td colspan="7" style="text-align: center;">Mar 2012</td> <td colspan="7" style="text-align: center;">May 2012</td> </tr> <tr> <td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td> <td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td> </tr> <tr> <td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td> <td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td> </tr> <tr> <td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> <td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td> </tr> <tr> <td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td> <td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td> </tr> <tr> <td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td> <td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td> </tr> <tr> <td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td> <td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td> </tr> </table>					Mar 2012							May 2012							S	M	T	W	T	F	S	S	M	T	W	T	F	S					1	2	3				1	2	3	4	5	4	5	6	7	8	9	10	6	7	8	9	10	11	12	11	12	13	14	15	16	17	13	14	15	16	17	18	19	18	19	20	21	22	23	24	20	21	22	23	24	25	26	25	26	27	28	29	30	31	27	28	29	30	31		
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6	7 MOOLAH ENDS THIS WEEK!	8 DARK SHADOWS - MOVIE SCREENING - REGAL GREENBRIER - 7:30P - PROMOTIONS LIPTON MILLER MART - 12P(NOON) - 1P - PROMOTIONS	9 LUNCHEON WITH LISTENERS - "UP CLOSE & PERSONAL" CONCERT SERIES - MATT STILLWELL - 97.3 EAGLE NEST - 12P(NOON) - 1P - Promotions	10 "UP CLOSE & PERSONAL" CONCERT SERIES - MISS WILLIE BROWN - 97.3 EAGLE NEST - 6:30P - 7:30P - PROMOTIONS	11 LIPTON MILLER MART - 10A - 11A - PROMOTIONS	12 6TH ANNUAL AT&I SPRING TOWN POINT, VIRGINIA WINE FESTIVAL - 11A - 6P NESTFEST CONCERT IN THE PARKING LOT - "THE FARM", D. VINCENT WILLIAMS AND CODY AND AUSTIN - PROMOTIONS SOLD OUT																																																	
13 Mother's Day	14 TOUR - TIGER / CUB / SCOUT PACK 417, DEN TIGERS, (10-20 SCOUTS & FAMILIES MEMBERS) - 6:30 - POC MARK W. McCULLOCH - (C) 808-782-8820 - Jim	15	16 LIPTON MILLER MART - 10A - 11A - PROMOTIONS THE BEST EXOTIC MARIGOLD HOTEL - MOVIE SCREENING - REGAL COLUMBUS - 7:30P - PROMOTIONS	17 CHESAPEAKE JUBILEE - 17TH - 20TH	18 CHESAPEAKE JUBILEE - 17TH - 20TH LIPTON MILLER MART - 9A - 11A - MARK MONTGOMERY GENTRY - NAVAL STATION NORFOLK - PROMOTIONS SOLD OUT WILLIE NELSON AND FAMILY - FERGUSON CENTER OF THE ARTS - 7P	19 Armed Forces Day CHESAPEAKE JUBILEE - 17TH - 20TH DIERKS BENTLEY WITH ELI YOUNG BAND - NTELOS WIRELESS PAVILION - 7P - PROMOTIONS LANGLEY SPEEDWAY - PROMOTIONS																																																	
20 CHESAPEAKE JUBILEE - 17TH - 20TH - CASEY JAMES - 10A - 6P - PROMOTIONS RUN FOR THE DREAM - TEAM - 7 VA ARTS FEST - CARNIVAL OF THE ANIMALS AT VIRGINIA ARTS FESTIVAL'S DAY AT THE ZOO - 2P - PROMOTIONS	21	22 LIPTON MILLER MART - 12P(NOON) - 1P - PROMOTIONS LUNCHEON WITH LISTENERS - "UP CLOSE & PERSONAL" CONCERT SERIES - GWEN SEBASTIAN - 97.3 EAGLE NEST - 12P(NOON) - 1P - Promotions	23 HOMECOMING - AIRWING - NSN - 1130A - PROMOTIONS LUNCHEON WITH LISTENERS - "UP CLOSE & PERSONAL" CONCERT SERIES - KELLEIGH BANNEN - 97.3 EAGLE NEST - 7P - 8P - Promotions	24 KAREN ON VACATION Pomocco Nissan - 12P - 2P - KAREN	25 KAREN ON VACATION LIPTON MILLER MART - 3P - 5P - STEPHANIE	26 HAYNES - 1P - 3P - STEPHANIE Jumping for a Purpose: Suffolk(Leslie) 8a-5pm KAREN ON VACATION LANGLEY SPEEDWAY - PROMOTIONS																																																	
27 Jumping for a Purpose: Suffolk(Leslie) 8a-5pm KAREN ON VACATION PHOTO DAY - EAGLE DAY AT TIDES PARK - Promotions	28 CAROL - 12P(NOON) - 1P KAREN ON VACATION Memorial Day (Observed)	29	30 97.3 THE EAGLE LISTENER ADVISORY BOARD MEETING - 6:30P - PROMOTIONS	31 CASEY IMPORTS - 3P - 5P - STEPHANIE LUNCHEON WITH LISTENERS - "UP CLOSE & PERSONAL" CONCERT SERIES - KRISTEN KELLY - 97.3 EAGLE NEST - 6:30P - 7:30P - Promotions	<table border="1"> <tr><td colspan="7">Jun 2012</td></tr> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr> <tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr> </table>	Jun 2012							S	M	T	W	T	F	S						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
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3 1ST ANNUAL WOUNDED WARRIORS FISHING TOURNAMENT SCOTTY MCCREERY AT USO PATRIOTIC FESTIVAL - 5TH STREET & OCEANFRONT - 5P	4	5	6	7 OPSAIL / HARBORFEST 2012	8 OPSAIL / HARBORFEST 2012	9 LANGLEY SPEEDWAY - PROMOTIONS OPSAIL / HARBORFEST 2012																																																																																																		
10 LADY A WITH DARIUS RUCKER AND THOMPSON SQUARE - FARM BUREAU LIVE AT VIRGINIA BEACH - PROMOTIONS OPSAIL / HARBORFEST 2012	11 CHRISTMAS YOU MISSED - START LIVE	12 "UP CLOSE & PERSONAL" CONCERT SERIES - MAGGIE ROSE BAND - 97.3 EAGLE NEST - 6:30P - 7:30P - PROMOTIONS	13 "UP CLOSE & PERSONAL" CONCERT SERIES - LOVE AND THEFT - 97.3 EAGLE NEST - 7P - 8P - PROMOTIONS BONNIE RAITT - NTELOS WIRELESS PAVILION - 7P	14 <i>Flag Day</i> ROCKAHOCK CAMPGROUND - ROCKAHOCK FAMILY SPRING BLUEGRASS FESTIVAL - JUNE 14TH - 16TH - PROMOTIONS TYLER FARR - BREAKFAST - 9A -	15 PRE-SALE - 10A - JASON ALDEAN WITH LUKE BRYAN AND DJ SILVER - FARM BUREAU LIVE AT VIRGINIA BEACH - PROMOTIONS ROCKAHOCK CAMPGROUND - ROCKAHOCK FAMILY SPRING BLUEGRASS FESTIVAL - JUNE 14TH - 16TH - PROMOTIONS TROPICAL SMOOTHIE - 1P - 3P - STEPHANIE	16 ROCKAHOCK CAMPGROUND - ROCKAHOCK FAMILY SPRING BLUEGRASS FESTIVAL - JUNE 14TH - 16TH - PROMOTIONS STEPHANIE ON VACATION TOUR - TIGER / CUB / SCOUT PACK 417, DEN TIGERS, (10-20 SCOUTS & FAMILIES MEMBERS) - 1P - C - 757-617-3215 - Jim																																																																																																		
17 <i>Father's Day</i> STEPHANIE ON VACATION	18 STEPHANIE ON VACATION WILD WING CAFE - 4:30P - 6:30P - KAREN	19 BRAVE - MOVIE SCREENING - AMC LYNNHAVEN - 7:30P - PROMOTIONS STEPHANIE ON VACATION	20 FIRST DAY OF SUMMER STEPHANIE ON VACATION	21 2012 FAMILY GREAT ADVENTURE SERIES - TRACKING THE TREASURE - NATIONAL TREASURE - PROMOTIONS STEPHANIE ON VACATION	22 Pomocco Nissan - 12P - 2P - MARK STEPHANIE ON VACATION TGIF SUFFOLK CONCERT SERIES - 5P - 9P - PROMOTIONS	23 BRYANT & STRATTON - 11A - 1P - KAREN STEPHANIE ON VACATION																																																																																																		
24 RASCAL FLATTS WITH LITTLE BIG TOWN, ELI YOUNG BAND AND EDEN'S EDGE - FARM BUREAU LIVE AT VIRGINIA BEACH - PROMOTIONS STEPHANIE ON VACATION	25	26	27 CASEY IMPORTS - 3P - 5P - STEPHANIE	28 2012 FAMILY GREAT ADVENTURE SERIES - THE GAME IS ON! - JUMANJI - PROMOTIONS HOMEARAMA 2012 - 3P - 7P - MARK - LIVE	29 LYNYRD SKYNYRD - NTELOS - ON-SALE - 10A - PROMOTIONS OCEAN BREEZE WATERPARK - 10A - 12P - MARK TGIF SUFFOLK CONCERT SERIES - 5P - 9P - PROMOTIONS	30 HAYNES - NEWPORT NEWS - 3P - 5P - STEPHANIE SOUTHERN AUTO GROUP - 11A - 1P - MARK THE BORDER STATION - VIRGINIA LOTTERY - 1P - 3P - KAREN																																																																																																		

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																																	
1 KAREN ON VACATION	2 KAREN ON VACATION	3 KAREN ON VACATION	4 Independence Day KAREN ON VACATION TGIF SUFFOLK CONCERT SERIES - 5P - 9P - STEPHANIE	5 KAREN ON VACATION	6 KAREN ON VACATION OCEAN BREEZE WATERPARK - 3P - 5P - STEPHANIE	7 KAREN ON VACATION LANGLEY SPEEDWAY - PROMOTIONS Pomocco Nissan - 11A -1P - KAREN																																																																																																	
8 KAREN ON VACATION	9	10	11 "UP CLOSE & PERSONAL" CONCERT SERIES - KIX BROOKS - 97.3 EAGLE NEST -7P - 8P - PROMOTIONS - (CHARITY EVENT - MARCH OF DIMES)	12 2012 FAMILY GREAT ADVENTURE SERIES - CHRISTMAS IN JULY - HOW THE GRINCH STOLE CHRISTMAS - PROMOTIONS	13 SARA EVANS - FORT EUSTIS (MURPHY FIELD) - 7P - (106 EVENT)	14 COMMUNITY BANK - 8A -10A - ED - ? FOOD LOIN - 12P 2P - KAREN																																																																																																	
15	16 EAGLE DAY AT TIDES PARK - Promotions	17	18 CHRISTMAS YOU MISSED	19	20 TGIF SUFFOLK CONCERT SERIES - 5P - 9P - PROMOTIONS	21 PORK PEANUT & PINE FESTIVAL - 10A - 5P - ALL DAY EVENT - PROMOTIONS- LESLIE ?																																																																																																	
22 PORK PEANUT & PINE FESTIVAL - 10A - 5P - ALL DAY EVENT - PROMOTIONS- LESLIE ?	23	24	25	26 TOBY KEITH WITH BRANTLEY GILBERT - FARM BUREAU LIVE AT VIRGINIA BEACH - PROMOTIONS	27 ROCKAHOCK CAMPGROUND - COUNTRY MUSIC SHOWDOWN - TY HERNDON, JAMIE O'NEAL, BILLY DEAN AND JAMES WESLEY - JULY 27TH - 28TH - PROMOTIONS	28 LANGLEY SPEEDWAY - PROMOTIONS MILITARY CHALLENGE 2012 - 6A -12P(NOON) ROCKAHOCK CAMPGROUND - COUNTRY MUSIC SHOWDOWN - TY HERNDON, JAMIE O'NEAL, BILLY DEAN AND JAMES WESLEY - JULY 27TH - 28TH - PROMOTIONS																																																																																																	
29 MERLE HAGGARD & KRIS KRISTOFFERSON - NTELOS WIRELESS PAVILION - 7P - PROMOTIONS	30	31	<table border="1"> <thead> <tr> <th colspan="7">Jun 2012</th> </tr> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td>2</td> </tr> <tr> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> </tr> <tr> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> </tr> <tr> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> </tr> <tr> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> </tr> </tbody> </table>		Jun 2012							S	M	T	W	T	F	S						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	<table border="1"> <thead> <tr> <th colspan="7">Aug 2012</th> </tr> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> </tr> <tr> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> </tr> <tr> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> </tr> <tr> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td>31</td> <td></td> </tr> </tbody> </table>	Aug 2012							S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
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