



**Quarterly Issues/Programs List**  
**WINC-FM**  
**Oct-Dec 2019**

The following issues of concern to the community were addressed on **Valley Feedback**, a 12-minute program aired on WINC-FM at 5:45 Sunday mornings:

Date placed in public file 12/31/19.

1. Shenandoah National Park
2. Virginia Department of Forestry
3. Blue Ridge Habitat for Humanity
4. Virginia Department of Motor Vehicles
5. Salvation Army Winchester
6. Election Recap (SU Political Scientist Michael Romano)
7. Loudoun Wildlife Conservancy
8. American Lung Association
9. Evans Home for Children
10. Winchester Rescue Mission
11. Lord Fairfax Health District (Winter Concerns)
12. First Night Winchester
13. Lord Fairfax Health District (Healthy New Year)



**Quarterly Issues/Programs List**  
**WINC-FM**  
**Oct-Dec 2019**

The following issues of community concern were addressed on **Valley Feedback**, a 12-minute program aired on WINC-FM at 5:45 Sunday mornings.

**10/06 Shenandoah National Park**

SNP's Sally Hurlbert promoted the busiest time of year in the park and offered tips to enjoy the changing leaves and other October offerings. Hurlbert promoted the wildlife active this time of year and offered advice to view animals safely. She also talked about wildfire danger and the park's campfire rules. Hurlbert also recapped the park's annual economic benefit report, provided an update on the Old Rag new parking lot project and covered efforts to battle invasive insects. She closed by promoting the park website and social media platforms.

**10/13 Virginia Department of Forestry**

The VDOF's Fred Turck explained the serious threat of wildfires due to dry conditions and offered tips to limit human caused blazes during Fall Wildfire Season. Turck also detailed the potential penalties if you are responsible for a fire getting out of control. He then promoted alternatives to debris burning. Turck closed by showcasing the manpower, equipment and agreements with other states to fight wildfires.

**10/20 Blue Ridge Habitat for Humanity**

Executive Director Matthew Peterson announced his resignation for a position with a new education foundation. Peterson detailed accomplishments during his tenure with Blue Ridge Habitat including the name change, expansion into Shenandoah County and headquarters/ReStore relocation/consolidation. He then shared the outlook for the future of the organization and promoted volunteer opportunities.

**10/27 Virginia Department of Motor Vehicles**

The DMV's Brandy Brubaker promoted REAL-ID with the federal requirement for domestic flights coming online in less than a year now. She detailed the documentation needed to convert and described the next few months as ideal in terms of wait time for the required DMV in-house visit. Brubaker then showcased what transactions are available online, promoted new online license plate surrender and explained the new federally-driven Clean License Plate HOV rules. She closed by showcasing the state's multiple specialty license plate options.

#### 11/03 Salvation Army Winchester

Captain Kelly Durant marked the 100<sup>th</sup> anniversary of the organization in Winchester and highlighted some of the major changes over the years. He promoted the Red Kettle Campaign running November 7<sup>th</sup> to Christmas Eve this year and made a plea for volunteer bell ringers. Durant also promoted Christmas assistance including the Angel Tree program and frozen turkey donations needed for Thanksgiving and Christmas. He also touted other volunteer needs and recapped the ongoing shelter remodeling effort. Durant then highlighted the Thrift Store on Weems Lane in Winchester and how it has rebounded from fire damage a couple years ago.

#### 11/10 Election Recap

Shenandoah University Associate Professor of Political Science Michael Romano recapped Virginia voting that gave Democrats taking control of both chambers of the General Assembly. He shared the factors that led to that development, what changes to expect when Dems lead the new legislative session and the long-running impact with redistricting looming. Romano also talked about the 2020 Presidential Race including where Virginia stands in terms of being a state in play, his thoughts on the Democratic nomination and then President Trump's chances for reelection. He also expressed confidence Virginia US Senator Mark Warner will keep his seat next year and then he talked about student/young voter engagement.

#### 11/17 Loudoun Wildlife Conservancy

LWC Executive Director Michael Myers detailed a major tree planting project at the Black Oak Wildlife Sanctuary and how the effort toward conservation easement/organization ownership of the deemed significant land is progressing. He also shared how to help donate toward the land purchase and general support including on December 3rd for Giving Tuesday. Myers then highlighted the numerous nature programs available and how to do habitat restoration at home. He closed with the non-profit's advocacy message and a plug of volunteer opportunities.

#### 11/24 American Lung Association

The ALA Virginia's Aleks Casper detailed the second annual State of Lung Cancer report including Virginia's showing in all the major categories including incidence rate, survival rate and screening/prevention. She then detailed the importance of receiving scanning and what factors qualify as high risk. Casper also shared advocacy efforts, resources to help people quit smoking and concerns regarding vaping.

#### 12/01 Evans Home for Children

Executive Director Marc Jaccard shared his reaction to being one of the two beneficiaries of the annual Chain of Checks campaign. He explained how the proceeds will help the facility co-parent kids of those experiencing homelessness. Jaccard also talked about the 70<sup>th</sup> anniversary of the Evans Home including changes over the years, how alumni stay in touch and he asked for info on any past residents they might not be aware of. He then promoted the upcoming 50<sup>th</sup> annual Doll Auction fundraiser and the very popular Chili Dinner. Jaccard closed by explaining volunteer opportunities and sharing how the kids spend Christmas each year.

#### 12/08 Winchester Rescue Mission

Executive Director Brandan Thomas shared his reaction to being one of the two beneficiaries of the annual Chain of Checks campaign. He explained how the proceeds will help fund a mental health professional staff position and how prevalent mental illness is among the homeless. Thomas also recapped what he learned in his last year 24-hours on a bench event and from the recent coast to coast Rescue Ride. He also shared volunteer opportunities and some of the center's success stories. He closed with a reminder of the type of people they serve in an attempt to erase any negative stigma.

12/15 Virginia Department of Health – Lord Fairfax Health District (Winter Concerns)  
LFHD Director Doctor Colin Greene discussed winter concerns including influenza. He promoted the importance of flu shots and offered advice if you become sick. He also shared general avoidance tips including staying home when sick and proper cough etiquette. Greene also talked about cold weather dangers of hypothermia and frost bite, offering tips to avoid them. He then shared advice for safe winter weather driving, snow shoveling and other aspects. Greene closed with promotion of where to find more information on seasonal issues.

#### 12/22 First Night Winchester

First Night Winchester Board Chair Shannon Atkinson-Ganoe promoted the popular annual New Year's Eve celebration of the arts. She detailed the numerous entertainment acts and how this year brings new admission wristbands, plus the old buttons still offered as a souvenir purchase. Atkinson-Ganoe explained how Winchester is one of the few communities to still offer the event and how partners and volunteers help make it happen. She promoted the midnight Apple Drop and Fireworks and the Messages of Hope component. Atkinson-Ganoe closed with advice to maximize the evening, online resources and the Old Town App now offering event information.

12/29 Virginia Department of Health – Lord Fairfax Health District (Healthy New Year)  
LFHD Director Doctor Colin Greene discussed popular New Year's resolutions like exercising, drinking less and quitting smoking. He shared the importance of each and offered help making them stick. Greene also talked about concerns of vaping.



## Public Service Announcements



The following list details the beneficiaries of in-house produced Public Service Announcements for **October 2019**. In addition to the on-air promotion of events/activities, the beneficiaries also receive online promotion through the WINC FM Community Calendar.

- Winchester Volunteers in Policing
- Loudoun Museum
- Shenandoah Area Council – Boy Scouts of America
- Front Royal United Methodist Women
- United Way of Northern Shenandoah Valley
- Alzheimer's Association – Winchester
- Shenandoah Area Agency on Aging
- Cedar Creek & Belle Grove National Historical Park
- Sinclair Health Clinic
- Handley Regional Library
- Ladies Board of Inova Loudoun Hospital
- Shenandoah County Senior Resource Expo
- Round Hill Ruritan
- Winchester Grace Brethren Church
- SPCA Winchester-Frederick-Clarke



## Public Service Interviews



The following list details the beneficiaries/topics of the WINC Wake-Up Show's **Community Corner** segment for **October 2019**. The weekday on-air interview runs about three minutes and allows non-profits and others in the community to promote their mission and events during morning drive.

- Shenandoah Arts Council
- Alzheimer's Association – Winchester
- Shenandoah Shepherd Rescue
- Handley Choir Boosters
- Mothers Against Drunk Driving – NOVA
- Shenandoah Area Agency on Aging/Winchester Senior Center
- Loudoun Museum
- Blue Ridge Hospice
- Valley Health Diabetes Education
- Paws for your Heart
- Literacy Volunteers-Winchester Area
- Shenandoah Area Council Boy Scouts of America
- Winchester Fire and Rescue Foundation
- Handley Regional Library System
- Sacred Heart Academy
- Shenandoah County Chamber of Commerce
- United Way of Northern Shenandoah Valley
- Loudoun County Chamber of Commerce
- Blue Ridge Habitat for Humanity



## Public Service Announcements



The following list details the beneficiaries of in-house produced Public Service Announcements for **November 2019**. In addition to the on-air promotion of events/activities, the beneficiaries also receive online promotion through the WINC FM Community Calendar.

- Winchester Police Department
- Winchester Model Railroad Club
- Salvation Army Winchester
- Handley Regional Library System
- United Way of Northern Shenandoah Valley
- Blue Ridge Center for Therapeutic Horsemanship
- Blue Ridge Hospice
- Winchester INSIGHT Academy
- American Cancer Society
- Winchester National Cemetery
- Patsy Cline Historic House
- Girls on the Run Shenandoah Valley
- Warren County Humane Society
- Traveling Art Club
- Northern Shenandoah Valley Substance Abuse Coalition



## Public Service Interviews



The following list details the beneficiaries/topics of the WINC Wake-Up Show's ***Community Corner*** segment for **November 2019**. The weekday on-air interview runs about three minutes and allows non-profits and others in the community to promote their mission and events during morning drive.

- "Christmas Jars"
- Links to Freedom
- Sustainability Matters
- Salvation Army Winchester
- Sherando High School DECA
- Winchester-Frederick Historical Society
- Museum of the Shenandoah Valley
- United Way of Northern Shenandoah Valley
- Frederick County Recycles
- Garden Club Flower Show
- Chain of Checks
- Handley Regional Library System
- Foundation for Rehabilitation Equipment and Endowment
- Frederick County Parks and Recreation
- High Heeled Happy Hour
- Middletown Holiday Events
- Blue Ridge Area Food Bank





## Public Service Announcements



The following list details the beneficiaries of in-house produced Public Service Announcements for **December 2019**. In addition to the on-air promotion of events/activities, the beneficiaries also receive online promotion through the WINC FM Community Calendar.

- Middletown Holiday Events
- Friends of Handley Regional Library System
- The Laurel Center
- Winchester Medical Center Auxiliary
- Shepherdstown Civil War Christmas
- United Way of Northern Shenandoah Valley
- Literacy Volunteers Winchester Area
- Blue Ridge Hospice
- Spay Today
- American Red Cross
- Ringing In Hope
- Wreaths Across America



## Public Service Interviews



The following list details the beneficiaries/topics of the WINC Wake-Up Show's ***Community Corner*** segment for **December 2019**. The weekday on-air interview runs about three minutes and allows non-profits and others in the community to promote their mission and events during morning drive.

- Loudoun Cares
- Valley Chorale of Front Royal
- International Rhino Foundation
- AIDS Response Effort
- Upward Sports
- Winchester Community Choir
- James Wood High School DECA
- Clarke County Community Band
- Clarke County High School Winter Concert
- Warrior Workout Network
- United Way of Northern Shenandoah Valley
- Sinclair Medical Clinic
- Mothers Against Drunk Driving
- Evans Home for Children
- Winchester Rescue Mission
- First Night Winchester